EDHP-SIG Implementation

The following plugins and steps were implemented on the EDHP-SIG website. Each one of these items is crucial to help the performance, security, or operation of the site.

Table of Contents

Domain Name & Hosting

Below are the recommendations for hosting the final website. Currently the website is hosted on the developer's server.

Developer Recommendations

For WordPress websites, I suggest using a dedicated WordPress hosting platform over a shared hosting platform. While shared hosting platforms are cheap, they don't have the best performance for WordPress websites. Also, using a dedicated WordPress hosting platform will include essential items such as SSL certificates, daily website backups, and daily malware scans. These will need to be purchased individually using a shared hosting plan, which often offsets the cost savings.

Option 1: Purchase Hosting

In this option, you create an account and pay for the hosting through GoDaddy. I recommend the Ultimate WordPress plan because it includes the SSL certificate, backups, and malware scans. The first year will cost $156±, and the second year will cost $240±.

Option 2: Host on my Virtual Private Server

In this option, I will provide the hosting on my virtual private server and purchase the domain name and SSL certificates. Also, I will provide daily backups and daily malware scans for the website. The cost is $240/year ($20/month) billed through Smalling Studios LLC. I will also discount the first year, 20%, bringing the total to $192 for the first year.

Pre-Launch Tasks

Before launching the website, it's pertinent to review the site. Review the following settings to ensure the website is ready to launch.

Remove Unused Themes

For WordPress to work, you only need one theme. For the EDHP-SIG website, there are two themes, Avada and Avada-Child. The child theme holds CSS customizations, so both Avada themes are required to work. Furthermore, it's useful to keep the most recent WordPress theme, which at the time of writing, is Twenty-Twenty. Any additional WordPress themes should be deleted from the website.

Remove Unused Plugins

There are many plugins used during development. Some plugins are required for the website to work; others are used for helping website development. If there are any unnecessary plugins, they should be deactivated and removed.

Turn off File Editing

Under the Appearance tab on the WordPress Dashboard, there is a Theme Editor tool. This Theme Editor is a powerful tool allowing the developer to modify HTML/CSS code in the

WordPress installation. If this feature is left on, someone with administrative access could change essential files in the installation. This feature can be turned off by editing the wp-config file for the WordPress installation.

Test Contact Forms
The Contact Form 7 plugin allows developers to make forms for the website quickly. Each contact form needs to be reviewed and checked to ensure it works. Common issues are the form fields have not been added to the mail message. The contact form should be tested several times to ensure all the information appears as expected.

Install Flamingo Plugin
The Flamingo plugin is a companion plugin for Contact Form 7. The Flamingo plugin tracks each form submission and saves a copy to the WordPress database. This plugin provides a backup of the message and allows the developer to troubleshoot errors if they occur on the contact form.

Flamingo Plugin: https://wordpress.org/plugins/flamingo/

Search Engine Optimization
The following plugins and resources have been activated to ensure the website is searchable on the internet, and the administrator can pull critical metrics about the site.

Google Search Console
According to Google Search Console Help, the free service helps you "monitor, maintain, and troubleshoot your site's presence in Google Search results." The console provides a view of how the site appears on Google searches and identifies potential problems in the site. To prove ownership of the website, you must place a file or code on the website that the system reads. **Please note, this program is only available to the developer and cannot be shared.**

Google Search Console: https://search.google.com

Google Analytics
Google Analytics is the industry standard for analyzing website traffic. The system is implemented using a small piece of JavaScript code inserted on each page. With this system, the administrator can view a myriad of metrics regarding the website. It allows you to see what pages are most popular, what technology your visitors are using, and how your visitors are attained. **Additional users can be provided access to this program.**

Google Analytics: https://analytics.google.com

Yoast Plugin
Yoast is a free WordPress plugin with premium features available. The plugin allows the developer to determine how each page will appear and the information that will show for each title. Furthermore, the plugin reviews text to help ensure it is engaging for the audience. While SEO is out of the scope of this project, Yoast provides an excellent platform for building keywords and developing a searchable presence on the internet.

> Yoast: https://yoast.com/wordpress/plugins/seo/

Monster Insights Plugin
Monster Insights is a free WordPress plugin with premium features available. The Monster Insights plugin provides a dashboard view of Google Analytics on the administrator dashboard. The plugin links directly to the Google Analytics account and works as an intermediary between the dashboard and analytics database. One important feature, Monster Insights automatically disables tracking when an administrator is working on the website. This feature helps keep the analytics pure.

> Monster Insights: https://www.monsterinsights.com

Website Security & Management
The following plugins and resources have been activated to allow the administrator to manage the website and ensure it remains secure.

JetPack
Jetpack is a free WordPress plugin with premium features available. This plugin is used for convenience when logging into the website. It provides a single sign-on solution through the WordPress.com API. The premium features available are replicated through the Google Prosites Dashboard described below.

> Jetpack: https://jetpack.com

Sucuri Plugin
Sucuri is a free WordPress plugin with premium features available. After the plugin is activated, you will need to create an API key. After creating the key, the website will be scanned for malware, and it will analyze the core files and determine if there are any changes. The Sucuri plugin will generate a lot of emails about the website, such as when something changes, or when other administrators log in. The Sucuri plugin allows the administrator to be notified of actions on the site.

> Sucuri: https://sucuri.net

ManageWP Worker Plugin

Manage WP Worker is a free service provided by GoDaddy. This plugin allows the administrator to connect the website to the GoDaddy Prosites dashboard for easy website management.

ManageWP Worker: https://wordpress.org/plugins/worker/

GoDaddy Prosites Dashboard

The GoDaddy Prosites Dashboard is a free product for web developers. The product allows the developer to watch all their websites on one dashboard and conduct remote activities such as backups, security checks, and plugin/theme updates. Some of the features are premium features that may be purchased through the interface. These features are included depending on the hosting plan the client chooses. **Please note, this program is only available to the developer and cannot be shared.**

GoDaddy Prosites Dashboard: https://prosites.godaddy.com

Website Performance

The following plugins are active on the EDHP-SIG website. These plugins increase the performance and responsiveness of the website.

WP Super Cache Plugin

The WP Super Cache plugin creates an HTML cache of the website files. This cache increases the performance of the website by serving static HTML files, instead of the server consistently accessing the database when serving web pages. You must turn this feature on in the plugin's administration page. Furthermore, it's pertinent to clear the cache occasionally to force the server to rebuild files.

WP Super Cache: https://wordpress.org/plugins/wp-super-cache/

Autoptimize Plugin

The Autoptimize plugin works in conjunction with the WP Super Cache plugin. The Autoptimize plugin minimizes the JavaScript files and CSS files and serves them as a single file. Occasionally, the Autoptimize plugin will cause site issues or incompatibilities. If there are ever any issues with the appearance of the website, turn off the plugin and empty the caches to determine if the Autoptimize plugin is the culprit.

Autoptimize: https://wordpress.org/plugins/autoptimize/

References:

Google. (n.d.). *About Search Console.* Google. https://support.google.com/webmasters/answer/9128668?hl=en