

# WordPress Power Tips And Secrets


## 10 Point Checklist

**Matt Mullenweg**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"The web is the most important thing  
for the future of humanity."

**MATT MULLENWEG**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Understand how WordPress and [WordPress.com](#) works. If I don't want to host my website, [WordPress.com](#) takes care of the job and ensures that I have an up-to-date version and working plugins.
- Aim to utilize a software that's aligned with WordPress' Four Freedoms. I must be able to use a software for any purpose, I can see how it works, and I can redistribute the changes to it if I wish.
- Strengthen my website's capacity to hold multiple requests in a short amount of time. Matt says that DNS is faster than cloud services and I can utilize tools such as DNSPerf, Route 53, Cloudflare and [WordPress.com](#)
- Consider thoughtfully when using a software. Matt stands with the idea that open-source software over a proprietary solution is the way to go to make the web and the world a better place. Aside from WordPress, there are other open-source software such as Drupal and Joomla.
- Utilize the Jetpack plugin. Its free version is already extensive in terms of automatic update, automatic post, clean JavaScript, built-in CDN, and protecting my site from brute-force logins. I can also upgrade to its paid features at some point depending on my website requirements.
- Test my backups. Matt says to try to restore a site if we're not using Jetpack. Rewind is also available which is like a global undo button for WordPress.
- Don't go unprotected and have at least a security plugin. Apart from Jetpack, I can also install Sucuri or Wordfence to keep my website guarded.
- Evaluate the functionality of plugins. Do I really need 40 plugins or can I use a bundle instead?
- Know the best cache plugins for my website. Examples of such are Super Cache, Back Cache, Photon which is built on the Jetpack or Cloudflare.
- Identify the benefits of a \$300 a year business plan with [WordPress.com](#). Matt recommends these three hosts on [WordPress.org](#): Bluehost, DreamHost and SiteGround.