

Welcome to the CIO Hour!

May 6, 2021

The CIO Hour

- A new type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- First Thursday of every month

Ground rules...

- No question is off limits!
- If the situation is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.

Agenda...

- Fast 15 min – we will introduce the topic of the month
- Q & A – 45 min – Discussion with our experts and taking your questions

Today's Panel



JIM FARIS

Creative Director, 501Works

Jim Faris is the creative lead on design, UI and UX. With over 20 years of experience designing and developing web and marketing projects for large agencies, Fortune 500 companies, and small businesses, Jim brings a history of successful design and development projects that have won him many awards including; Clio, Mimic and Hatch awards for design, development and writing. When not in front of a computer, you can find him onstage playing the upright bass, in art studios painting or out of his Vespa... when the kids aren't climbing on his head.

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JAMES C. MARQUIS

Chief Information Officer, 501Works

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

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Today's Topic:

Best Practices for WordPress

WordPress – 5 Fast Facts

1. WordPress originally started in 2003.
2. Estimated to run up to 40% of ALL Websites.
3. Estimated over 60% market share of CMS space.
4. Available in more than 100 languages.
5. Over 55,000 plug-ins available.

WordPress – Security is a MUST.

Sorting through security can be tough!

1. Secure ALL the layers:

- Hosting environment
- Core WordPress install
- Plugins
- Themes

2. ALWAYS stay up to date. This can be a challenge.

3. Select plugins carefully – they are not all created equal.

4. Keep a test/staging system available.

5. Backup, monitor and test to ensure continued success.

On to Questions...

What do you look for in a theme?

What are your favorite plugins?

Any tips for SEO? We struggle getting noticed.

Any tips for integrating
WordPress with other systems
like our AMS, LMS, etc.?

How can we speed up our site?
Our pages take a bit of time
when loading.

What do you look for in a hosting provider?

Final Thoughts

- If we missed your question, feel free to drop us a question at theCIOHour@501works.com.
- Join us in June for “Trust but Verify” – we will look at low-cost tools and options for monitoring your systems.
- This will be posted on theCIOHour.com in a few days.

Resources

- Contact us – James Marquis – theciohour@501works.com – 703.459.9779
- Site 24x7 for Monitoring – <https://www.site24x7.com/>
- Intruder.io – Vulnerability Scans - <https://www.intruder.io/>
- WordPress – The official site: <https://wordpress.org/>
- Plugins:
 - Elementor Site Builder- <https://elementor.com/>
 - Yoast for SEO - <https://yoast.com/>
 - Webnus – Calendar/Events/Etc. - <https://webnus.net/>
 - W3 Total Cache - <https://wordpress.org/plugins/w3-total-cache/>
 - SiteKit by Google - <https://sitekit.withgoogle.com/>
- WordPress Mistakes to Avoid - <https://www.wpbeginner.com/beginners-guide/25-most-common-wordpress-mistakes-to-avoid/>