

## 4 REASONS WHY YOU SHOULD UPDATE YOUR

# WORDPRESS OR DRUPAL

## WEBSITE REGULARLY

You made the choice to publish your website on an open source platform, such as **WordPress** or **Drupal**. While we support you in that choice, it's important to understand how to maintain your site properly.

Security is hands down the top reason for installing updates to your open source site as frequently as possible.

Once the security of your site has been compromised, it can be difficult to reverse the damage.

### 1. MAINTAIN SECURITY



### 2. IMPROVE USER EXPERIENCE

New features and functionalities are being developed daily, even hourly, which may allow you to provide users with an even better experience when they visit your site.

By consistently updating your website features and appropriate plugins, you can optimize the user experience.

### 3. INCREASE WEBSITE SPEED

We all know what happens when a site is too slow – visitors will leave and visit a competitor website, simply because it loads a couple seconds faster. If you want to maintain or grow your website traffic, having a fast-loading site is crucial.

Lost traffic leads to a decrease in leads, which inevitably will cut into your potential sales and profits.



### 4. MAINTAIN FUNCTIONALITY

Another side effect of choosing not to install updates regularly is that your certain functions may stop working in the way they were built to work.

Not only can this cause unnecessary frustration on the part of your users, but fixing these issues could result in additional costs for your organization, due to the time and resources required to resolve them.

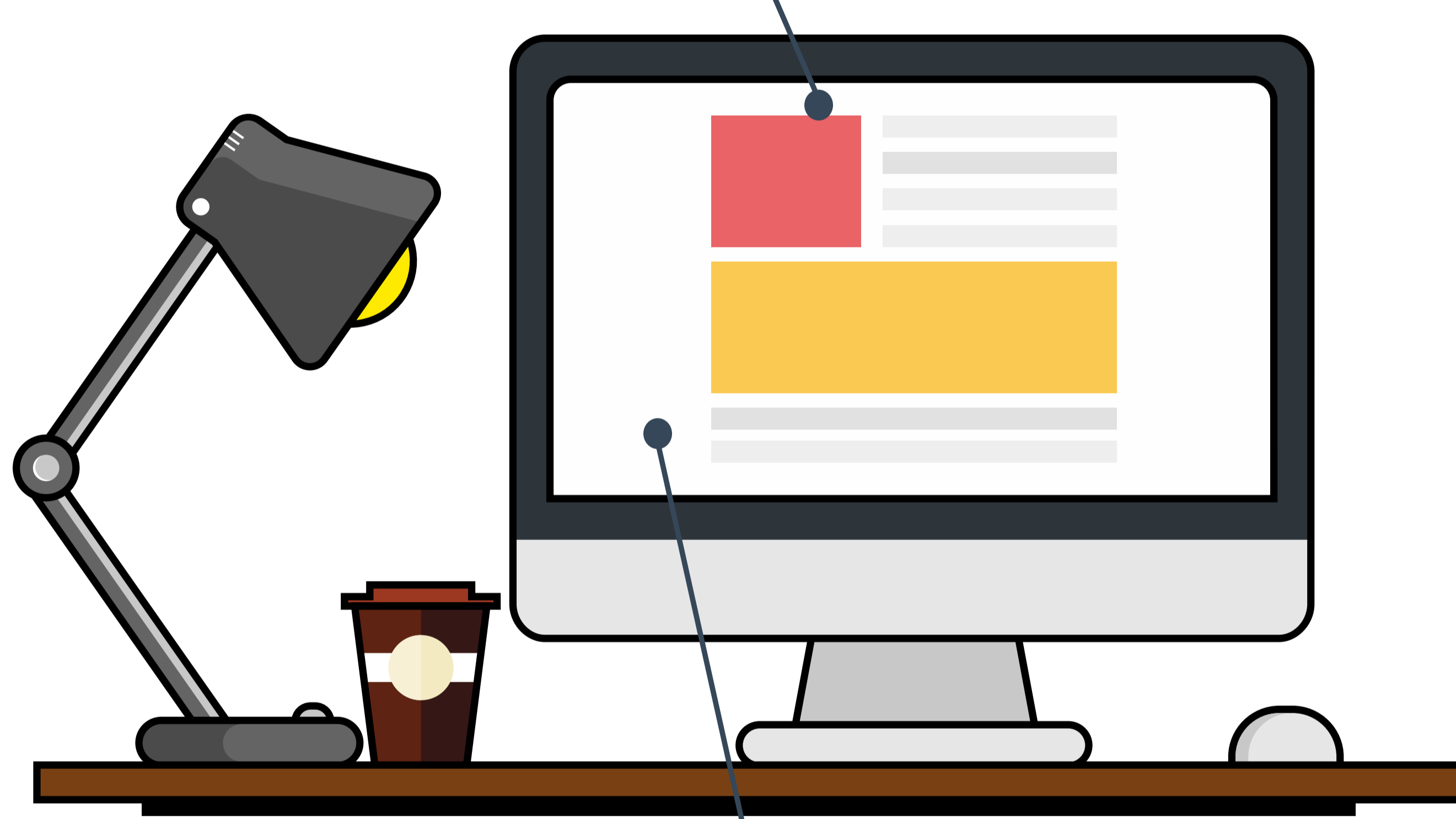


## HOW TO UPDATE YOUR

# WORDPRESS SITE

### 1. BACK UP YOUR SITE

In order to do this, you'll first need to add a backup plugin to your site, to ensure that your site will be automatically backed up going forward.



### 2. TURN CACHING OFF

It will help the updates to process faster and more efficiently. Under Settings in your WordPress dashboard, scroll down to the "Endurance Cache" section and choose "Off (Level 0)".

### 3. UPDATE THEMES AND PLUGINS

You can update your themes and plugins one-by-one as they have new updates available, or, you can visit your plugin section frequently, and update any plugins that show a new version is available.



### 4. UPDATE WORDPRESS CORE

Updating your WordPress core is easy and fast. It's important to do this after installing any updates. Under your WordPress Dashboard, click on "Updates".



### 5. TURN CACHING BACK ON

You can update your themes and plugins one-by-one as they have new updates available, or, you can visit your plugin section frequently, and update any plugins that show a new version is available.



### 6. DOUBLE CHECK YOUR WEBSITE

Updating your WordPress core is easy and fast. It's important to do this after installing any updates. Under your WordPress Dashboard, click on "Updates".



### 7. BACK UP YOUR SITE - AGAIN

If all is well, it is recommended that you back your site up again, so that all your changes won't be lost if any issues were to occur before your next update. Now your site is updated and backed up, so you can carry on with business.



### AS YOU CAN SEE

These steps are relatively simple to follow, but doing them daily may be more of an inconvenience than anything else.

If you don't have someone who can commit to updating your site on a regular basis (daily, if possible), then you may want to hire a website development agency that provides ongoing maintenance and technical support.



Smile MEDIA

Need a professional and engaging website? Give us a call!

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