10 Rules for a Successful WordPress Site



by Plugin Poets



Introduction

Anyone can make a WordPress site, but not everyone can do it *successfully*.

What do all the best WordPress sites have in common?

They follow the rules.

Here are the 10 rules followed by successful WordPress sites . . .





Rule #1 Choose a user-friendly design

A user-friendly website increases traffic and creates a better experience.

Here are some qualities of a user-friendly site:

1. It shows users what they want fast. A userfriendly website has no unnecessary media, links, or buttons. If you add only what is essential, users will find what they want right

away.

2. It's appealing. If your website looks too basic, no one will bother reading your content. Make your website stand out by choosing a simple but effective theme for your needs.

3. It's interactive. Adding backlinks helps you establish better SEO. Allowing comments also increases audience interaction.

Never underestimate the benefits of a user-friendly site.

Rule #2: Show clear USP

A USP or unique selling proposition shows what makes your product or service better than the rest. This helps you build a loyal customer base.



A great Unique Selling Proposition should be:

- unique
- interesting
- hard to copy
- valuable

Focusing on services or perks only your company can offer gives you an advantage. State some irresistible benefits and you'll surely get higher conversion rates.

Rule #3: Maintain a fast loading time

A fast-loading site retains more audiences. Conversely, a slow-loading site drives potential customers and sales away.

Many things can slow your WordPress site down. Here are some of them:

1. Bad web hosting. If your site crashes often, it's time to switch to a better web host.



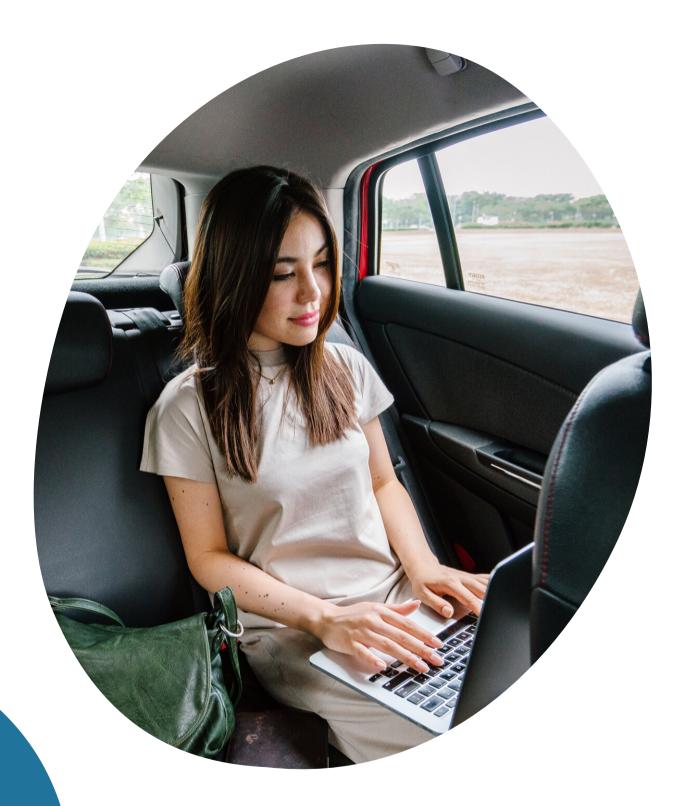
2. Uncompressed images. Uncompressed images take longer to load.

3. Bad plugins. Unnecessary plugins take up space, slowing down your site's loading time.

4. No caching plugin installed. Caching plugins allow faster access to data.

5. Outdated software. Outdated software like themes and plugins slow your site down. Make sure to update them regularly.

Create a better experience by maintaining a fast-loading site.



Rule #4: Publish quality content consistently

Useful content is one of the hallmarks of a high-quality website. Uploading quality content regularly leads to higher retention rates. This also establishes a connection with your audience.

Most great sites schedule uploads. This makes your audience look forward to checking your site often.

A high audience-return rate likewise establishes authority. This allows your site to rank higher in search engines like Google.

Rule #5: Optimize your site for search engines

Some great benefits of having an SEO-friendly site include:

- building organic audience growth
- establishing brand awareness
- gaining trust and credibility
- increasing sales

In summary, having an SEO-friendly site helps boost your traffic, which leads to sales. To learn more, check out our special report on SEO hacks.



Rule #6: Build an email list

An email list is a collection of emails from your site. Visitors will give you their email address if they're interested in what your business can offer.



Here are some benefits of having an email list:

- Lower marketing costs
- Consistent communication
- Greater chances of getting return visits
- Ability to personalize messages
- Increased chances of closing sales

Having an email list is a great way for you to build better customer relationships.



Rule #7: Integrate social media

Most people spend their free time scrolling through their social media. Take advantage of this by making your site "social." Social media integration includes the following benefits:

- Free advertising through shared posts
- Greater brand awareness
- Increased traffic
- Better customer service

Make sure your content is easily shareable by adding social media buttons. This ensures you'll get every possible benefit.

Rule #8: Choose a great web host

A web host handles the server for your website. There are many options available, so choose your host carefully.



To help you decide, here are some qualities of a great web host to look for:

- **Reliability**. You want to make sure your website works all the time.
- Speed. Slow sites lose traffic fast. Make sure to choose a host capable of handling your site traffic.
- Security. You don't want any unauthorized access on your website. Make sure your host offers great security.
- Unlimited Storage. Make sure you have enough storage space for all your files.

• Great Customer Support. You may not be able to fix site problems on your own. This makes access to great customer support from your host important.

Web hosting comes with different inclusions and payment plans. Always think ahead and make sure to choose what's best for your business plans.



Rule #9: Always keep

With today's rising security concerns, it pays to stay secured.

Using SSL (Secure Sockets Layer) increases site security by preventing unauthorized access to your or your customers' data.

Having a secure site improves total user experience and captures your audience's trust.

Always keep security in mind

Rule #10: Regularly update and back up

Updating software keeps your site in pristine condition. Update themes, plugins, and your whole WordPress ecosystem whenever possible.



Having updated software keeps your loading time fast. This also prevents hackers from inserting malicious software through plugins.

Backing up helps you avoid data loss. It also keeps you from having to build your site from scratch when problems occur, saving you time and money.

Make sure to regularly update and back up your site to prevent problems in the future.

These are the rules followed by successful WordPress sites. Follow them and you'll never have to worry about your WordPress site.

To a successful WordPress site! :)



About us

<u>PluginPoets.com</u> is the #1 provider of <u>premium</u> <u>WordPress plugins</u> and <u>ready-made WordPress sites</u>.

Our mission is to help online entrepreneurs like you build WordPress sites that get traffic and sales.

Check out our free online-business training - and 2X your online business in half the time.