

WordPress Website Health & Effectiveness Checklist

Settings-->General

1. Title & tagline filled in
2. Correct time zone
3. No subscribers (unless necessary for a feature on your site)

Settings-->Writing

4. Remote publishing NOT enabled unless you know you need it

Settings-->Privacy

5. Ensure your site IS visible to search engines

Settings-->Permalinks

6. Set to "Post name" unless you run a true news site
- If you need to change from your current structure, follow this tutorial:
<http://yoast.com/change-wordpress-permalink-structure/>

Themes

7. Active theme is up to date and well supported
8. CSS or functions modifications done in a child theme
9. Unused themes deleted from themes folder

Plugins

10. 10 or less total plugins
11. Deactivated/unused plugins are deleted from plugins list/folder
12. Activated plugins are well-supported (updated within last 90 days or so) and rated well

Security

13. WordPress version up-to-date
14. Theme(s) up-to-date
15. Plugins up-to-date
16. Running a plugin that backs up both database AND files on a scheduled basis (like BackupBuddy)
17. No "admin" usernames
18. Secure username and password

SEO

19. Page titles & descriptions are search engine friendly
20. Running a theme or plugin that allows modification of title & description per page/post
21. Images all have alt tags
22. Site speed 80/100 or more according to Google Page Speed Online
23. Site submitted to Google Webmaster Tools & Bing Webmaster Central

Analytics & Tracking

- 24. Google Analytics installed
- 25. Google Feedburner implemented for feed subscription tracking

Social Sharing

- 26. Facebook Open Graph meta data included
- 27. Google Connect implemented correctly
- 28. Official sharing buttons on each post
- 29. Links to your social sites on every page of site (header, sidebar, footer all ok)

Commenting

- 30. Disqus or Livefyre commenting system installed (social integration)
- 31. Facebook commenting NOT installed
- 32. Akismet spam filtering enabled
- 33. Check discussion settings (below is typical for a blog type site)



Discussion Settings

Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks)
- Allow people to post comments on new articles

(These settings may be overridden for individual articles.)

Other comment settings

- Comment author must fill out name and e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than days
- Enable threaded (nested) comments levels deep
- Break comments into pages with top level comments per page and the page display
- Comments should be displayed with the comments at the top of each page

E-mail me whenever

- Anyone posts a comment
- A comment is held for moderation

Before a comment appears

- An administrator must always approve the comment
- Comment author must have a previously approved comment

Design & Layout

- 34. No Flash intro screens
- 35. Views well in major browsers
- 36. Views well in mobile devices
- 37. Consistent look/feel to each page (fonts, color scheme, logo, language)

Hosting

- 37. Hosted with a solid host (i.e. not GoDaddy, DirectNic, Yahoo Small Business)

- a. Bluehost, Hostgator, VPS.net, MediaTemple, WP Engine are some good choices in varying price ranges/capabilities