5 Things Every Website Owner Should Know

1. Security

Make sure your site has an SSL certificate
SSL makes all the information passed through your website encrypted
Gives you bonus points in Google search results
Action: ask your hosting provider or developer

2. Credentials

Keep your login and password handy for emergenies
These are: hosting, domain registrar, FTP/SFTP, and website login
Search your email for when you signed up or look at www.whois.com/whois/
Action: create a note that you can find quickly in a pinch, use a password manager

3. Backups

You need to backup your database and your files on a daily basis
Easily restore if and when your website gets hacked
How much is one client worth? Can you afford to have your website down for a day or a week?
Action: install plugins to create daily backups or check with your hosting provider

4. Privacy

If you have any customers in California, you need a privacy policy
Without one you're open to litigation
See the California Online Privacy Protection Act (CalOPPA)
Action: create a privacy policy for free at www.freeprivacypolicy.com

5. Responsiveness

Mobile devices now account for nearly 2 of every 3 minutes spent online
Make sure your website is usable on smart phones and tablets
Test your site: https://search.google.com/test/mobile-friendly
Action: ask your developer, try a new theme or hire us!

Want help? Visit: smackhappy.com/wp-support