

# Improving Your WordPress Productivity

July 24, 2011



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# About Me

**Doug Yuen**

- I've worked with WordPress for the past 3 years
- I design, develop, and manage WordPress websites for small businesses



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# Overview

- Choosing themes and plugins
- Modifying themes and plugins
- Optimizing productivity in the WordPress backend



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# When Looking for Themes and Plugins ...



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**... Choose Wisely**



# Guidelines for Choosing Themes and Plugins

- For free themes and plugins, get them only from the [wordpress.org](https://wordpress.org) repository
- For premium themes and plugins, make sure it is a reputable source
- If you Google “free WordPress themes,” the theme files from most of the results are questionably written



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# Guidelines for Choosing Themes and Plugins

- A recent “Last Updated” date (preferably < 6 months)
- Enough downloads (preferably 1,000+)
- High ratings (preferably 4-5 stars)
- Enough ratings (preferably 10+)



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# WordPress SEO by Yoast

Yoast's all in one SEO solution for your WordPress blog: SEO titles, meta descriptions, XML sitemaps, breadcrumbs & much more.

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Other Notes](#) [Changelog](#) [Stats](#)

The most complete all in one SEO solution for your WordPress blog, this plugin has a huge list of features, including:

- Post title and meta description meta box to change these on a per post basis for ultimate SEO.
- On page SEO Analysis using the Linkdex page analysis library.
- Taxonomy (tag, category & custom taxonomy) title and meta description support.
- Google search result snippet previews, let your editors improve your SEO!
- Focus keyword testing.
- Full page analysis functionality: see what you need to do to further SEO optimize your post content, page title, headings, images etc.
- Meta Robots configuration:
  - Easily add noodp, noydir meta tags.
  - Easily noindex, or nofollow pages, taxonomies or entire archives.
- Improved canonical support, adding canonical to taxonomy archives, single posts and pages and the front page.
- RSS footer / header configuration, improve your SEO by getting links from scrapers.
- Permalink clean ups, while still allowing for, for instance, Google Custom Search.
- Breadcrumbs support, with configurable breadcrumbs titles.
- The ultimate XML Sitemaps for your SEO with:
  - Images.
  - Pages or posts that have been noindexed will not show in XML sitemap (but can if you want them too).
  - Custom post type and custom taxonomy support.

[Download Version 0.4.2](#)

## Requires WordPress Version:

3.1 or higher

**Compatible up to:** 3.2.1

**Last Updated:** 2011-6-6

**Downloads:** 358,773

## Average Rating

★★★★☆  
(638 ratings)

## FYI

[Other Versions »](#)

[Donate to this plugin »](#)

[Forums Posts](#)



[Development Log](#)



## Compatibility

WordPress

+ Plugin

= **Works!**

13 people say it works.

2 people say it's broken.

[Log in to vote.](#)



# Guidelines for Choosing Themes and Plugins

- **Compatibility with the latest version of WordPress and the version you're running (which ought to be one and the same)**



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# Guidelines for Choosing Themes and Plugins

- Regular and recent activity by the theme/plugin author



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  - No static files are generated, so no delays when publishing posts.
- .htaccess and robots.txt editor.
- Basic import functionality for HeadSpace2 and All in One SEO.

**Author:**  joostdevalk

**Tags:** [bing](#), [google](#), [meta](#), [meta description](#), [news sitemaps](#), [robots meta](#), [rss footer](#), [search engine optimization](#), [seo](#), [sitemaps](#), [xml sitemaps](#), [yahoo](#)

Compatibility	
WordPress	<input type="text" value="3.2.1"/>
+ Plugin	<input type="text" value="0.4.2"/>
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<a href="#">Log in to vote.</a>	

#### See what others are saying...

1. [Problem with SEO Title](#)
2. [\[Plugin: WordPress SEO by Yoast\] Nofollow noindex custom post types](#)
3. [Find Related Keywords doesn't work](#)
4. [Error message when activating](#)
5. [\[Plugin: WordPress SEO by Yoast\] - Meta Descriptions](#)
6. [excerpt missing for www.placementmantra.com](#)
7. [\[Plugin: WordPress SEO by Yoast\] Filter for sitemap links](#)
8. [WordPress will not load HTTPS pages with WP SEO active](#)
9. [\[Plugin: WordPress SEO by Yoast\]](#)
10. [Titles](#)

# Guidelines for Choosing Themes and Plugins

- Look at the forum posts from users
- Don't be discouraged by reports of errors (these will always comprise the majority of the posts)
- But be careful if you see reports of incompatibilities or security vulnerabilities



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# If You Ever Need to Modify a Theme or Plugin, or Build Your Own from Scratch ...



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**Don't Try to Reinvent the Wheel ( ... or use it to move an island through time and space)**





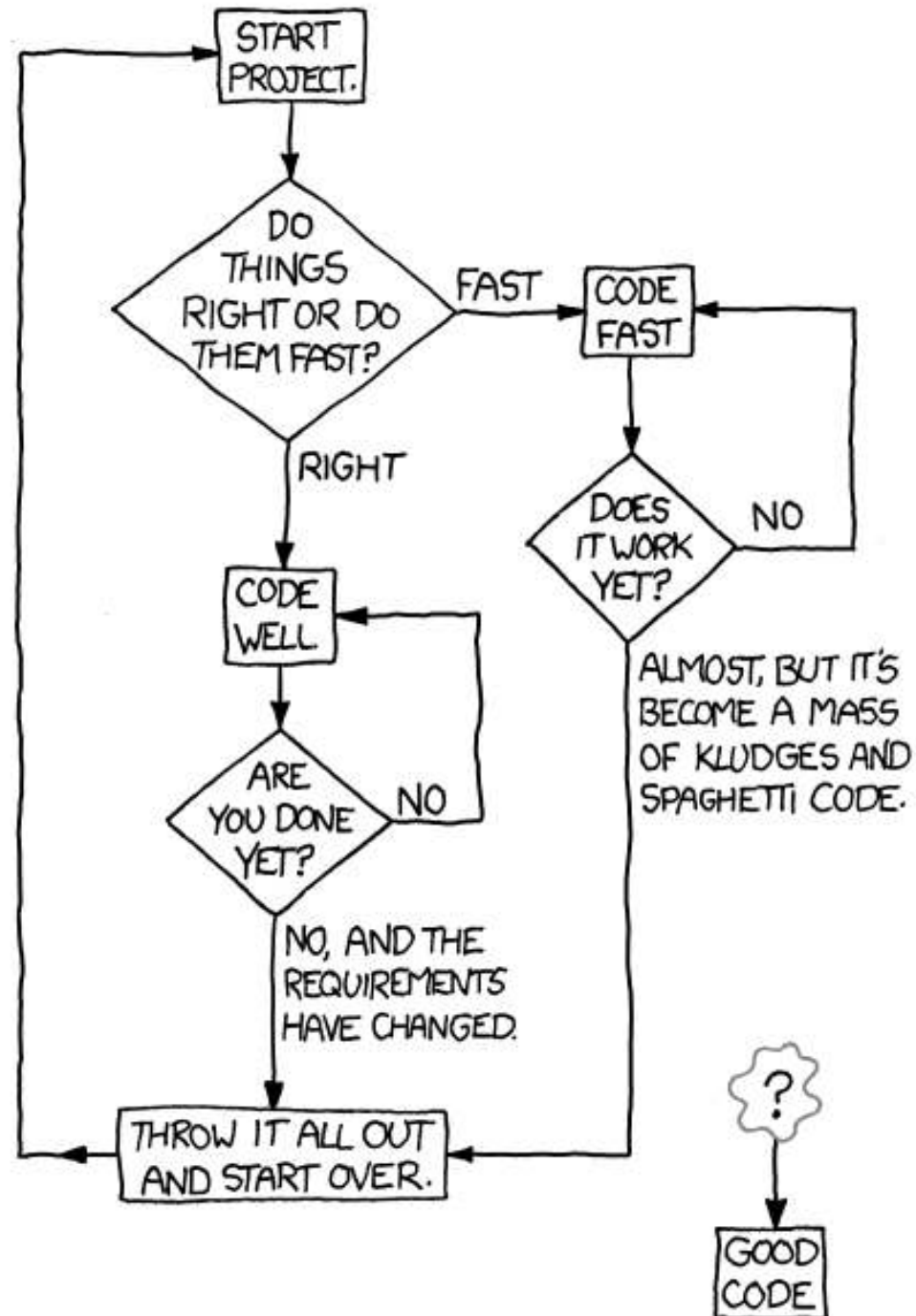
# Guidelines for Modifying and Creating Themes and Plugins

- Never, ever modify core code
- Use a child theme instead of editing an existing one
- Consider theme frameworks
- Consider hooking into a plugin (if you can) instead of editing it
- If you want to create your own theme or plugin: Are you good at writing code? Really?



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# HOW TO WRITE GOOD CODE:



# Guidelines for Modifying and Creating Themes and Plugins

- If you modify existing plugin or theme code, take extra precautions when upgrading
- Upgrading a theme/plugin will overwrite your code modifications
- Back up your code modifications
- Comment your code modifications
- Test upgrades first on a dev environment



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# Yes, You Can Customize Your Workplace



# Yes, You Can Customize Your Workplace

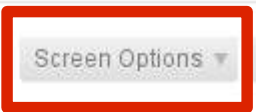
- Collapse the admin navigation menus for more screen space
- Use the Screen Options drop-down to customize how the current menu page is displayed
- Minimize or hide dashboard, post, and page widgets (panels)



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# Add New Post



Screen Options ▾ Help ▾

Upload/Insert     

Visual HTML

**B** *I* ABC **U**                                             

# The Admin Bar: Use It!

- Easy access to common menus and functions
- Use the Edit Page / Edit Post button from the front-end instead of scrolling and paging through all of your pages and posts



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# Other Tips

- **Paste from Word / Paste as Plain Text**
- **Post Box Size**
- **Use Search and sort columns**
- **Revisions**
- **Press This**



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Upload/Insert     



Publish

Save Draft

Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

 Publish immediately [Edit](#)

Move to Trash

Publish

## Categories

All Categories **Most Used**

Select / Deselect All

- ☐ Design
  - ☐ WordPress Themes
- ☐ Development
  - ☐ WordPress Plugins
- ☐ Small Business
  - ☐ Blogs
  - ☐ Domains
  - ☐ Email Marketing
  - ☐ Google





# And When You Use the New Distraction-Free Writing Mode ...


VisualHTML


**B***I*

“









Save

Enter title here

Word count: 0

Just write.

Title

Lorem ipsum

# **... Nothing Will Break Your Concentration**



# Thank You for Participating in This Enrichment Center Activity!!

Doug Yuen

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<http://efnt.ws>

@Doug\_Yuen

Slides: <http://efnt.ws/1323>

<http://speakerrate.com/talks/8042-improving-your-wordpress-productivity>



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