

**WHERE
DO I
START?**



My favourite Theme and base set of Plugins

WHAT I USE FOR THE BASE SETUP
FOR EACH OF MY CLIENTS

I provide WordPress services to non-profits and small business



About Me

My goal is to provide affordable, quality web development services to small businesses and non-profits who can't afford normal commercial web developers. I charge a nominal monthly rate that includes all development and maintenance activities. I am based in Brisbane, and I work with clients across Australia.

I am also planning to run web calls for WordPress beginners who want to talk through any topics.

www.peweb.com.au

The content of this presentation can be viewed as a blog article at



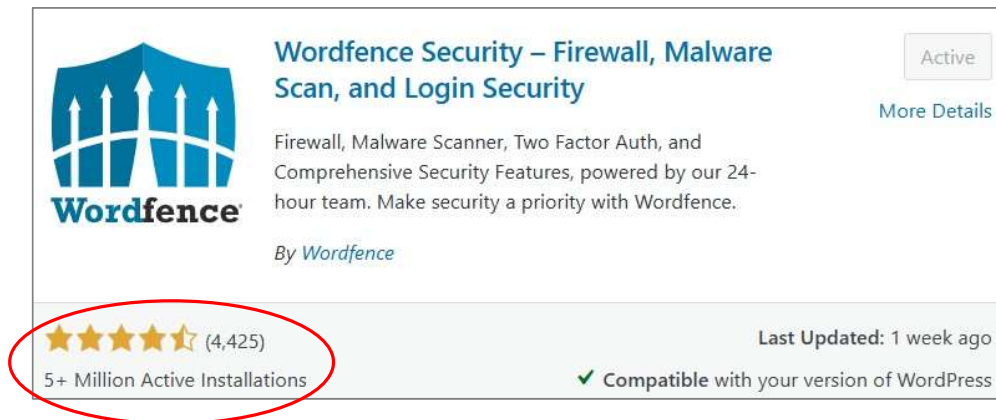
<https://peweb.com.au/favourite-wordpress-theme-and-plugins/>

Favourite Theme ... Astra



- Performance testing shows that the theme has good response times with low overhead
- The free version contains the features that will get a small site setup, including:
 - Typography settings for headings and text
 - Colour chart for the website that lets you set 9 favourite colours to be used
 - Site icon, favicon, etc
 - Header and footer builders
- One of the most popular WordPress themes, used in 1.8m websites. Rated at 5 stars based on 5,949 WordPress ratings.

Backend Plugins – Security (WordFence)



Wordfence Security – Firewall, Malware Scan, and Login Security Active

More Details

Firewall, Malware Scanner, Two Factor Auth, and Comprehensive Security Features, powered by our 24-hour team. Make security a priority with Wordfence.

By Wordfence

★★★★☆ (4,425)

5+ Million Active Installations

Last Updated: 1 week ago

✓ Compatible with your version of WordPress

- Protect against hackers – this is the first plugin that I install (before hackers can get into the site)
- Excellent firewall and malware scanning, even in the free version:
 - There is a 30-day delay in updating firewall rules in the free version. This is normally OK for a small site
 - When a website is under serious attack I will use the premium version, which contains real-time updates of firewall rules, country blocking, etc.

Backend Plugins – Backup (UpDraftPlus)

UpdraftPlus: WP Backup & Migration Plugin Active
[More Details](#)

Backup, restore or migrate your WordPress website to another host or domain. Schedule backups or run manually. Migrate in minutes.

By [TeamUpdraft](#), [DavidAnderson](#)

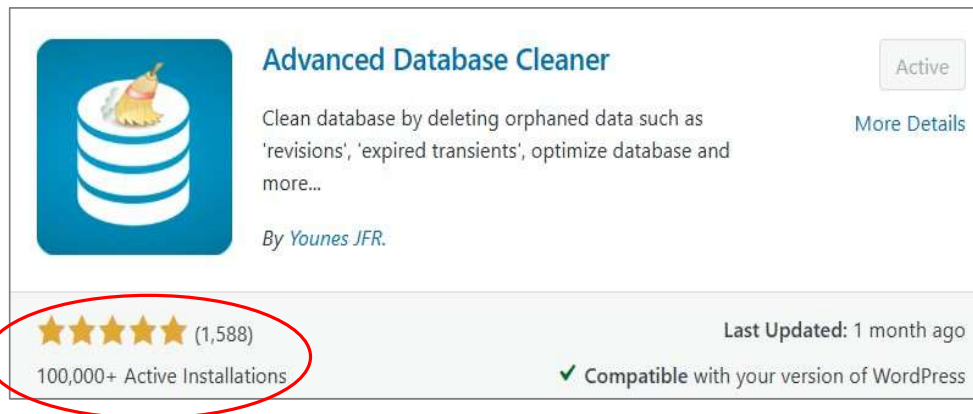
★★★★★ (7,800)
 3+ Million Active Installations

Last Updated: 1 week ago
 ✓ Compatible with your version of WordPress

UpdraftVault	FTP	S3-Compatible (Generic)
Dropbox	Microsoft Azure	pCloud
Amazon S3	SFTP / SCP	OpenStack (Swift)
Rackspace Cloud Files	Google Cloud	DreamObjects
Google Drive	Backblaze	Email
Microsoft OneDrive	WebDAV	

- Backup, restore and migration for your website:
 - Supplements the backups done by your hosting provider – but puts you in control of the backups
 - When I am doing development, I take periodic snapshots at key milestones. You can also schedule regular backups
 - You can choose from a number of backup locations – I use a Google Drive account (free)
 - Allows you to clone a site to another domain or subdomain for development or testing

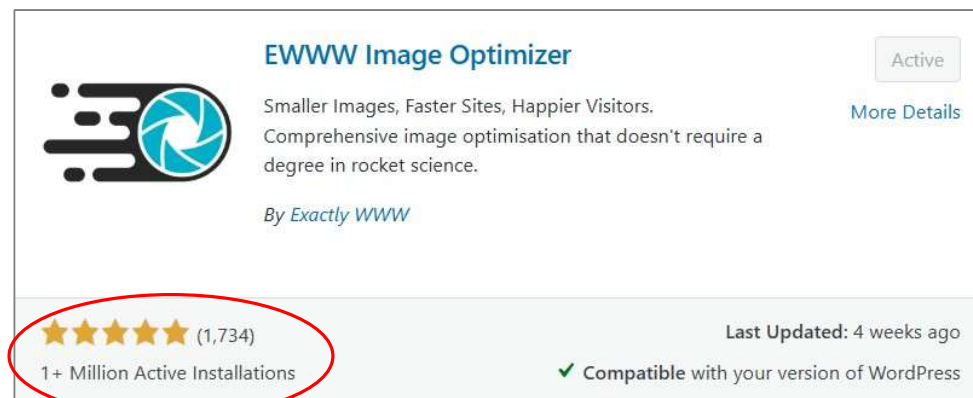
Backend Plugins – DB & Image Optimisation



Advanced Database Cleaner Active
Clean database by deleting orphaned data such as 'revisions', 'expired transients', optimize database and more... [More Details](#)
By *Younes JFR.*

★★★★★ (1,588)
100,000+ Active Installations

Last Updated: 1 month ago
✓ Compatible with your version of WordPress



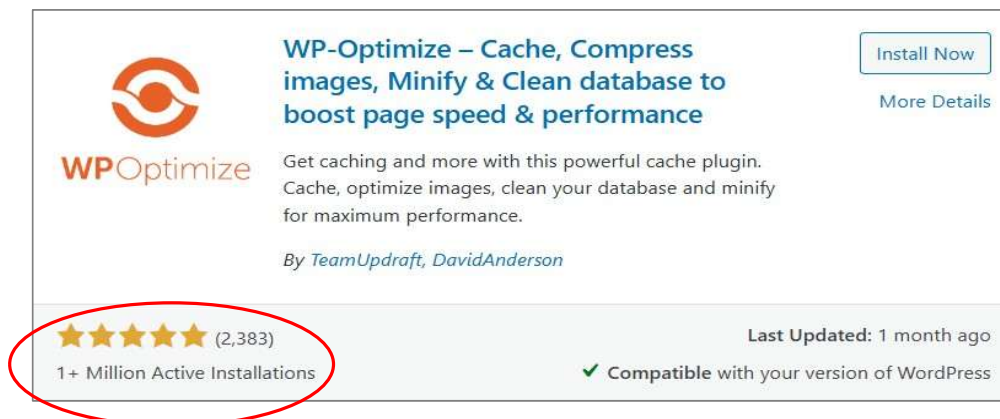
EWWW Image Optimizer Active
Smaller Images, Faster Sites, Happier Visitors. Comprehensive image optimisation that doesn't require a degree in rocket science. [More Details](#)
By *Exactly WWW*

★★★★★ (1,734)
1+ Million Active Installations

Last Updated: 4 weeks ago
✓ Compatible with your version of WordPress

- Advanced Database Cleaner optimizes your WordPress database tables, clearing out saved page versions, trash, expired transients, etc. This keeps the DB performing well. I normally schedule a weekly automated clean.
- The premium version identifies orphaned tables and orphaned options (from the WP Options table). I have used this on one site that had a high number of plugins that had been installed and deleted, and there were performance issues.
- EWWW resizes images to improve site performance. It is simple to use, and image optimization can make a significant difference to site performance. I set the image sizing to max 1920px W x 1440px H

DB & Image Optimisation alternative



WP-Optimize – Cache, Compress images, Minify & Clean database to boost page speed & performance

Get caching and more with this powerful cache plugin. Cache, optimize images, clean your database and minify for maximum performance.

By *TeamUpdraft, DavidAnderson*

★★★★★ (2,383)
1+ Million Active Installations

Last Updated: 1 month ago

✓ Compatible with your version of WordPress

- WP Optimize combines DB and Image optimization into a single plugin, and it also contains a cache and minify option (which I never use)
- I like the DB optimization feature because it does all the DB cleanup functions, plus it identifies orphaned tables in the free version, and does it more reliably than Advanced DB Cleaner premium version (in my opinion)
- However, it often clashes with other plugins – particularly other cache plugins. So I sometimes use it for a limited time if I am doing a site cleanup. But lately I have been getting server errors with it, so it can't always be used.

Backend Plugins – Cache (LiteSpeed)



LiteSpeed Cache Active

All-in-one unbeatable acceleration & PageSpeed improvement: caching, image/CSS/JS optimisation... [More Details](#)

By *LiteSpeed Technologies*

★★★★★ (2,569)


6+ Million Active Installations

Last Updated: 3 weeks ago

✓ Compatible with your version of WordPress

- A good cache plugin makes a big difference to site performance
- Many hosting providers use LiteSpeed web servers, and this is a very reliable cache product for that scenario.
- It includes options for excluding specific pages where that is a requirement (e.g. you use a plugin that shows stock availability, and stock level needs to be updated with every order, rather than according to a cache refresh schedule).

Backend Plugins – email SMTP (WP Mail SMTP)



WP Mail SMTP by WPForms – The Most Popular SMTP and Email Log Plugin Active [More Details](#)

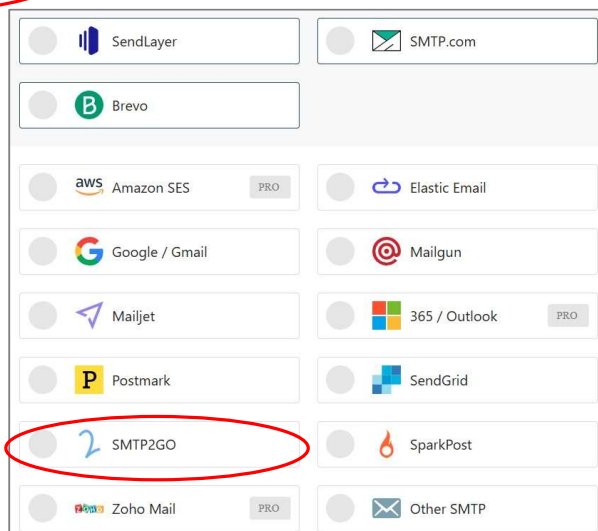
Make email delivery easy for WordPress. Connect with SMTP, Gmail, Outlook, SendGrid, Mailgun, SES, Zoho, + more. Rated #1 WordPress SMTP Email plugin.

By WP Mail SMTP

★★★★★ (4,665)
3+ Million Active Installations

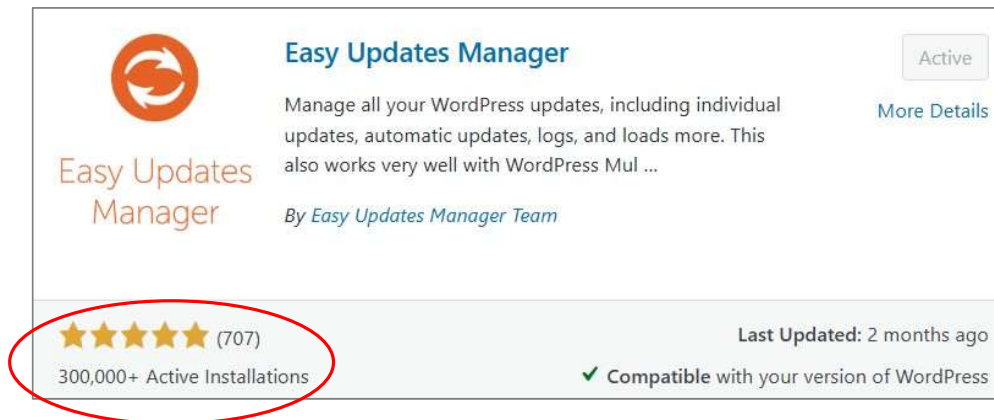
Last Updated: 4 weeks ago
✓ Compatible with your version of WordPress

- The default mail service used in WordPress is PHP mail. This won't send emails outside your domain, or if email accounts aren't managed by the same hosting provider as your WordPress site.
- WP Mail SMTP allows you to setup an SMTP mailer, and gives you a list of mailing services that you can choose from. I normally use SMTP2Go because it is free for small sites, and I have found it to be reliable.



<input type="radio"/> SendLayer	<input type="radio"/> SMTP.com
<input type="radio"/> Brevo	
<input type="radio"/> Amazon SES <small>PRO</small>	<input type="radio"/> Elastic Email
<input type="radio"/> Google / Gmail	<input type="radio"/> Mailgun
<input type="radio"/> Mailjet	<input type="radio"/> 365 / Outlook <small>PRO</small>
<input type="radio"/> Postmark	<input type="radio"/> SendGrid
<input type="radio"/> SMTP2GO	<input type="radio"/> SparkPost
<input type="radio"/> Zoho Mail <small>PRO</small>	<input type="radio"/> Other SMTP

Backend Plugins – Updates (Easy Updates Manager)



Easy Updates Manager Active

Manage all your WordPress updates, including individual updates, automatic updates, logs, and loads more. This also works very well with WordPress Mul ...

By Easy Updates Manager Team

★★★★★ (707)

300,000+ Active Installations

Last Updated: 2 months ago

✓ Compatible with your version of WordPress

- I have had situations where auto-updates cannot be applied (particularly after a site migration) or some updates are not automatically applied (particularly themes).
- This plugin allows you to:
 - Determine what level of WordPress will be automatically updated (e.g. minor updates are automatically applied, but major versions aren't)
 - Include or exclude plugins from being auto-updated
 - Auto-update themes
- This isn't required by every site, but I find that I need to use it more often than not.