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.
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.

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