HOW TO FAIL AT WORDPRESS

5 common hurdles you’ll face

by Alicia Ramirez
FEAR

hurdle 1
LEARN!

➤ Blogging, writing, HTML, CSS, PHP, Graphic Design, SEO, User Experience, Marketing, etc.

➤ Look at it objectively

➤ Find the root cause

➤ Create a roadmap
  ➤ Start Small
  ➤ Set achievable goals
  ➤ Curate a list of resources

https://www.flickr.com/photos/jelene/
FEAR BUSTING RESOURCES

➤ Stanford University CS101 (http://online.stanford.edu/course/computer-science-101-self-paced)

➤ Code Academy (https://www.codecademy.com)

➤ Lynda.com (https://www.lynda.com)

➤ Codex (https://codex.wordpress.org/Main_Page)

➤ Hooks and Actions (http://adambrown.info/p/wp_hooks/hook)
APATHY

hurdle 2

meh
BE CURIOUS!

➤ Get out of your comfort zone
➤ Not magic, look under the hood
  ➤ What does that do?
  ➤ What happens if I…?
  ➤ How did they do that?
➤ Read documentation
➤ Discover new hooks
➤ Developer tools
➤ What is being generated?
➤ Experiment
IMPOSTOR SYNDROME

hurdle 3

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BE CONFIDENT!

➤ Be objective
  ➤ Get feedback
  ➤ Accept criticism
➤ Know your value
  ➤ Know the market
➤ F*ck you, Pay me (https://creativemornings.com/talks/mike-monteiro--2/1)
COMPLACENCY

hurdle 4

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KEEP LEARNING

➤ Build for building’s sake
  ➤ MAMP (https://www.mamp.info)
➤ Docs
  ➤ Codex (https://codex.wordpress.org)
➤ WordCamp
➤ Meetup
  ➤ https://www.meetup.com/wordpresswinnipeg
➤ Contribute
  ➤ Codebase
  ➤ Help others
KEEP LEARNING (CONT.)

➢ Tutorials, articles and Videos

➢ WPBeginner (http://www.wpbeginner.com)

➢ WP101 (https://www.wp101.com)

➢ CSS-Tricks (https://css-tricks.com)

➢ Smashing Magazine (https://www.smashingmagazine.com)

➢ SitePoint (https://www.sitepoint.com)

➢ CreativeBloq (http://www.creativebloq.com)

➢ WordPress.tv (http://wordpress.tv)

➢ ProBlogger (http://www.problogger.net)
Keep Learning (Cont.)

➤ Read Books
  ➤ A Book Apart (https://abookapart.com)
  ➤ Wrox (http://www.wrox.com)
  ➤ Packt (https://www.packtpub.com)
  ➤ O’Reilly (http://www.oreilly.com)

➤ News
  ➤ Make WordPress (https://make.wordpress.org)
  ➤ WP Tavern (https://wptavern.com)
  ➤ Post Status (https://poststatus.com)

➤ Other: Podcasts, Slack, Twitter
KEEP LEARNING (CONT.)

- New (to you) Technologies
  - Version control (Git/GitHub)
  - CSS Preprocessors (SASS, Less)
  - Workflow enhancers (Grunt, Gulp, NPM, etc.)
  - JavaScript libraries (jQuery, Angular, React, etc.)
  - Responsive Web Design
  - SVG
- There is always something new to learn
CARELESS

hurdle 5

https://www.flickr.com/photos/croweb/
BE SAFE!

➤ Use a strong password
➤ Update all the things!
  ➤ WordPress
  ➤ Plugins
  ➤ Themes
➤ Coding best practices
➤ Validate, Escape and Sanitize
  (https://codex.wordpress.org/Validating_Sanitizing_and_Escaping_User_Data)
➤ Backup!
  ➤ VaultPress (https://vaultpress.com)