

## **Safety Security Speed**

Some of our clients (and competitors) have wanted to know exactly what we do “differently” with WordPress installations that really provides so much additional value to our clients. In a nutshell, I would have to say that safety, security, and speed are our primary concerns.

Although we do a lot more than what is stated here, if we compare this to building a home, there is always a lot of “groundwork” and foundational activity that needs to be performed before anyone can actually start to “see” the home. The short answer is, we don't skimp on the vitals, though this type of quality is hard to measure.

### **Speed**

Speed can only safely be created by limiting the use of unnecessary plugins, and buying better hosting. We have tried plugins that “speed up WP sites”, but not successfully and safely. So, we don't use them. This is the critical difference. We pay for really good hosting with a company that shines when it comes to speed. We use InMotionHosting, and page loading speeds have increased dramatically.

Switching from our previous hosting company was not an easy decision. They are a good hosting company. We simply needed speed that they were not providing enough of, plus, we have had no downtime with our new host. We enjoyed an eight year relationship with our previous host, and got really good service without ever being charged an extra dime. But, Google is “speed-slapping”, and we are online all day working on sites – speed is critical for us and for our clients.

### **Safety & Security**

Here is what we do for security hardening. This is somewhat of a “soft” approach, but we haven't had any sites hacked (yet) since we started implementing these steps about a year ago.

When it comes to hacking, we want to know about any attempts. We have too many websites to bother with checking all of them daily on an individual basis. So, we add this communication feature. It's kind of like placing a guard on the watchtower to inform us about anything suspicious.

Naturally, we also need to be pro-active. So we have our own investigative “CIA” type of script running in the background, that not only adds a measure of firewall protection, but also investigates web requests, identifies and stops obvious attacks, and initiates a whitelist/blacklist mitigation process.

Then, we make hacking more difficult by further protecting the database, critical files and folders from injection hacking, while also providing a built-in monitoring system to help further prevent possible damage.

Additionally we add an anti-spam commenting system to add an additional layer of protection from commenting robots, and redundant backup protection system with remote access for restoration on the fly, should it ever be necessary. This insures the safety of your information should all security measures ever fail.

This process takes some time to perform. There are a series of several plugins that we install, along with some folders that we manually create and install on the server, plus the “run time” to check the systems, and perform the initial setup and test procedures. This is a professional installation. It is not a “basic or standard” WordPress Installation.

Sincerely,  
David R. Thayer