



MASTERING YOUR WEBSITE 201

MODERATE WORDPRESS, GOOGLE TOOLS, AND CPANEL

INTRODUCTION

- STC Fellow
- Society Level Work:
 - Incoming Society Secretary
 - Associate Fellow Committee Chair
 - Summit Review Committee
 - Scholarship Committee Member
 - Community Affairs Committee Web Support
 - Book reviewer for *Technical Communication*
 - Former Community Achievement and Pacesetter Awards Committee Chair
 - Former *Intercom* Award Committee
 - Former Distinguished Community Service Award Committee Chair
 - Former Budget Review Committee Member
- Chapter Level Work – Philadelphia Metro Chapter
 - Past President, VP, Treasurer, Acting Secretary, Webmaster, Scholarship Manager



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STC Fellow

Society Level Work:

Incoming Society Secretary

Associate Fellow Committee Chair

Summit Review Committee

Scholarship Committee Member

Community Affairs Committee Web Support

Book reviewer for Technical Communication

Former Community Achievement and Pacesetter
Awards Committee Chair

Former Intercom Award Committee

Former Distinguished Community Service Award
Committee Chair

Former Budget Review Committee Member

Chapter Level Work – Philadelphia Metro Chapter

Past President, VP, Treasurer, Acting Secretary,
Webmaster, Scholarship Manager

EXPERIENCE



- Taught myself HTML from an online guide in college
 - Created silly college website which was a list of links
- Landed paid webmaster internship with local hospital
 - Just checked – they updated the website since I left in 1996
- Took over the PMC website around 2012
- CAC webmaster and web support since 2015
- Developed a 1-day workshop for the Spectrum conference based on my webinars

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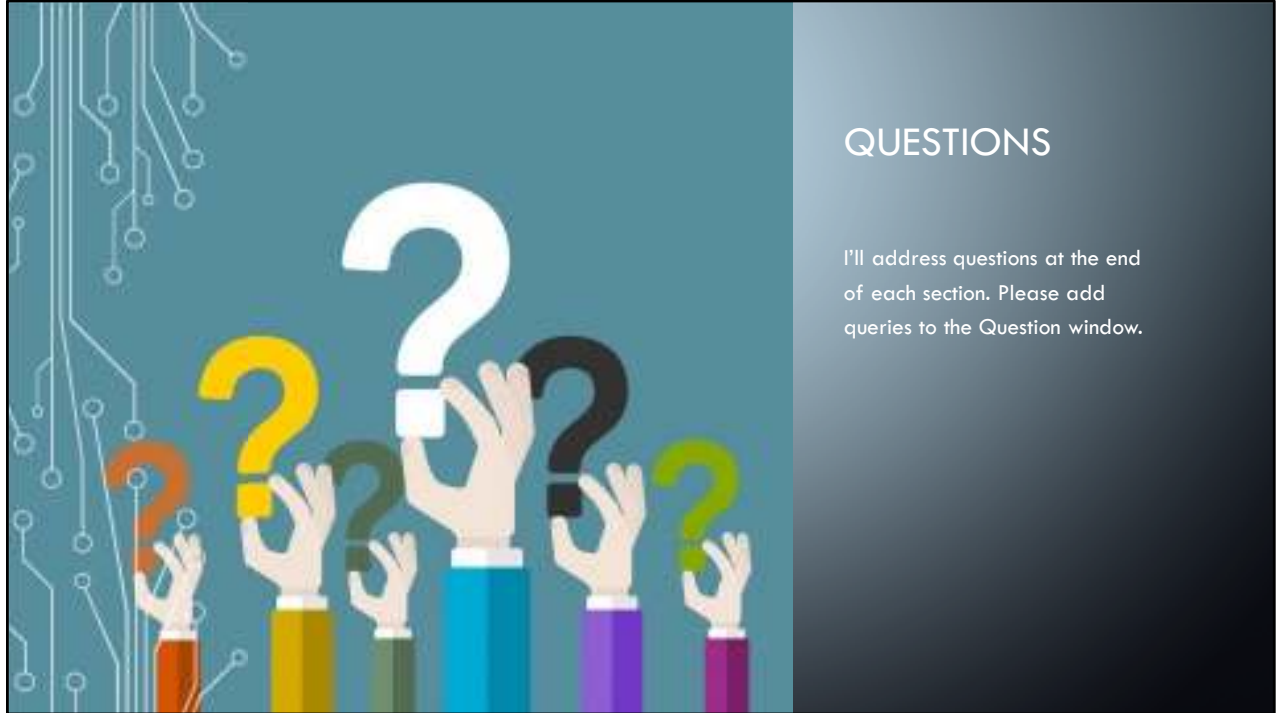
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INTENDED AUDIENCE

- Webmasters who are confident in trying new things with their sites
- Leaders who share a passion for technical communication and want their community website to be an example for their members
- Chapter leaders, as SIG leaders have limited access to most of what I am going to show

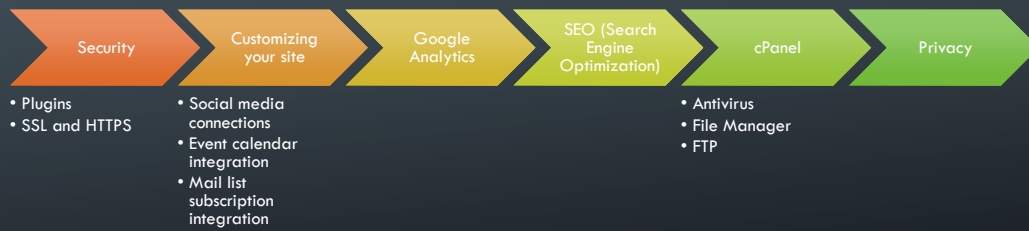
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I'll address questions at the end of each section. Please add queries to the Question window.

OVERVIEW



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This is a general overview, not a detailed exploration of any topic. These suggestions are not required but are commonly used or asked for features in our communities. Nor are they necessarily recommendations from STC, but rather from my own personal experience of running a chapter website.

SECURITY



This Photo by Unknown Author is licensed under [CC BY-SA](#)

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In Websites 101, I mentioned a good way to increase your site security is to keep your WordPress version, plugins, and themes up to date. But that may not be enough to keep your site secure.


The screenshot displays a grid of four WordPress security plugins. Each plugin card includes its logo, name, a brief description, a star rating, the number of active installations, and a compatibility checkmark. The plugins shown are Wordfence Security, Sucuri Security, Logixpress, and All In One WP Security & Firewall.

SECURITY PLUGINS

- A variety of security plugins are available for free, or free with paid upgrades

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When I was president my chapter's website was infected with malware. After doing some research, I installed a few plugins to help diagnose the problem.



WORDFENCE

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Wordfence Security – Firewall & Malware Scan

Description Installation FAQ Changelog Screenshots Reviews

THE MOST POPULAR WORDPRESS FIREWALL & SECURITY SCANNER

Wordfence includes an endpoint firewall and malware scanner that were built from the ground up to protect WordPress. Our Threat Defense Feed arms Wordfence with the newest firewall rules, malware signatures and malicious IP addresses it needs to keep your website safe. Rounded out by a suite of additional features, Wordfence is the most comprehensive WordPress security solution available.

WORDPRESS FIREWALL

- Web Application Firewall identifies and blocks malicious traffic. Built and maintained by a large team focused 100% on WordPress security.
- [Premium] Real-time firewall rule and malware signature updates via the Threat Defense Feed (free version is delayed by 30 days).
- [Premium] Real-time IP Blacklist blocks all requests from the most

Version: 7.1.7

Author: [Wordfence](#)

Last Updated: 24 hours ago

Requires WordPress Version: 3.9 or higher

Compatible up to: 4.9.6

Requires PHP Version: 5.2 or higher

Active Installations: 1+ Million

[WordPress.org Plugin Page >](#)

[Plugin Homepage >](#)

AVERAGE RATING

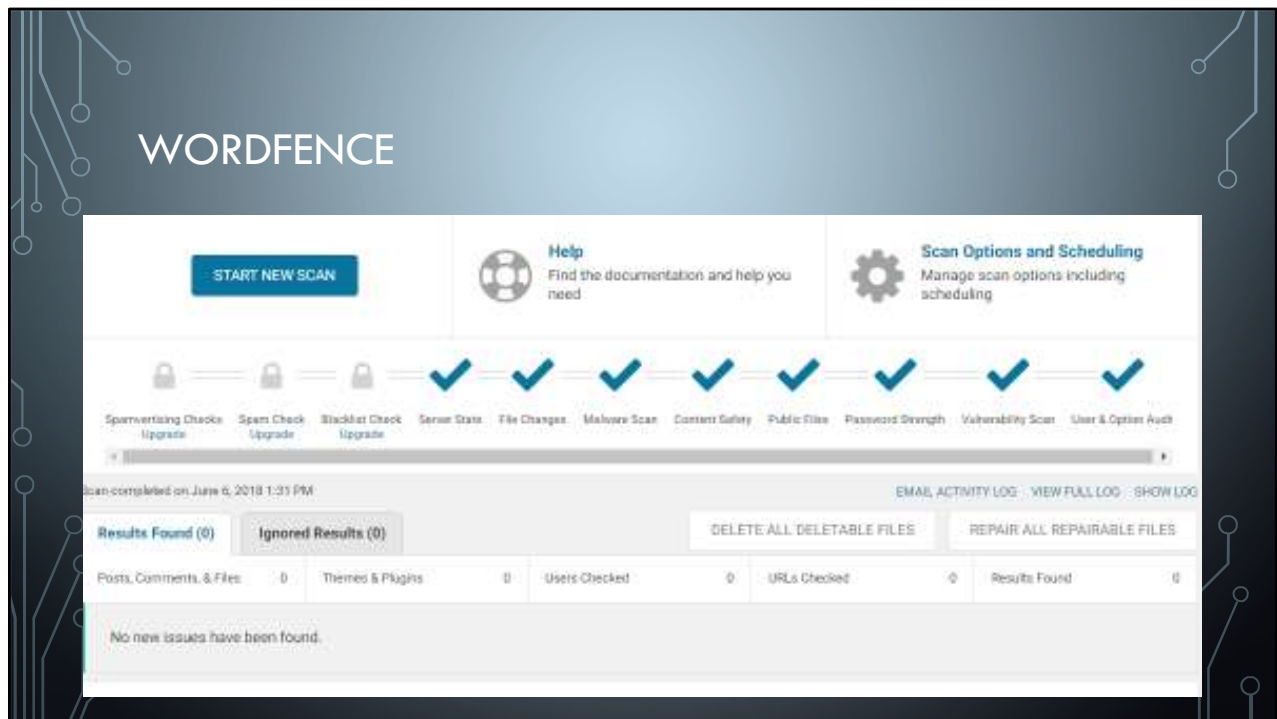
★★★★★
(based on 3,226 ratings)

REVIEWS

Read all reviews on WordPress.org or write your own!

5 stars 2,962

I found that Wordfence was the biggest help at cleaning up the site. As with all of these plugins, there is a free version and also a paid version, which offers many more features.



One of the biggest aids from Wordfence is that it has a scan feature. The scan will not automatically clean up your files, but it will show you where each of the infected files are, so you can manually address them. For my chapter site, I found a non-WordPress site existed buried in subdirectories. Those subdirectories were riddled with malware, and by deleting the directories, I was able to resolve the problems. Wordfence gave me the roadmap of where to find those infected files and folders.

Wordfence is also useful because it will email your webmaster when your plugins, themes, or WordPress versions are outdated.

LOGINIZER SECURITY

Loginizer Security
The best plugin to protect your WordPress Site

Description Installation Changelog FAQ Screenshots Reviews

Loginizer is a WordPress plugin which helps you fight against bruteforce attack by blocking login for the IP after it reaches maximum retries allowed. You can blacklist or whitelist IPs for login using Loginizer. You can use various other features like Two Factor Auth, reCAPTCHA, PasswordLess Login, etc. to improve security of your website.

Loginizer is actively used by more than 700000+ WordPress websites.

You can find our official documentation at <https://loginizer.com/docs> and our Frequently Asked Questions on our support portal at <https://loginizer.com/members>. We are also active in our community support forums on wordpress.org if you are one of our free users. Our Premium Support Ticket System is at <https://loginizer.com/members>

Version: 1.4.0
Author: [Su Kathan](#)
Last Updated: 2 weeks ago
Requires WordPress Version: 3.0 or higher
Compatible up to: 4.9.6
Active Installations: 700,000+
[WordPress.org Plugin Page >](#)
[Plugin Homepage >](#)

AVERAGE RATING
★★★★★
(based on 398 ratings)

Loginizer helps protect against brute force attacks on your site. That's where external forces attempt to sign into your site by trying logins and passwords, and then take control of it.

LOGINIZER SECURITY

Brute Force Settings

Max Retries

3

Maximum failed attempts allowed before lockout

Lockout Time

15

minutes

Max Lockouts

5

Extend Lockout

24

hours. Extend Lockout time after Max Lockouts

Reset Retries

24

hours

Email Notification

after 0 lockouts

0 to disable email notifications

Save Settings

Disable Brute Force Protection

As noted in Websites 101, if your user IDs are displayed on your website posts, this gives a leg up to hackers attempting a brute force attack, as they already know potential IDs. Similarly, leaving your Administrator account named “Administrator” or “admin” is a vulnerability since that is commonly used. Loginizer helps set a threshold to limit brute force attacks.

LOGINIZER SECURITY

File Permissions		
Relative Path	Suggested	Actual
/	0755	0750
/wp-admin	0755	0755
/wp-includes	0755	0755
/wp-config.php	0444	0644
/wp-content	0755	0755
/wp-content/themes	0755	0755
/wp-content/plugins	0755	0755
.htaccess	0444	0644

As part of the brute force protection, Loginizer makes recommendations on changing the file permissions for various folders and files on your web server. Be very careful if you follow these recommendations, as changing the permissions could affect how your plugins interact with WordPress, or how WordPress works in general. If you want to change the file or folder permissions, you can do so in cPanel, using the File Manager there. More on that later in the cPanel section.

SUCURI SECURITY

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Activity Auditing
File Integrity Monitoring
Remote Malware Scanning
Security Hardening

Sucuri Security – Auditing, Malware Scanner...

Description
Installation
FAQ
Changelog
Screenshots
Reviews

Sucuri Inc. is a globally recognized authority in all matters related to website security, with specialization in WordPress Security.

The Sucuri Security WordPress plugin is free to all WordPress users. It is a security suite meant to complement your existing security posture. It offers its users a set of security features for their website, each designed to have a positive effect on their security posture:

- Security Activity Auditing
- File Integrity Monitoring
- Remote Malware Scanning
- Blacklist Monitoring
- Effective Security Hardening
- Post-Hack Security Actions
- Security Notifications
- Website Firewall (premium)

Version: 1.8.17

Author: [Sucuri Inc.](#)

Last Updated: 1 week ago

Requires WordPress Version: 3.6 or higher

Compatible up to: 4.9.6

Active Installations: 400,000+

[WordPress.org Plugin Page](#)

[Plugin Homepage](#)

[Donate to this plugin](#)

AVERAGE RATING

★★★★☆
(based on 301 ratings)

REVIEWS

Read all reviews on WordPress.org or write your own!

Sucuri offers some overlapping security features. I've found the most useful are the Hardening Options, and Alerts.

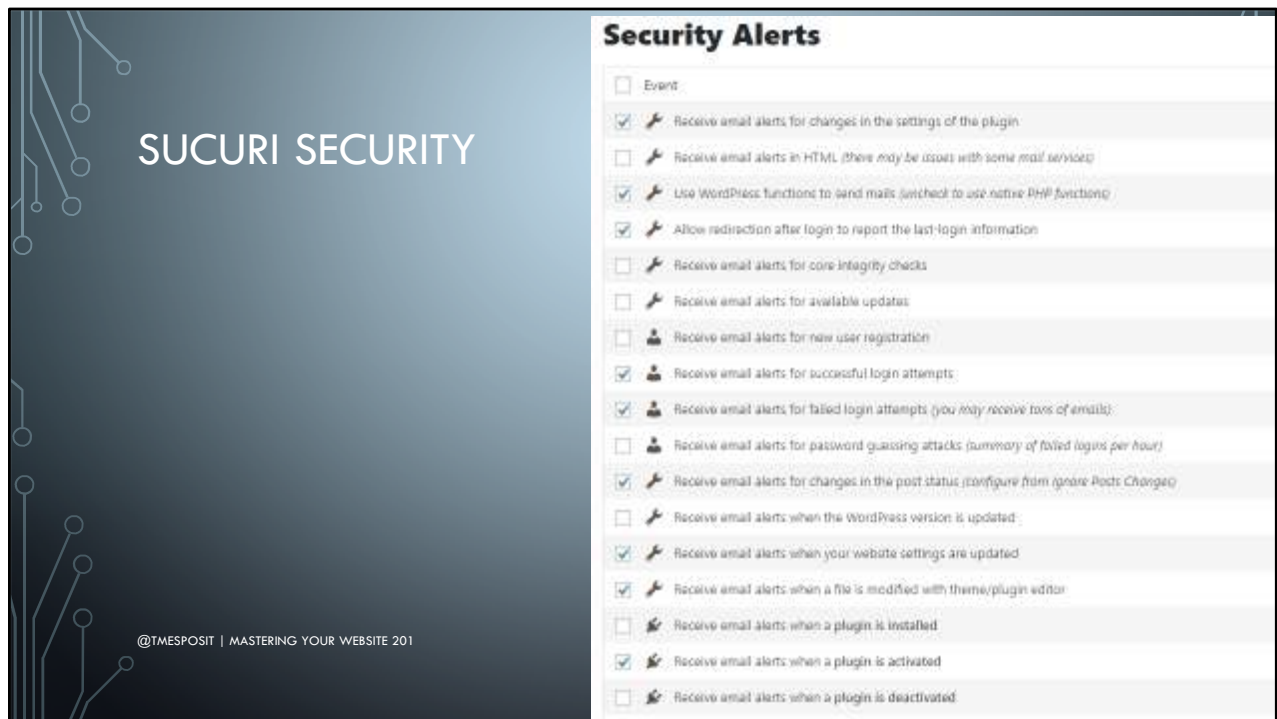
SUCURI SECURITY

Hardening Options

Website Firewall Protection	Apply Hardening
Notify WordPress Version	Reset Hardening
Notify PHP Version	Reset Hardening
Remove WordPress Version	Reset Hardening
Block PHP Files in Uploads Directory	Apply Hardening
Block PHP Files in WP-CONTENT Directory	Apply Hardening
Block PHP Files in WP-INCLUDES Directory	Apply Hardening
Information Leakage	Apply Hardening
Default Admin Account	Reset Hardening
Plugins and Theme Editor	Reset Hardening

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Sucuri says, “To harden your website means to add different layers of protection to reduce the potential attack surface.” In the example here, Sucuri offers the ability to prevent PHP files from being in certain directories. Malware on WordPress sites may propagate via PHPs. Remember: PHPs drive the WordPress experience instead of HTML. They are scripts and directly affect your website. So preventing PHPs from appearing in certain directories may block malware attempts.



While there are many other security options offered by Sucuri, one highly customizable one is controlling notifications about your site. You can get emails based on a variety of criteria. Select the options based on your website needs.

ALL IN ONE WP SECURITY & FIREWALL

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The screenshot displays the website for 'All in One WP Security & Firewall'. The header features a blue background with a shield icon and the text 'All in One WP Security & Firewall' and 'WEBSITE'. Below the header is a navigation bar with tabs for 'Description', 'Installation', 'FAQ', 'Changelog', and 'Reviews'. The main content area is divided into two columns. The left column contains a description of the plugin, stating it is a comprehensive, easy-to-use, stable, and well-supported WordPress security plugin. It mentions that WordPress is a secure platform but that this plugin adds extra security and firewall features. It also states that the plugin will take website security to a whole new level and is designed and written by experts. The right column contains technical details: Version 4.4.0, Author: Ties and Ticks HQ, Peter Petrusch, Last Updated: 4 weeks ago, Requires WordPress Version: 4.7 or higher, Compatible up to: 5.2.3, Active installations: 800,000+, and an average rating of 5 stars based on 857 ratings. The footer of the screenshot shows the text '@TMESPOSIT | MASTERING YOUR WEBSITE 201'.

All in One WP Security & Firewall WEBSITE

Description Installation FAQ Changelog Reviews

A COMPREHENSIVE, EASY TO USE, STABLE AND WELL SUPPORTED WORDPRESS SECURITY PLUGIN

WordPress itself is a very secure platform. However, it helps to add some extra security and firewall to your site by using a security plugin that enforces a lot of good security practices.

The All in One WordPress Security plugin will take your website security to a whole new level.

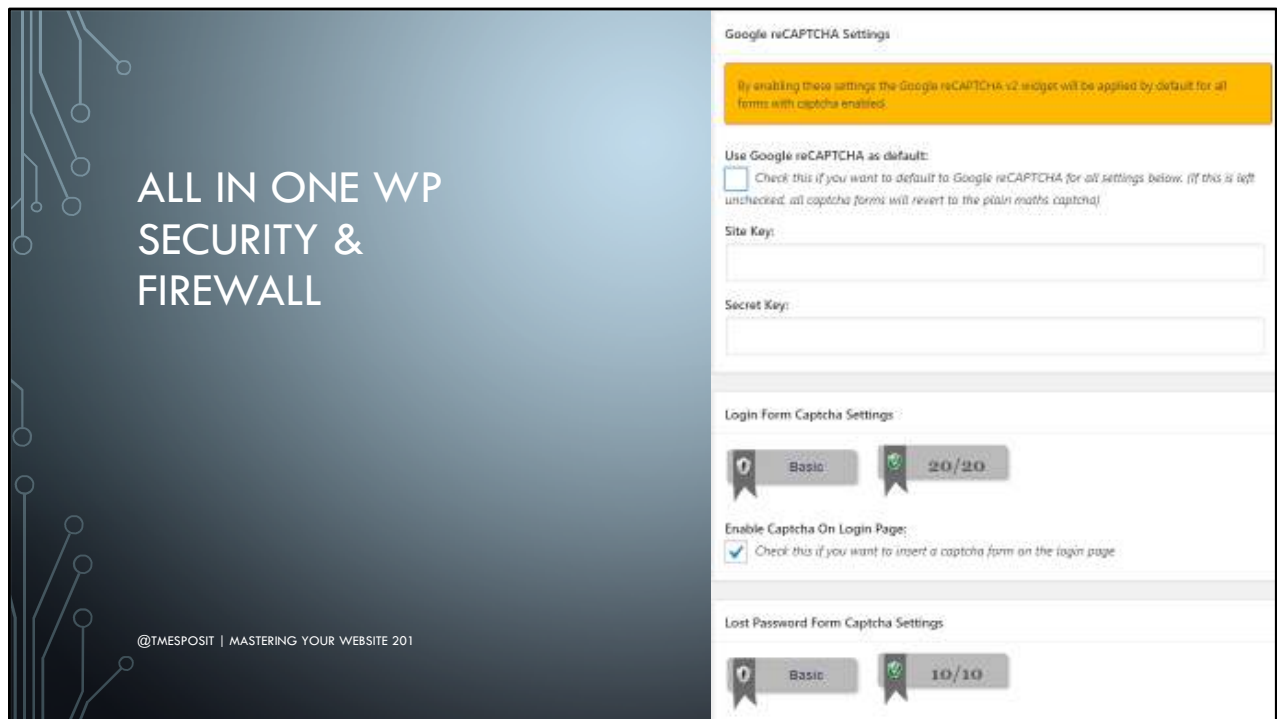
This plugin is designed and written by experts and is easy to use and understand.

It reduces security risk by checking for vulnerabilities, and by implementing and enforcing the latest recommended WordPress security practices and techniques.

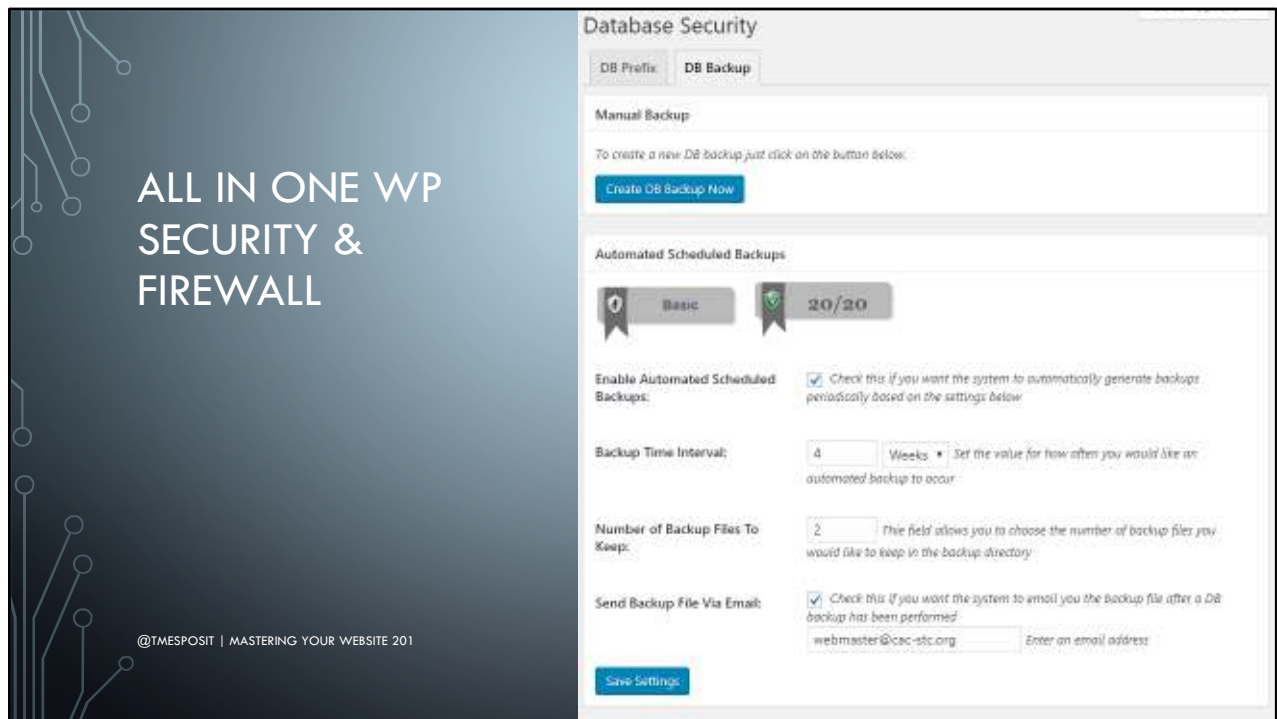
Version: 4.4.0
Author: [Ties and Ticks HQ](#), [Peter Petrusch](#), [Babul](#), [by](#)
Last Updated: 4 weeks ago
Requires WordPress Version: 4.7 or higher
Compatible up to: 5.2.3
Active installations: 800,000+
[WordPress.org Plugin Page](#) = [Plugin Homepage](#) =

AVERAGE RATING
★★★★★
(based on 857 ratings)

Much like the others, this offers a suite of security features, with some added functionality.



One of my favorite features is enabling a Captcha on the sign in page. While you can use a Google-based Captcha, you can more easily enable a math-based one. For example, after you enter your user name and password, you must complete a simple math problem, such as "18 + two".

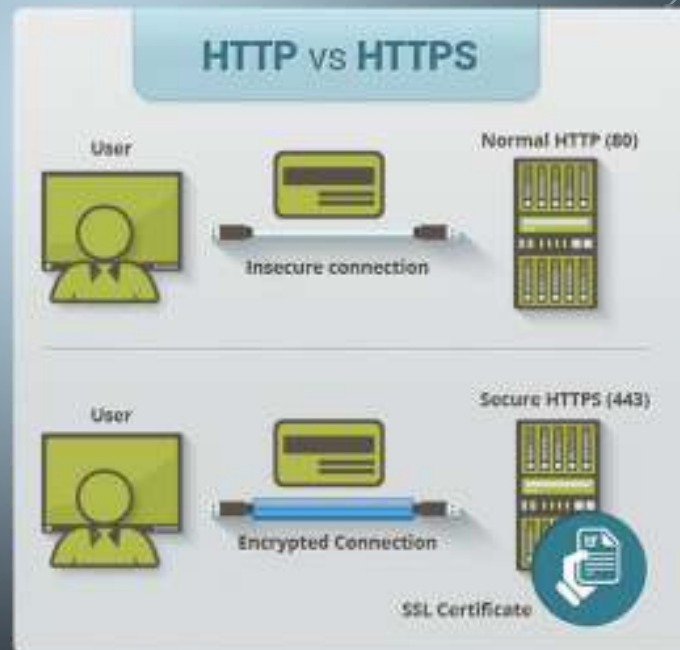


A very handy, and free feature is an automated database backup. You can set this to create a backup and have them email it to you, making saving backups for the site very easy. Every website should be backed up on a regular basis.

HTTPS AND SSL

- Hyper Text Transfer Protocol Secure (HTTPS) is the secure version of HTTP
- Requires a Secure Socket Layer (SSL)

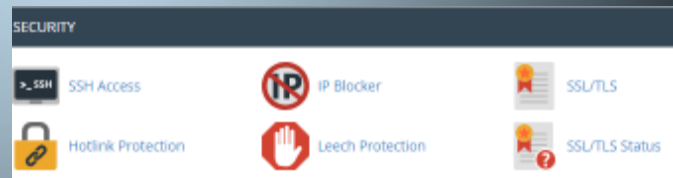
Source:
<https://www.instantssl.com/ssl-certificate-products/https.html>



One step you can take towards making your site more secure, is to have it use HTTPS instead of HTTP. To do so you'll need a security certificate from a Certificate Authority (CA).

HTTPS AND SSL

- Try it yourself:
 - Get a certificate from <https://letsencrypt.org>
 - Apply it in the Security section of cPanel
- Or, log a ticket with you web host to enable SSL



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Try it yourself:

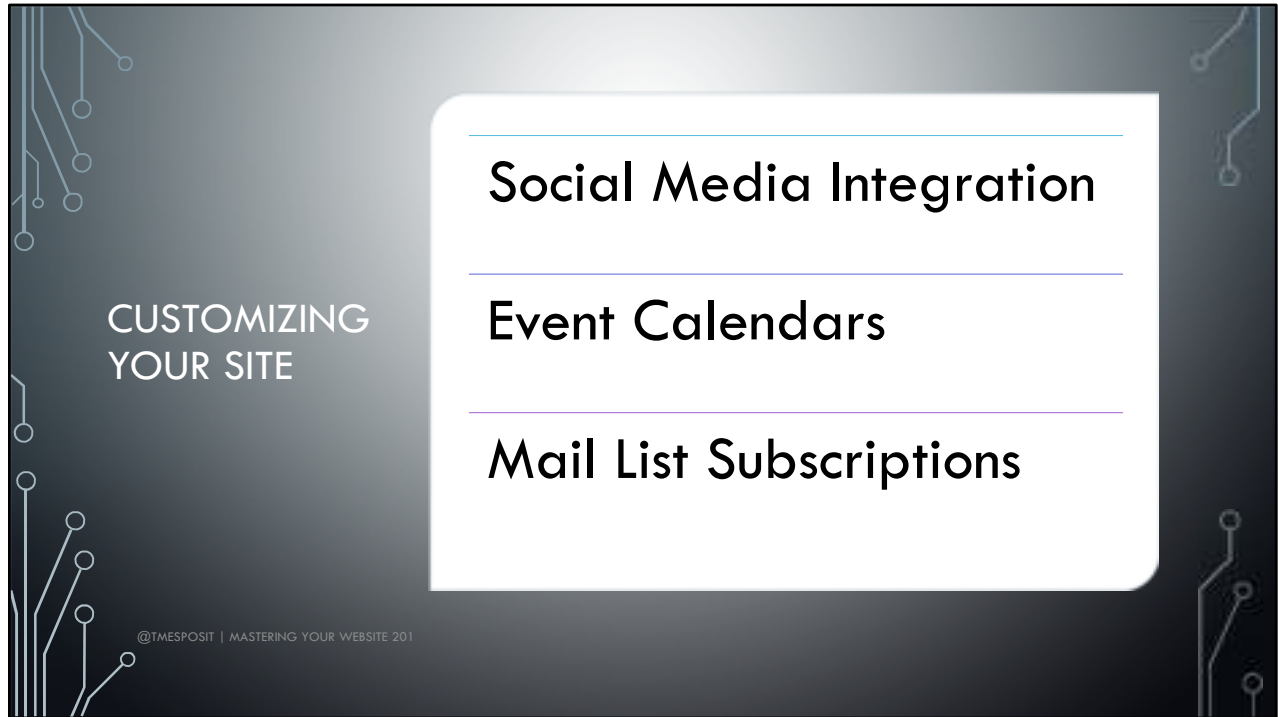
Get a certificate from <https://letsencrypt.org>

Apply it in the Security section of cPanel

Or, log a ticket with your web host to enable SSL

Even if you don't want to experiment with this, it is worth logging a support ticket with your web host to get your site using HTTPS.

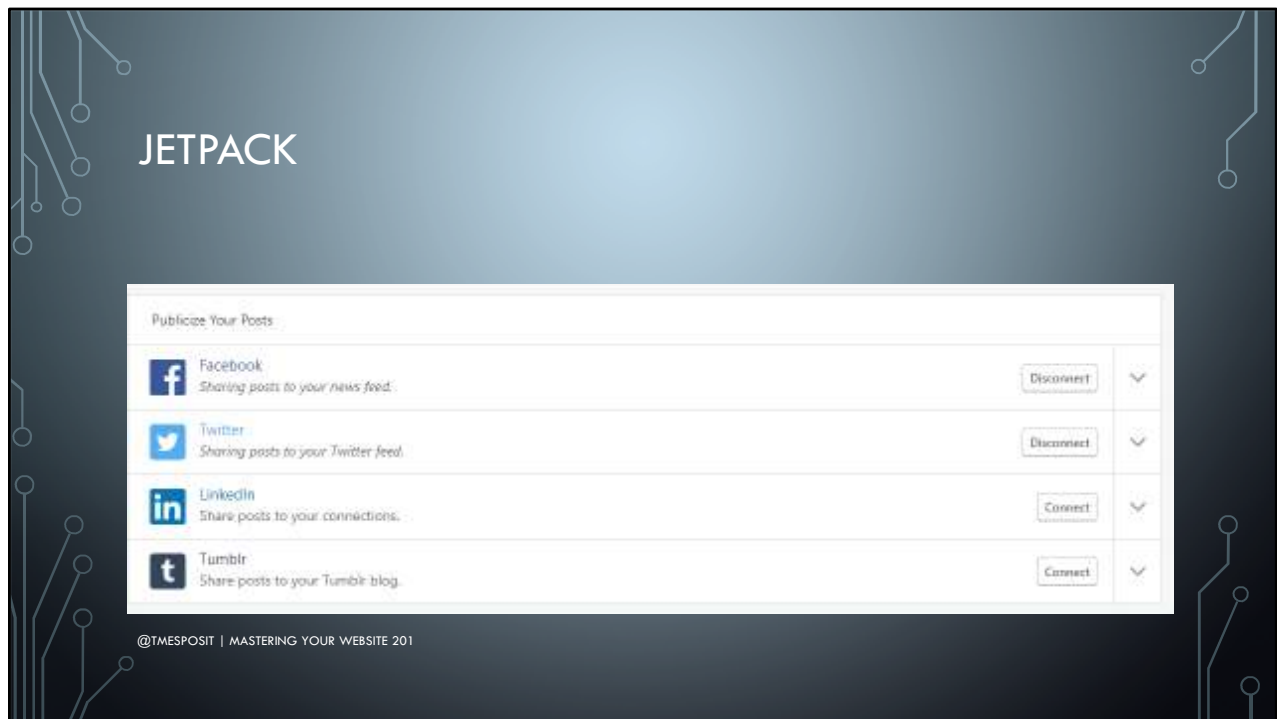




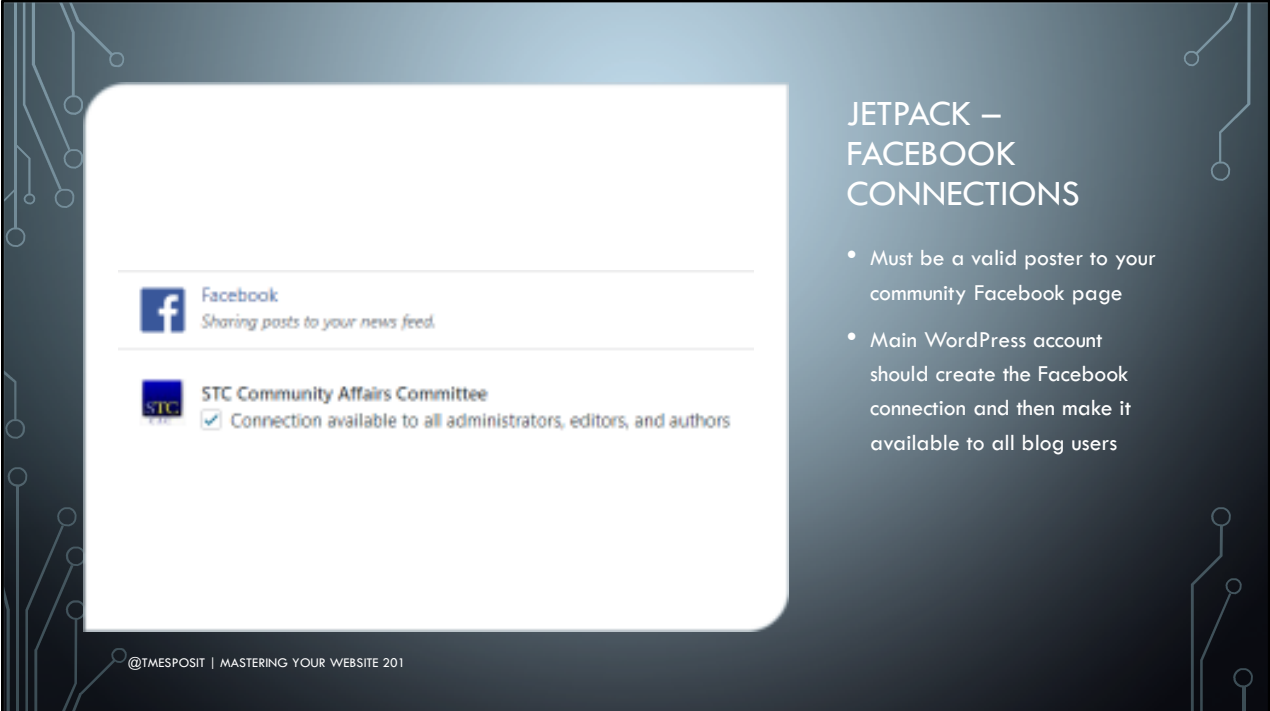
- Social Media Integration
- Event Calendars
- Mail List Subscriptions



Communities may have a variety of social media platforms in use. But posting to multiple locations every time you have an announcement can be tiresome. There is a free plugin that will automatically post to the social media of your choosing.



- Free app with paid components
- Adds a Sharing option to the Settings menu.
- Each user who connects to your website must configure their individual sharing settings.
- When you publish a post, it will be pushed to all of the media you selected.



JETPACK – FACEBOOK CONNECTIONS

- Must be a valid poster to your community Facebook page
- Main WordPress account should create the Facebook connection and then make it available to all blog users

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If you want them to be able to post to your community Facebook page, you must first add them to the website as a valid contributor.

Once you create the Facebook connection in Jetpack, you can allow it to be a shared connection. Then as long as the person who is posting is able to also post on your Facebook page, they can add the Facebook option to their account.

In the example here, I am going to post to the CAC Facebook page, not my personal FB page.

Register for the Upcoming PMC Events

STC-PMC Events

Today Wednesday, September 25 Print Week Month Agenda

Showing events after 8/15. [Look for earlier events](#)

Wednesday, September 25

6:30pm Chapter Meeting Webinar: Reframing the Conversation Around Digital Access

Wednesday, October 9

STC New England/PMC Co-hosted Webinar: From RoboCop and HLMT to the Future – Dr.

Tuesday, October 22

6:30pm Fall Social/Networking Event at Wynnewood Lanes

Showing events until 4/15. [Look for more](#)

Events shown in time zone: Eastern Time - New York

Google Calendar

EVENT CALENDAR INTEGRATION

- Tied to a Google account
- Generates code to embed in WordPress
- Tweak the code to make it fit your site

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A very useful tool for communities to have is a calendar that displays all of the upcoming events. Google calendar offers a free, easy way to integrate this information into your website.

Register for the Upcoming PMC Events

STC-PMC Events

Today: Wednesday, September 25

Showing events after 8:15 [Look for earlier events](#)

Wednesday, September 25

6:30pm Chapter Meeting: Webinar: Reframing the Conversation Around Digital Accessibility

When: Wed, September 25, 6:30pm – 8:00pm

Where: Web event ([map](#))

Description: This talk will provide an overview of digital accessibility for technical communicators. It will offer an empathetic way of looking at accessibility and how we talk and think about it in our work.

<https://www.eventbrite.com/stc-pmc-webinar-reframing-the-conversation-around-digital-accessibility-tickets-4967744111>

[more details](#) [go to my calendar](#)

Wednesday, October 9

Events shown in time zone: Eastern Time - New York

[Google Calendar](#)

EVENT CALENDAR INTEGRATION

- Put all the data about your event in the calendar, and it instantly appears on your site
- Include links to register for the events

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Any updates made to the Google calendar event are instantly reflected on your site. When creating the event, fill out the description with the full event description, and include a link to the registration page.

EVENT CALENDAR INTEGRATION

Create

Create a new Gmail calendar specifically for scheduling events.
• Every event in the calendar will appear on your site.

Share

Share that calendar with the appropriate Gmail accounts.
• Anyone with access can create events in the calendar, and therefore affect your website.

Embed

Embed the code for the calendar in your WordPress post or page.

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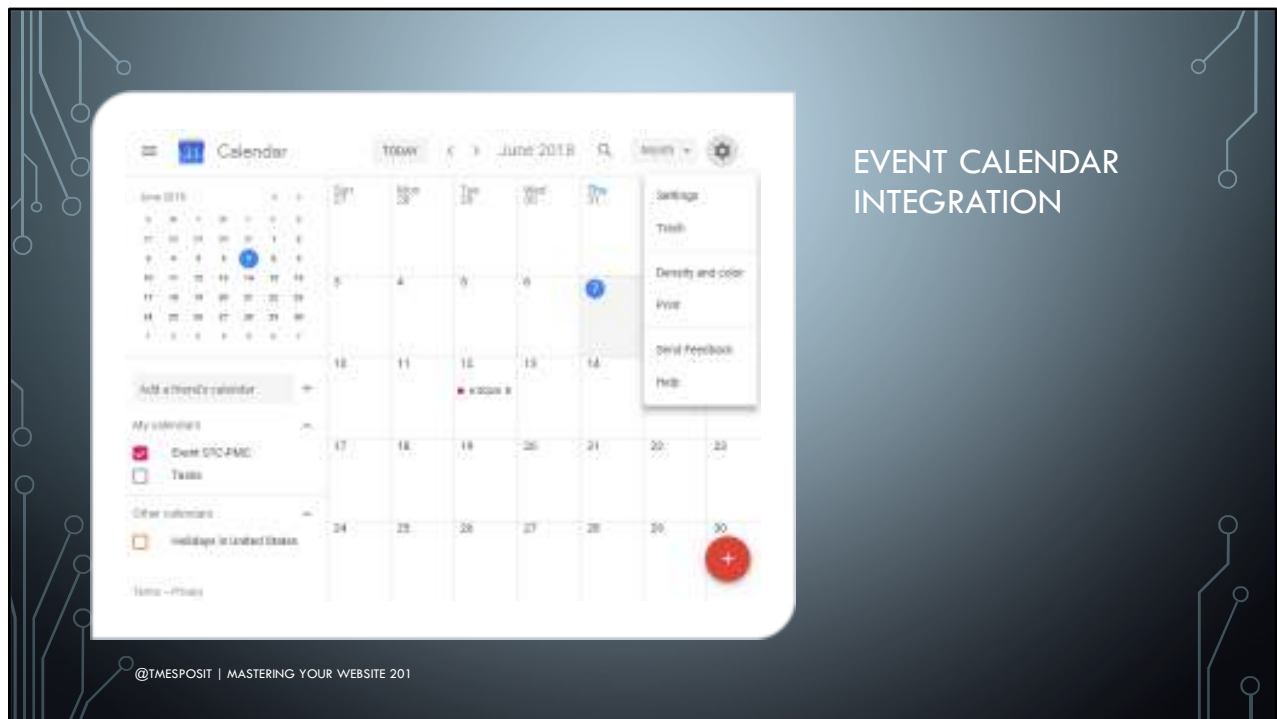
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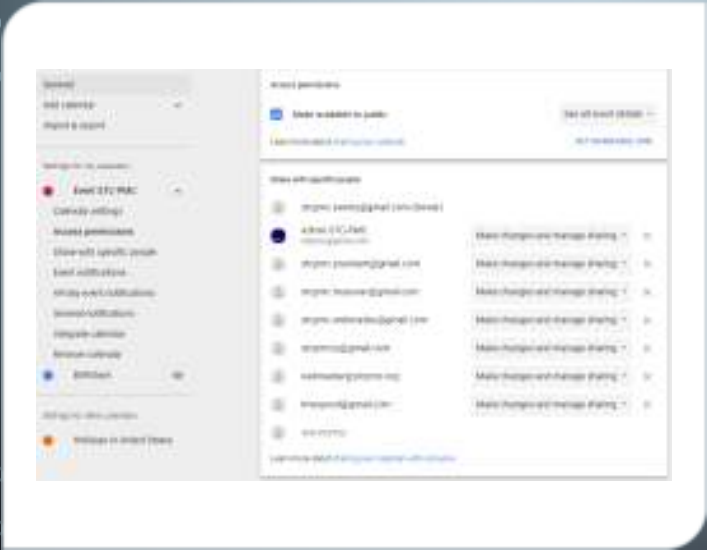
Share that calendar with the appropriate Gmail accounts.

Anyone with access can create events in the calendar, and therefore affect your website.

Embed the code for the calendar in your WordPress post or page.



Here is a calendar, used only for posting chapter events. In this example, the calendar exists within its own Gmail account. You could also create an account in an existing Gmail account and use that instead. Configure the settings of the calendar by clicking the gear icon and choosing Settings.



EVENT CALENDAR INTEGRATION

- Enable shared control of the calendar

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- After entering the calendar settings, click on the actual calendar entry on the left, to get calendar-specific settings.
- Make sure the calendar is available to the public.
- Then add your website managers to the share profile, so they can add/edit events.

EVENT CALENDAR INTEGRATION

Integrate calendar

Calendar ID
stcpmc.events@gmail.com

Public URL to this calendar
[https://calendar.google.com/calendar/embed?src=stcpmc.events%40gmail.com&ctz=America?](https://calendar.google.com/calendar/embed?src=stcpmc.events%40gmail.com&ctz=America%20New_York)

Use this URL to access this calendar from a web browser.

Embed code
`<iframe src="https://calendar.google.com/calendar/embed?src=stcpmc.events%40gmail.com&`

Use this code to embed this calendar in a web page.

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In the Integrate Calendar section copy the embed code.

EVENT CALENDAR INTEGRATION



```

<h1></h1>
STC's mission is to improve the quality and effectiveness of technical communication for audiences worldwide. <a title="Society for Technical Communication" href="http://www.stc.org" target="_blank" rel="noopener">STC</a> is concerned with the education, improvement, and advancement of its members.

STC-PWC fills these needs on a local basis through a wide range of activities, including <a title="Events" href="http://www.stcpec.org/events/">monthly meetings</a>; <a title="Careers" href="http://www.stcpec.org/career/">career</a> and <a title="Education" href="http://www.stcpec.org/education/">education</a> information; and <a title="Competition" href="http://www.stcpec.org/regional-competition/">competitions for technical publications</a>, and online communications. Check out our <a href="http://www.stcpec.org/wp-content/uploads/STC-brochure-2016-web.pdf">chapter brochure</a>.

<h2>Register for the Upcoming PWC Events</h2>
<iframe style="border-width: 0px;" src="https://www.google.com/calendar/embed?title=STC-PWC%20Events&mode=AGENDA&height=600&wkst=1&bgcolor=%23E6FFFA&ctz=stcpec.events%40gmail.com&color=%2301305F&ctz=America%2FNew_York" width="600" height="622" frameborder="0" scrolling="yes">
</iframe>

```

In WordPress, switch to the Text tab when creating a post or page, and then paste in the code from the Google Calendar. When you publish it, the calendar entries will automatically appear on the post or page.

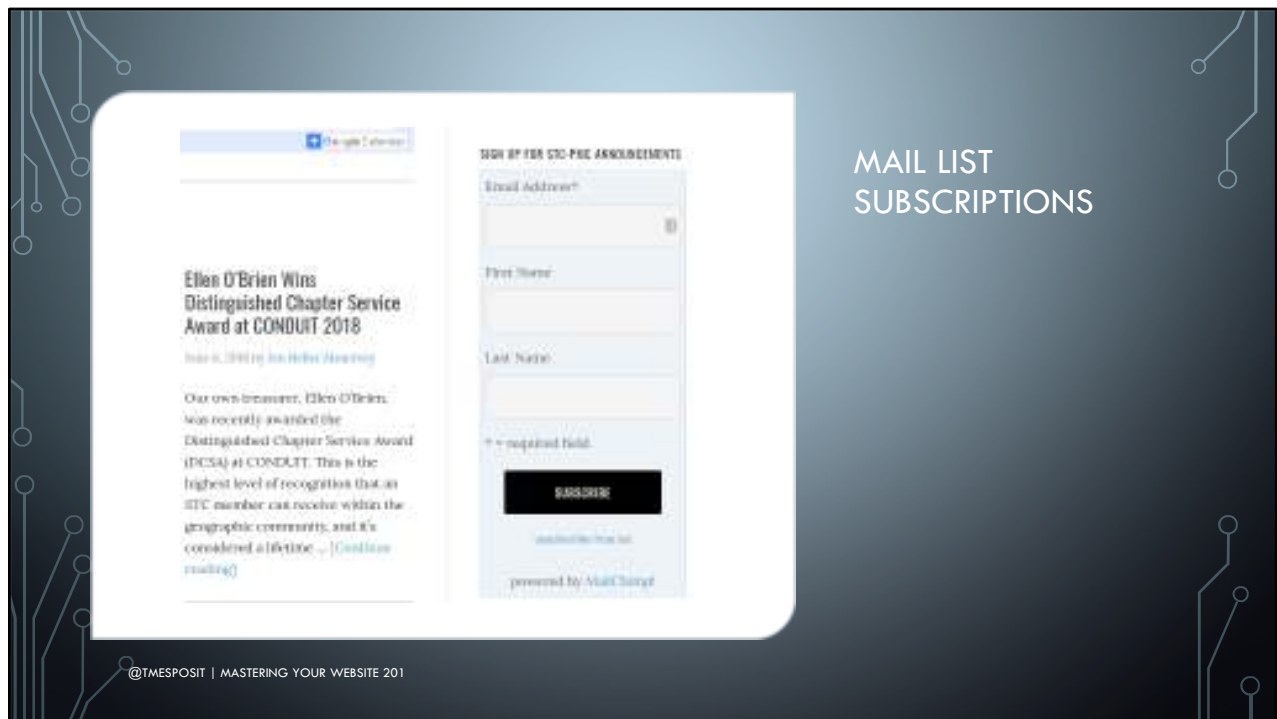
MAIL LIST SUBSCRIPTIONS



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-SA](#)


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Many communities use a service such as MailChimp to communicate with their members. MailChimp is free, to a point, and offers the ability to add subscribers via a plugin.



There are several plugins for MailChimp integration. I was using the one created by MailChimp. It appears as a widget and you place it where you like on your site. You define it to link to the list of your choosing, and then place it on your page.

MAIL LIST SUBSCRIPTIONS



MC4WP: Mailchimp for WordPress

Mailchimp for WordPress, the #1 unofficial Mailchimp plugin.

By [ibericode](#)

[Install Now](#)

[More Details](#)

★★★★★ (1,167)

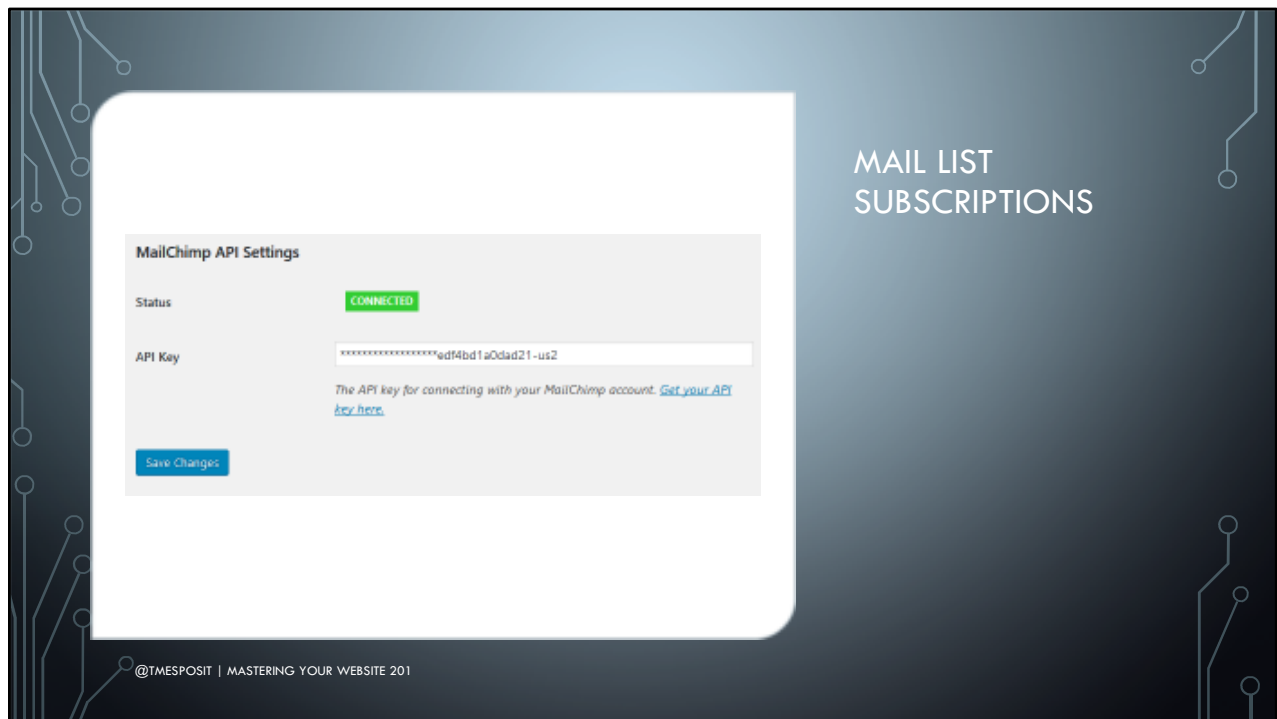
1+ Million Active Installations

Last Updated: 7 days ago

✓ Compatible with your version of WordPress

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But when doing research for this presentation, I found a different free plugin where you can associate multiple mailing lists with the form, so people can sign up for what they like.



Both require your MailChimp API to connect to your MailChimp account. Fortunately, they provide a link to it on MailChimp, and you can copy and paste it fairly easily.

MAIL LIST SUBSCRIPTIONS

The screenshot displays the MailChimp for WordPress interface. On the left is a sidebar menu with options: Appearance, Plugins, Users, Tools, Settings, MailButtons, MailChimp for WP (highlighted), MailChimp, Form, Integrations, Other, Add New, Log In/Sign Up, Security, Wordfence, and Google Analytics. The main area is split into two panels: 'Form code' and 'Form preview'.

Form code:

```
<p>  
<label>Email Address *</label>  
<input type="email" name="EMAIL" placeholder="Your email address" />  
</p>  
<p>  
<label>First Name *</label>  
<input name="FNAME" required="" type="text" />  
</p>  
<p>  
<label>Last Name *</label>  
<input name="LNAME" required="" type="text" />  
</p>  
<p>  
* = required field  
</p>  
<p>  
<label>List choice</label>  
<ul>  
<li><label>  
<input name="mc4wp_lists[]" value="default" type="checkbox" />  
</label></li>  
<li><label>  
<input name="mc4wp_lists[]" value="a9978821" type="checkbox" />  
</label></li>  
<li><label>  
<input name="mc4wp_lists[]" value="a9978821" type="checkbox" />  
</label></li>  
<li><label>  
<input name="mc4wp_lists[]" value="a9978821" type="checkbox" />  
</label></li>  
</ul>  
</p>
```

Form preview:

Email Address *

Your email address

First Name *

Last Name *

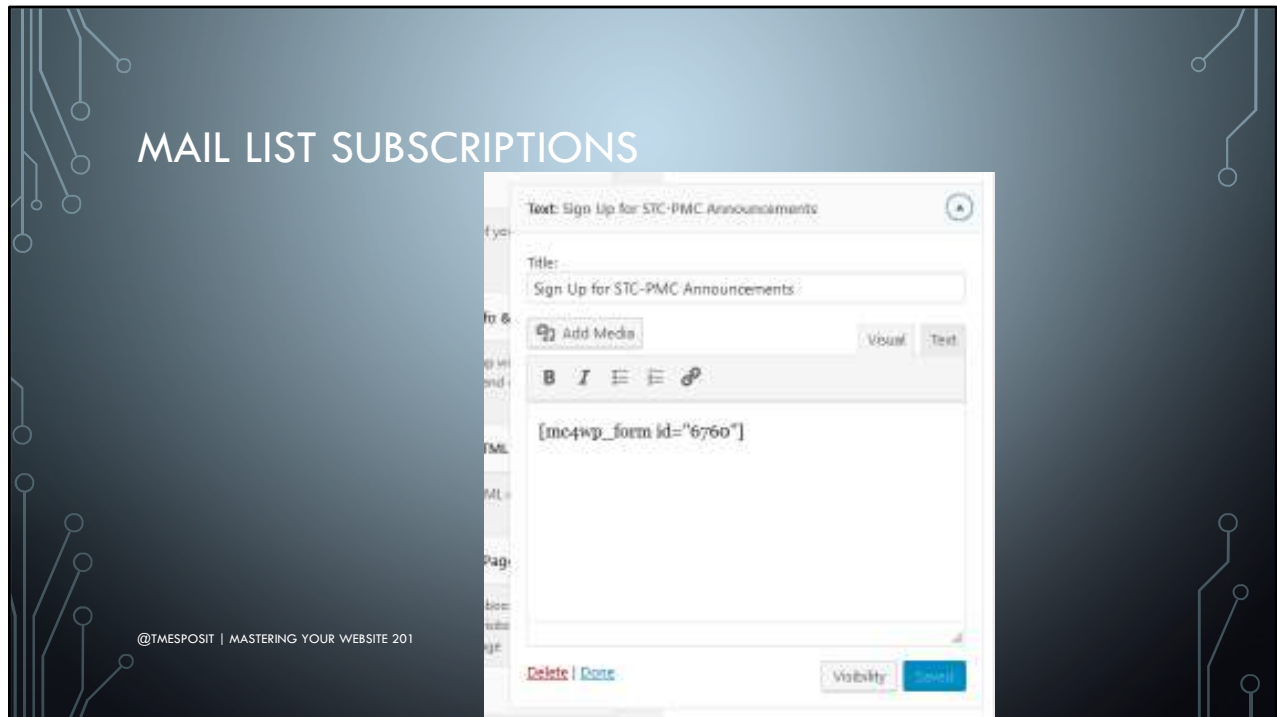
* = required field

List choice

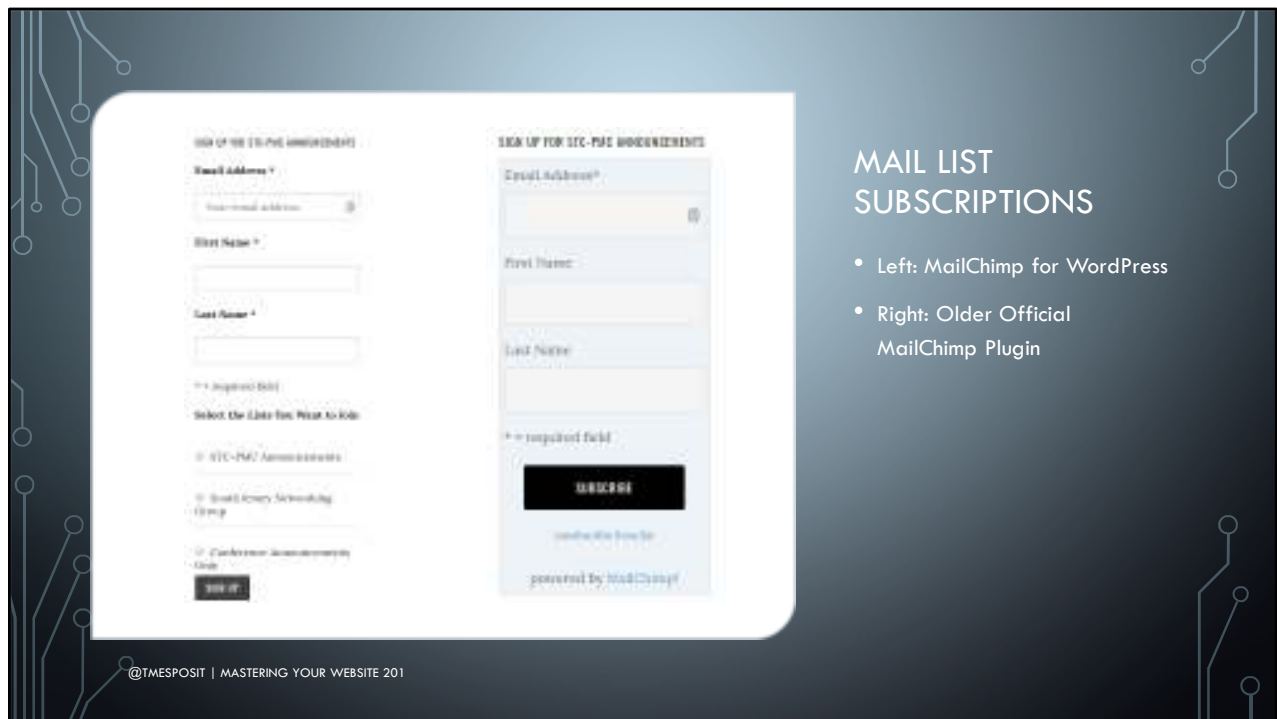
- ☐ STC-PMC Announcements
- ☐ South Jersey Networking Group
- ☐ Conference Announcements Only

The newer one, MailChimp for WordPress, lets you build your form yourself. By using buttons to insert basic HTML, you can construct the form to your liking. In this example, I made a bulleted list for each of the mail list items.

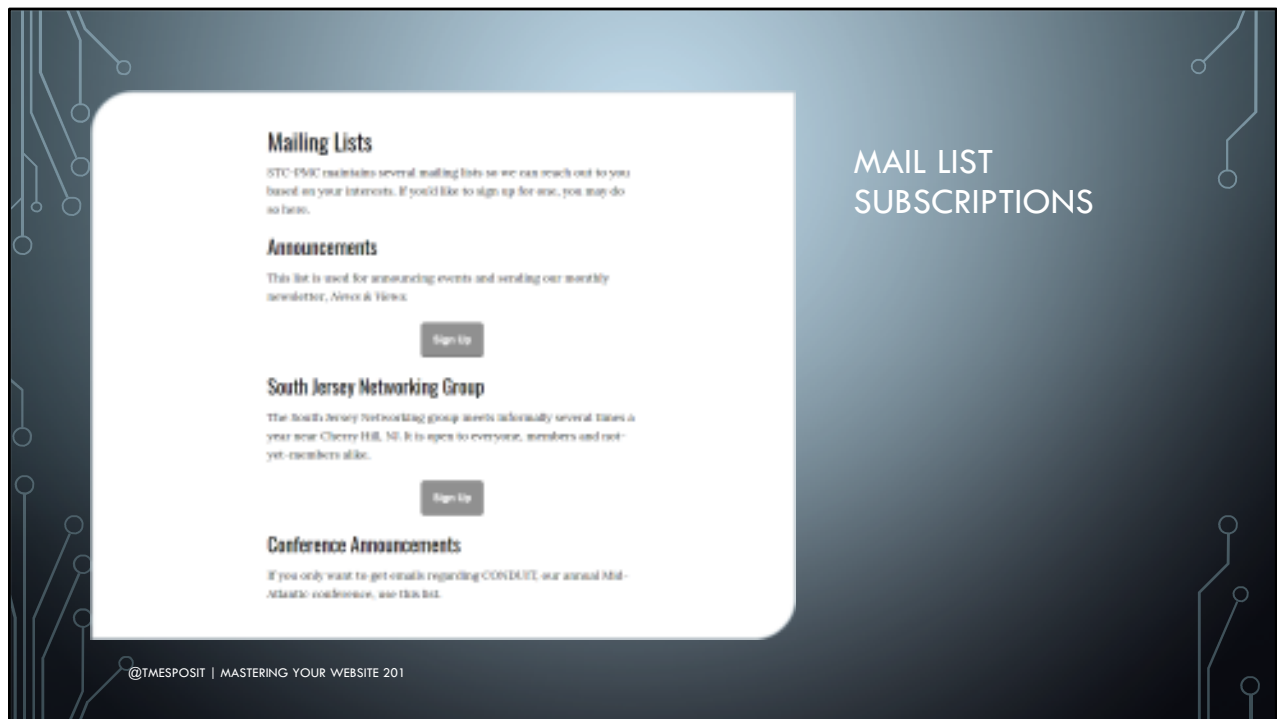
MAIL LIST SUBSCRIPTIONS



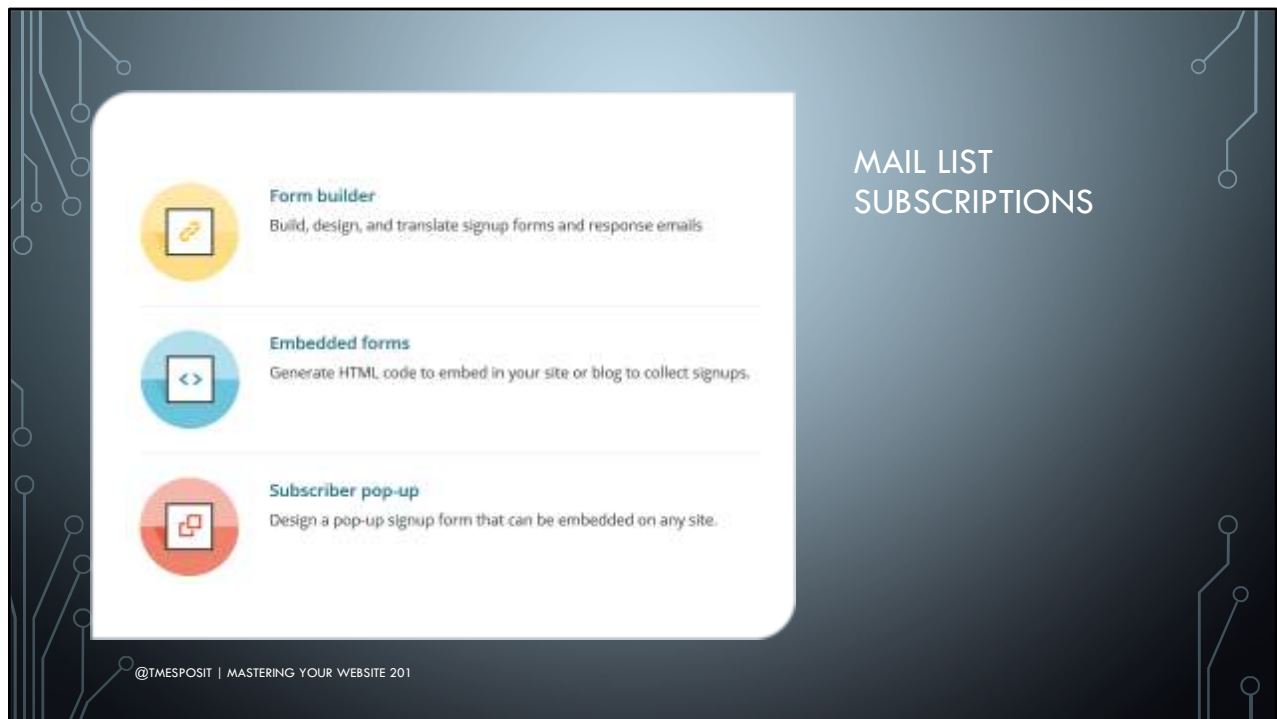
The plugin provides a form code. Paste that into a Text widget and add that widget to your website.



Here is the new one on the left, and the original one on the right. While the new one isn't as colorful, it allows people to sign up for multiple lists.



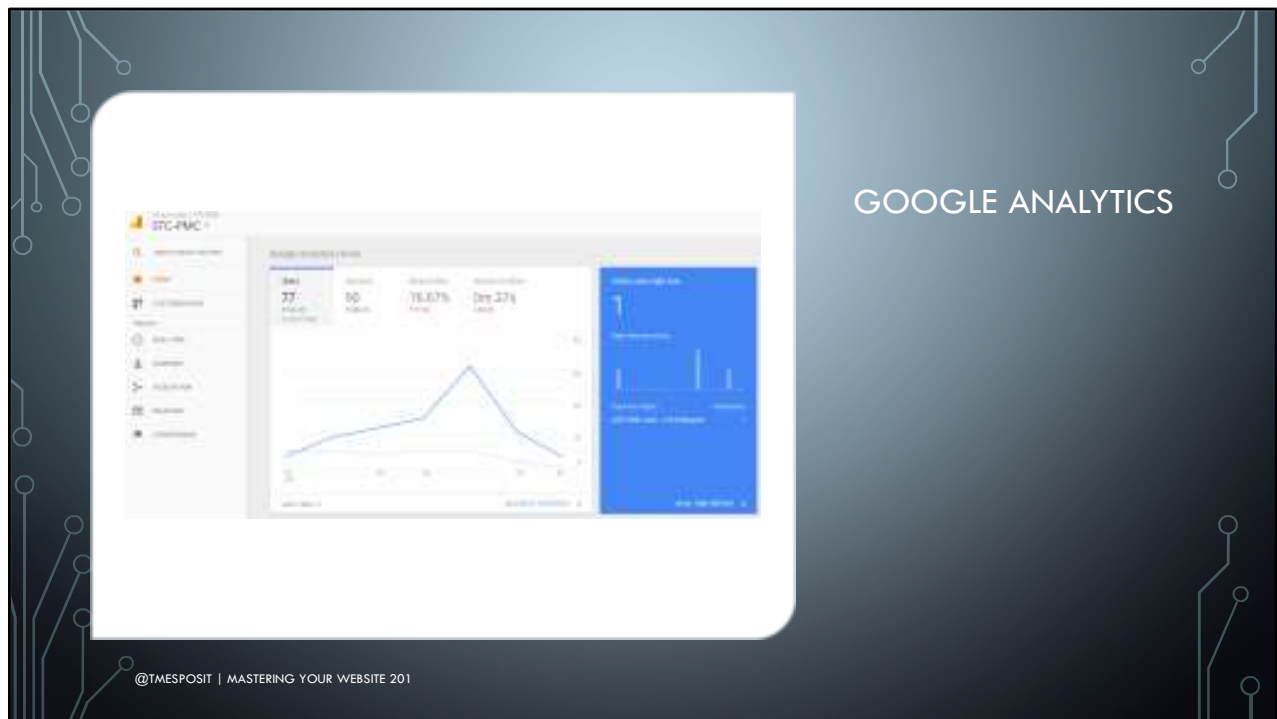
You should also consider creating a page on your website where all the mail lists are accessible. That way you can direct people to a single location where they can manage all their subscriptions. MailChimp has a form builder associated with each of your lists, and



MailChimp has a form builder associated with each of your lists, and you can use it to create custom signup pages that link right from your main website.



QUESTIONS




If you've ever wondered how people find your community website, you can easily learn how by setting up Google Analytics. Google Analytics is a free service, although there is a subscription-based version as well, but you do not need to pay for this service. In order to use Google Analytics, you need to have a Gmail/Google account.



Once you've established a Google account, go to <https://analytics.google.com> and tie it to a Google Analytics account.

What can you do with this information? You can see where people are coming from to arrive at your site. Are you advertising? Referenced on Facebook, Twitter, or LinkedIn? Direct emails or mail lists? References on blogs? You can tell what people come to your site to see.

It is basically a way to analyze how people are finding the information on your site.



GOOGLE ANALYTICS

- Normally you must add code to each page to enable Google Analytics
- There are a number of plugins you can use

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Normally you must add code to each page to enable Google Analytics. That is manual and very cumbersome to implement and maintain. However, many plugins by save you from manually entering your code on each page. You install them for free into WordPress and associate it with your Google Analytics account.



Search Engine Optimization (SEO) allows you to configure your website so your content is more easily found by search engines.

SEARCH ENGINE OPTIMIZATION (SEO)

“Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results. You don't have to sign up for Search Console for your site to be included in Google's search results, but doing so can help you understand how Google views your site and optimize its performance in search results.”

- Google

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Google offers a tool called Google Search Console, so you can influence how your site is seen by Google search. This is a free service and requires that you download a file and then upload it to the root directory of your website in order to verify that you can access the website. I'll go into website file management later, but it is fairly straightforward to do.

SEARCH ENGINE OPTIMIZATION (SEO)



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Once you have validated your user as someone with access to your website, Google Search Console offers some tools and a dashboard to show you some site analytics.



SEARCH ENGINE OPTIMIZATION (SEO)

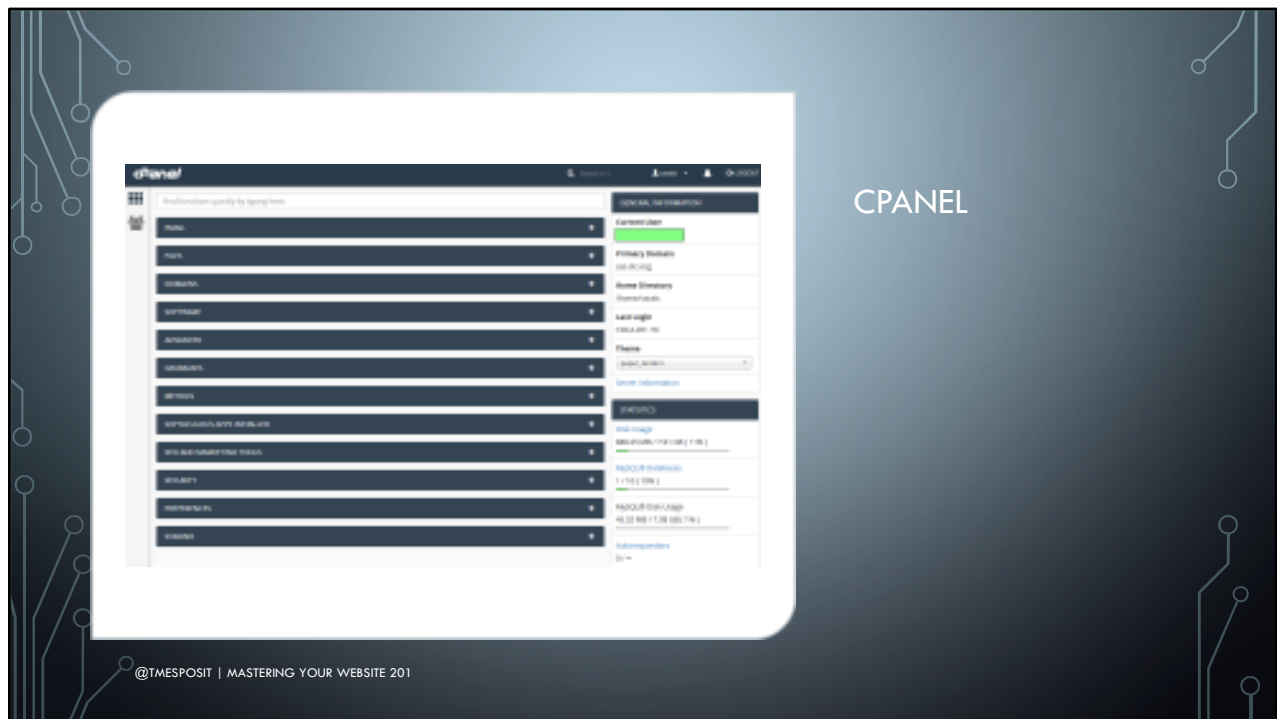
- Free plugin, Yoast SEO
- Requires Google Search Console
- A lot of customization options

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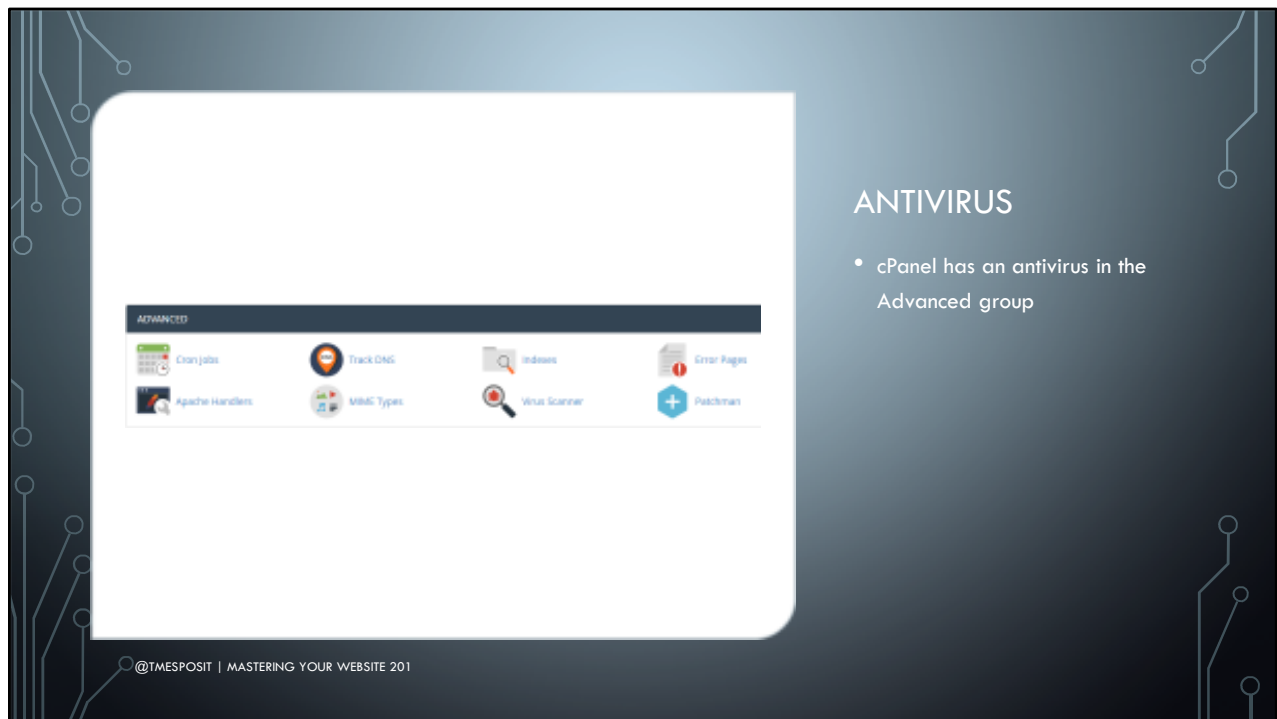
There is a free plugin called Yoast SEO, which integrates with Google Search Console. Once you install the plugin, some configuration is required to associate it with your site, Google Search Console, and social media. It provides a lot of customization which I will let you explore on your own.



QUESTIONS



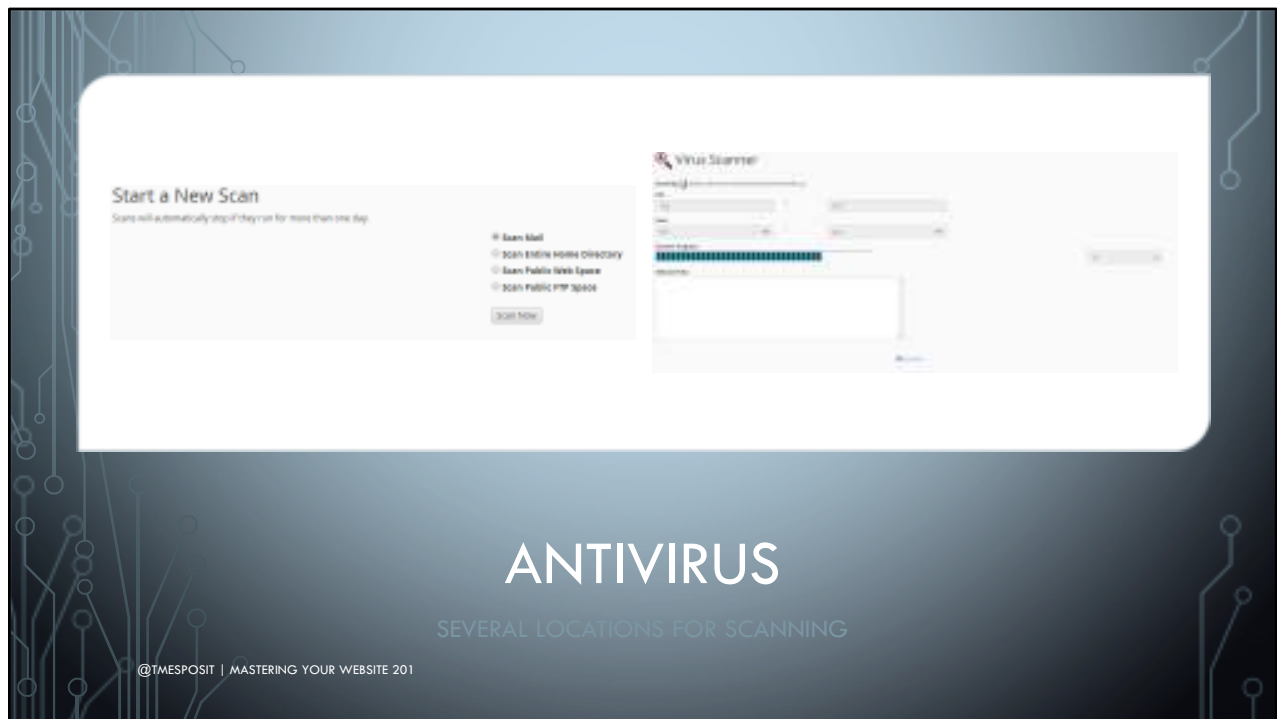
cPanel lets you manage the behind-the-scenes aspects of your website. From here you can install software, change your PHP version, create email forwarders, manage spam filtering, work with the files on your server, and backup your website.



ANTIVIRUS

- cPanel has an antivirus in the Advanced group

If you are worried that your website is infected with malware or a virus, you can run the antivirus from cPanel, in the Advanced group. This is not an antivirus that runs on a schedule; you must initiate it as needed.



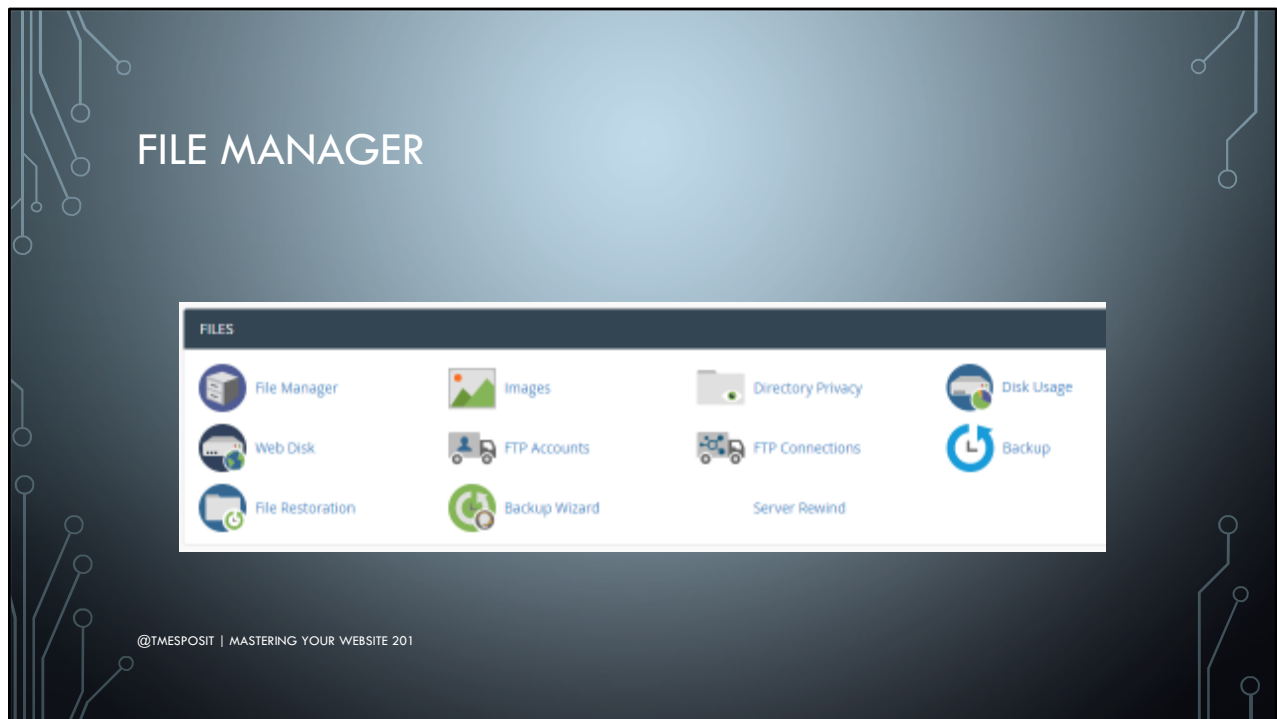
ANTIVIRUS

SEVERAL LOCATIONS FOR SCANNING

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If you are hosting mail through your web host, you can scan your mail directory. You probably don't have a public FTP space, so running that scan will be fast. Most likely if there are problems, they will be found in the Home directory or the public web space. I recommend running all the scans, as they generally do not take a long time.

This virus scan will quarantine or remove infected files, but it is not perfect. I found I needed to use this in conjunction with Wordfence to remove malware infected files and folders.



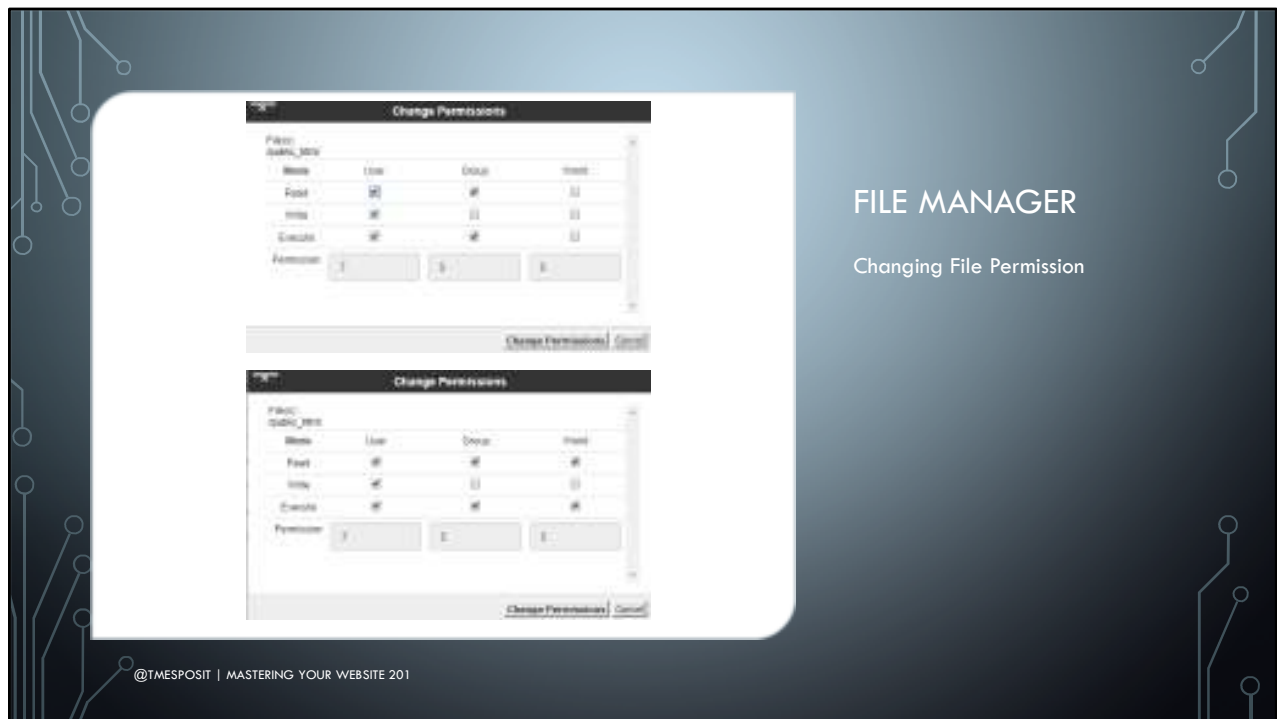
cPanel offers the ability to manage the files on your webserver, much like you would on your computer. By choosing the File Manager in the Files section of cPanel, you can see what your webserver directory looks like.

FILE MANAGER

The screenshot displays the cPanel File Manager interface. On the left, there's a sidebar with a file tree view showing the current directory structure. The main area shows a detailed list of files and folders. The columns are: Name, Size, Last Modified, Type, and Permissions.

Name	Size	Last Modified	Type	Permissions
.ssh/authorized_keys	4 KB	May 9, 2016 9:08 PM	mpdunix-directory	0755
cache	20 KB	Jan 3, 2018 3:20 AM	mpdunix-directory	0755
etc	4 KB	Tue May 2 9:04 PM	mpdunix-directory	0755
public_html	4 KB	OCT 26, 2017 4:33 AM	mpdunix-directory	0777
mail	4 KB	Tue May 2 17:17 PM	mail	0755
perl5	4 KB	Mar 24, 2016 4:10 PM	mpdunix-directory	0755
publicftp	4 KB	Oct 6, 2015 12:17 PM	publicftp	0750
public_html	4 KB	Today 11:25 AM	publichtml	0750
softaculous_backups	4 KB	Today 11:25 AM	mpdunix-directory	0711
sftbackups	4 KB	Today 7:40 AM	mpdunix-directory	0755
ssl	4 KB	May 24, 2018 1:30 AM	mpdunix-directory	0755
tmg	4 KB	May 6, 2016 11:21 AM	mpdunix-directory	0755
turboarchive	4 KB	Oct 6, 2015 12:18 PM	mpdunix-directory	0770
wordpress-backups	32 bytes	OCT 6, 2018 10:14 PM	mpdunix-directory	0777
backup-5-19-2016_09-41-43_cpanel.tar.gz	325.45 MB	May 18, 2016 9:41 AM	package-generic	0600
www	11 bytes	Oct 6, 2015 12:17 PM	publichtml	0777

The mail folder might contain emails about administrative issues your site is having. It is a good idea to check on that every so often.

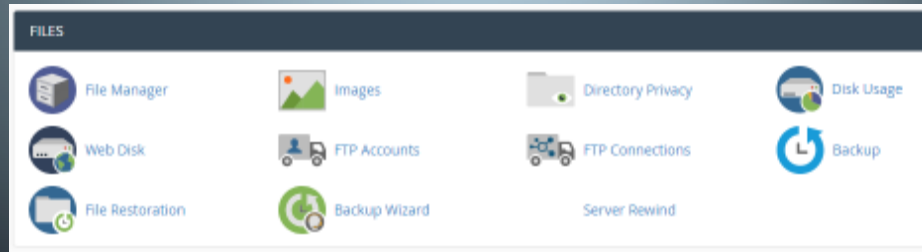


FILE MANAGER

Changing File Permission

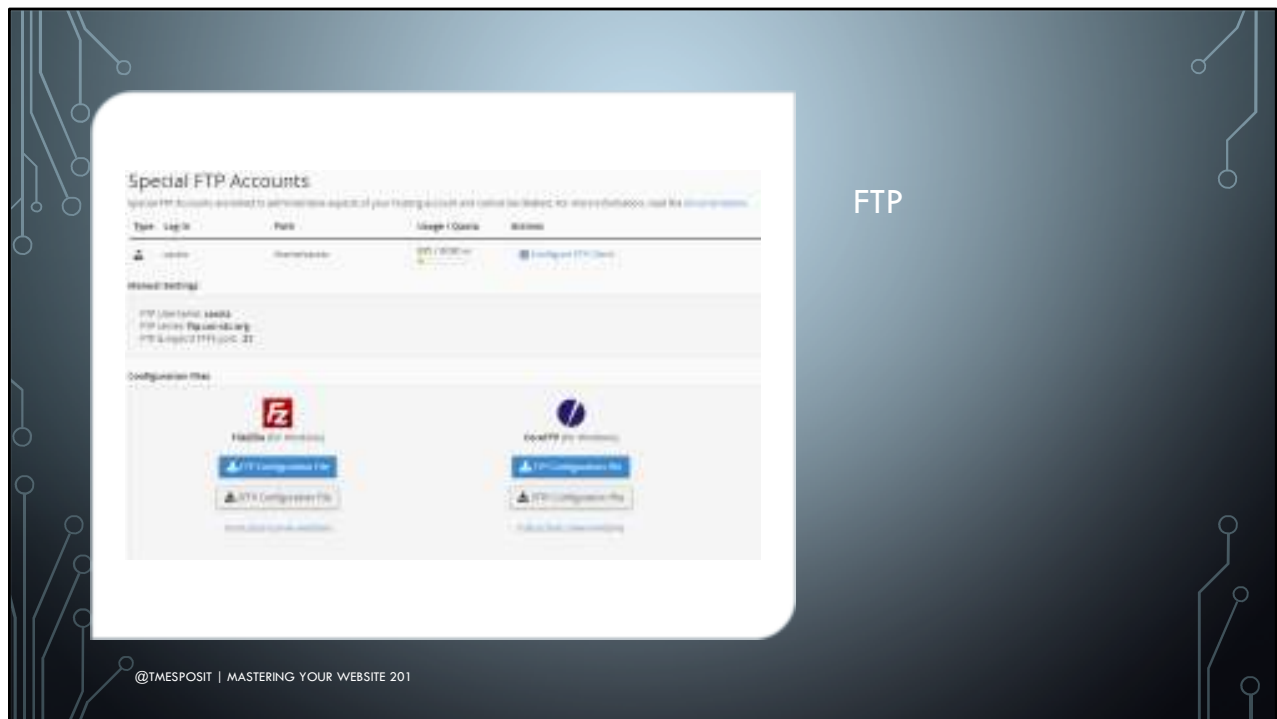
If you recall back in the Loginizer section, one of the features it recommended was to change permissions to certain files and folders on your server. In the File Manager, you can right-click on a file or folder and choose the Change Permissions option. The File Manager does a good job illustrating what the different permissions mean. The numbers display change to match the combination of the permissions you set at the top. In my example, I am setting the permissions to the recommended 755 from 750. Doing so means I selected World: Read and World: Execute options, which were originally not selected. The numbers automatically adjust to indicate the new permission value.

FILE TRANSFER PROTOCOL (FTP)



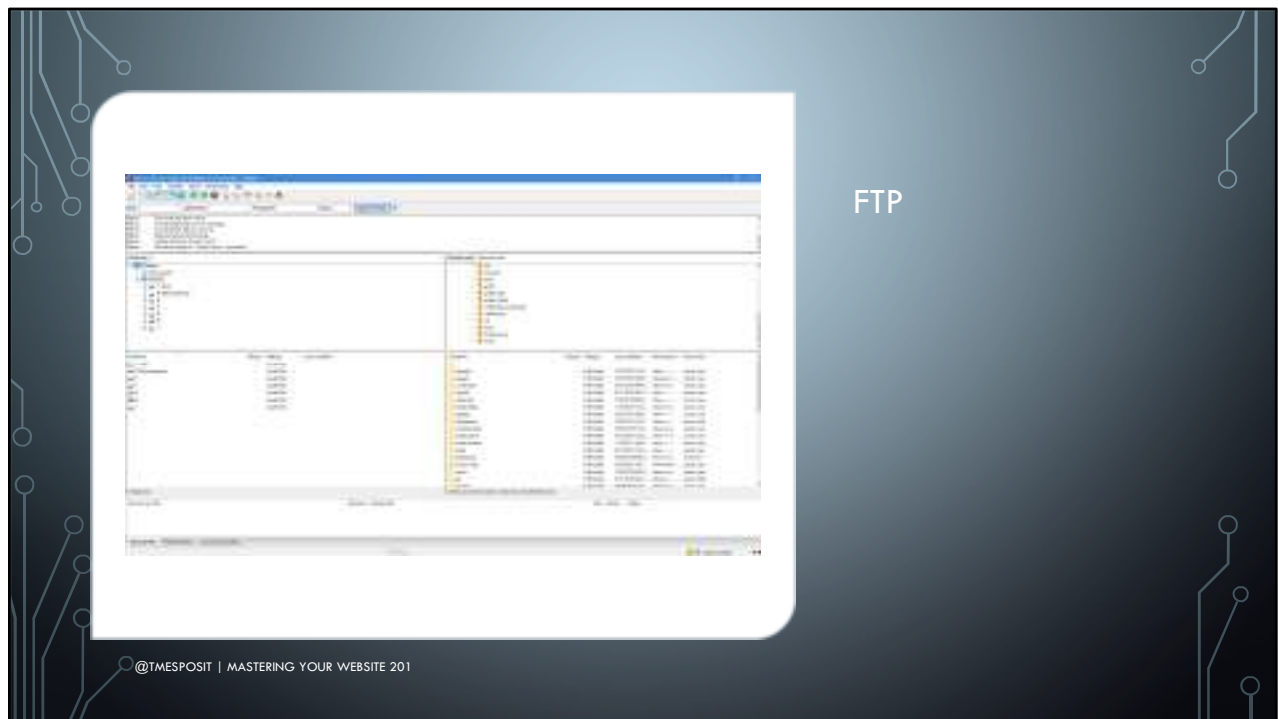
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Another way to manage your site's files is through FTP. FTP is File Transfer Protocol, and it enables you to move files to and from your server. Like File Manager, the information you'll need to establish an FTP connection is in the Files group in cPanel.



FTP

Your account already comes with a special FTP account. If you click on the Configure FTP Client, the window expands to show you manual settings, along with pre-created configuration files. I recommend installing the free program, FileZilla, and using that as your FTP client. Download the SFTP and FTP configuration files for FileZilla from cPanel and import them into FileZilla (File > Import). Using your cPanel password, you can establish a connection.



FTP

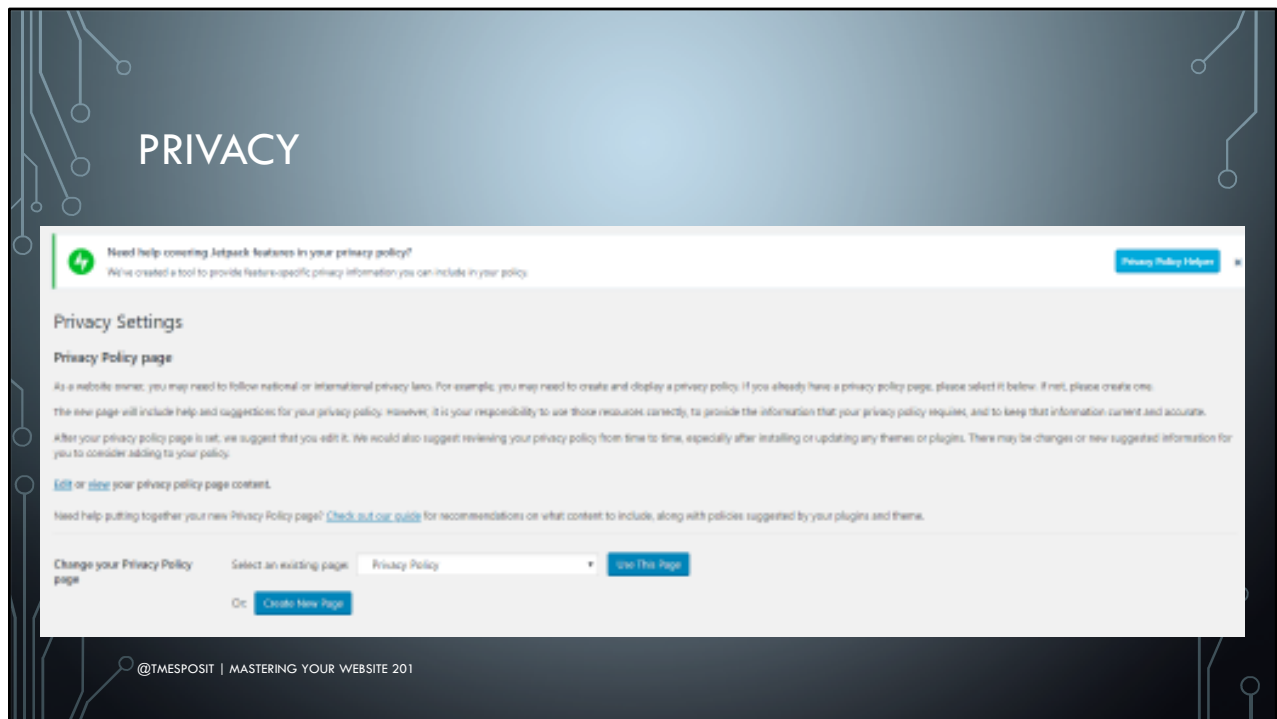
By connecting via SFTP, or FTP, you have even more control over the server files than you do when using the web interface File Manager. Some hidden directories and files will be visible in the FTP client. Additionally, if you need to transfer large numbers of files to/from your server, you can do so here. Earlier in the Google Search Console section, I mentioned that I uploaded a validation file to the webserver. To do so, I used this FTP client to place that validation file in the `public_html` folder.



TROUBLESHOOTING MALWARE

- Run the virus scan from cPanel
- Run the scan from Wordfence
- Edit or remove compromised files found by Wordfence

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Due to the new privacy laws in Europe, you may want to create a Privacy Policy for your site. WordPress makes this easy to do by providing a template. This is set up in Settings > Privacy. If you choose to create a new page, WordPress will populate it with some default text for you to edit. They include a handy guide to help you details, if needed.

SUMMARY

Install and maintain	Initiate	Customize	Embed	Add	Enable	Install	Run	Manage	Provide
• Install and maintain security plugins	• Initiate running your site with HTTPS and SSL	• Customize your site to use Jetpack to push to social media	• Embed an event calendar on your site	• Add mail list subscription options on a sidebar and dedicated page	• Enable Google Analytics to track how people are finding and using your site	• Install an SEO to help people find your content	• Run a virus scan in cPanel	• Manage files on your server via FTP or File Manager	• Provide a Privacy Policy for your website

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Install and maintain

Install and maintain security plugins

Initiate

Initiate running your site with HTTPS and SSL

Customize

Customize your site to use Jetpack to push to social media

Embed

Embed an event calendar on your site

Add

Add mail list subscription options on a sidebar and dedicated page

Enable

Enable Google Analytics to track how people are finding and using your site

Install

Install an SEO to help people find your content

Run

Run a virus scan in cPanel

Manage

Manage files on your server via FTP or File Manager

REFERENCES

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<http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/>

<https://support.google.com/webmasters/answer/4559176?hl=en&authuser=1>

<https://kb.yoast.com/kb/how-to-connect-your-website-to-google-webmaster-tools/>

WordPress for Dummies

WordPress: The Missing Manual

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QUESTIONS

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