



# 10 Tricks to a Better WordPress Site

By: [Plugin Poets](#)



Many factors affect your WordPress site's performance. These factors could lead to slow-loading web pages, and traffic loss.

Knowing these tricks in the beginning will help you avoid problems in the future. Here are 10 tricks to a better WordPress site . . .



# 1. Keep loading time fast

Studies show if your site loads slowly, you're more likely to lose your audience.

If you want to keep your audience, make your site load fast.

A lot of things make your site load slower. We will tackle them throughout this report.





## 2. Choose your theme wisely

The right WordPress theme will make your site look great

The right theme should be:

- Lightweight
- Responsive
- Fast-loading

With the right theme, your site will look professional and can even rank higher in Google.









### **3. Add a caching plugin**

Caching is a temporary storage space or memory that allows fast access to data.

Adding a caching plugin makes your site:

- Stable
- Reliable
- Faster



The main purpose of caching is to speed up the loading time of your website. Improving your load time also helps in improving your SEO ranking.

We personally use [WP Fastest Cache](#) for our sites. It's a non-complicated plugin with excellent support and features.







## 4. Regularly backup your site

Backing up helps you save a lot of time whenever problems occur. It also saves you from the hassle of starting from scratch.

You may also check our report about [how to back up your site for free.](#)



## 5. Use SSL (Secure Sockets Layer)

We use SSL to create better security for our sites. With SSL, only intended recipients will receive sensitive information.

Examples of sensitive information are passwords and credit card numbers.

SSL prevents hackers from stealing your data. Having SSL will help you gain your audience's trust.





## 6. Be SEO-friendly

If you have great SEO on your site, it helps boost your traffic which then leads to sales.

You may also check our special report about [6 WordPress SEO hacks](#).







## **7. Be mobile-friendly**

These days phones are used for almost anything including web research.

Having a mobile-friendly site can help you reach a wider audience





## 8. Keep functionality in mind

WordPress is about functionality. What is your goal for your WordPress site?

If you can keep your WordPress site functional even with the bare minimum then that's already perfect.

Don't try to overdo things like adding unnecessary media as it might give you problems in the long run.



## 9. Stay updated

Optimize your site's performance by updating your WordPress themes and plugins regularly.

It is also important to update your WordPress to the latest version.

Updating them gives you access to newer features and better security.





## 10. Create useful content

Creating useful content is a great way to maintain returning visitors. These visitors are likely to recommend your site to other people.

When a lot of people visit your site, you establish your site's authority. This can help you rank higher in search engines like Google.







A better WordPress site brings you more traffic leading to more sales.

These are the best ways to keep your WordPress site optimized. Follow these steps and you'll 100% achieve your goals.

To a better WordPress site!





# About us

[PluginPoets.com](https://PluginPoets.com) is the #1 provider of [premium WordPress plugins](#) and [ready-made WordPress sites](#).

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.