MASTERING YOUR WEBSITE 201

MODERATE WORDPRESS, GOOGLE TOOLS, AND Cpanel
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

INTRODUCTION
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Committee Chair
Former Budget Review Committee Member

Chapter Level Work – Philadelphia Metro Chapter
Past President, VP, Treasurer, Acting Secretary,
Webmaster, Scholarship Manager
• 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
INTENDED AUDIENCE

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I’ll address questions at the end of each section. Please add queries to the Question window.
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.
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.
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.
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 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.
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.
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 offers some overlapping security features. I’ve found the most useful are the Hardening Options, and Alerts.
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.
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.
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).
Try it yourself:
Get a certificate from [https://letsencrypt.org](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.
QUESTIONS
• 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.
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.
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.
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.

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.
Create a new Gmail calendar specifically for scheduling events.
  • Every event in the calendar will appear on your site.
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.
• 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.
In the Integrate Calendar section copy the embed code.
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.
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.
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.
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.
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.
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.
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 can 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.
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.
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.
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.
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.
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.
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.
The public_html folder is where WordPress is installed. That is where your website files all exist.
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.
You can configure a mail client to download these messages by choosing an IMAP server. The signin is your cPanel logon and password.
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.
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.
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.
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
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
  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

Provide
  *Provide a Privacy Policy for your website

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WordPress for Dummies

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