



■ ■ STUDIOPRESS SITES

Face the Change: Standards for Modern Business Websites

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Set it and forget it.

What a lovely idea.

There's so much to do when it comes to putting your website together, attracting an audience, and building a business that you'll take any opportunity you can find to set something and forget about it.

Just be careful.

It can be a seductive thought with potentially catastrophic consequences.

Because the only thing that stays the same about life and work on the web is that things are constantly changing.

So any element of your website that you want to set and forget better include someone checking in periodically on all the things you need to maintain.

For example, is your site ready for traffic spikes? Either sudden and quick, or sustained because your audience has grown? It better be, and it shouldn't require daily vigilance from you. You need to host your site with a provider who has your back and can help you expand your site's capacity without worry.

Let's run through three more ...

1. Security threats

This is of paramount importance.

Right now, *right this very second*, there are bad people with bad intentions trying to hack into your website. I don't mean to scare you, but it's just reality.

Even if your website is being granted a random, momentary reprieve from the web's most nefarious intruders, you'd be wise to prepare as if the threat is omnipresent.

And of all the ever-evolving elements of life on the web, this is the one that is most difficult for you to do anything about *yourself*. Your website needs its own specialized Secret Service team that lives and breathes web security creating a fortress around your site ... and that is ready to pounce if someone somehow breaks through the wall.

- » Are security audits and cleanups included with your premium hosting?
- » Or are you paying for a separate website security service that will protect and disinfect your site?

Can you answer "Yes!" to one of those two questions?

Also, are you protected from denial-of-service attempts that can knock your website completely offline?

You need to be able to answer "Yes!" to that question too.

Take security seriously. Have someone you trust on your side.

2. WordPress updates, theme updates, and plugin maintenance

One of the most important ways to keep your site secure is to make sure you're always running the latest version of WordPress and that your plugins are updated.

While fun and useful new features typically garner the headlines for new WordPress updates, it's the under-the-hood security updates and patches that are most important.

Updating WordPress is a regular occurrence. You have to stay on top of it. So, never underestimate the value of WordPress hosting that manages your WordPress updates for you. It ensures you have every latest bell and whistle, but most importantly:

It keeps you safe.

The same is true for your theme. It has to stay up-to-date to ensure there are no glaring security holes.

(Side note: WordPress updates can sometimes cause compatibility problems with older versions of themes. An optimized combo of host and theme, like StudioPress Sites plus Genesis, is both convenient and powerful.)

And, finally, plugins. Those need to stay updated too.

You'll typically have to stay on top of third-party plugin updates yourself, although your host may help you manage updates for selected partner or recommended plugins.

The big idea here is that while running WordPress, activating your theme, and installing plugins may feel like set-it-and-forget-it moments, they absolutely are not. It's imperative that you have a process to keep those elements up-to-date ... or that you have a team or service to do it for you.

3. Backups

What would you do right now if you found out that your entire website had been deleted?

- » Panic?
- » Freak out?
- » Faint?
- » Pray?
- » Bargain with the devil?

You don't need to go there.

Instead, how about calmly emailing your hosting provider to restore your most recent daily backup?

Ahh. Peace of mind is a wonderful thing.

You might even consider keeping separate backups on your own, simply as a fail-safe for your fail-safe. But at a minimum, you should be hosting your site

with a provider who keeps daily backups on hand for you and can restore them quickly if needed.

The bottom line is that you have to be willing to face, and embrace, change

And while it can feel overwhelming, it doesn't have to be.

The need to stay up-to-date, secure, and protected is a major part of the value of WordPress-specific hosting ... and why it's such a smart investment to make.

[Choose the right host](#) and it may not be set-it-and-forget-it ... but it's the closest to that ideal as you can possibly get.

Which means more time for your content, more time for your audience, and more time for your business.

And isn't that the whole purpose of having a website in the first place? ;-)

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