



NIKOPS

WordPress ESSENTIALS

For small businesses and
professionals



2026

FREE GUIDE

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Introduction

This guide was created for small businesses and professionals who want to better understand how a WordPress website works and how it should be managed.

Inside this guide, you will find basic practices for proper content management, security, maintenance, and website improvement.

The goal is to give you a clear picture of how you can use WordPress effectively in the daily operation of your business.

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WordPress

◆ What is WordPress?

WordPress is a CMS, which stands for Content Management System. In simple terms, it allows you to create and manage a website without needing to write code.

Through an easy-to-use dashboard, you can add pages, edit text and images, and organize the content of your site. WordPress is mainly used for professional websites, blogs, and business sites, but it can be adapted to many different needs.

◆ Why is it used?

WordPress is widely used because it is easy to use, flexible, and highly customizable. It allows businesses and professionals to have full control over their website content without depending on developers for simple changes. It is also supported by a large community and a wide range of tools, making it a reliable choice for many types of websites.

◆ Why is it good for businesses?

For a business, WordPress is a practical and cost-effective solution for building an online presence. It allows fast website development, easy content updates, and flexibility as the needs of the business change. It can also support features such as contact forms, a blog, and even an online store, helping a business reach more customers and strengthen its professional image.

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Hosting

♦ What is hosting?

Hosting is the service that allows your website to be available on the internet. In simple terms, it is the space where your website is stored, so that anyone can visit it through a browser. Without hosting, a website cannot function or appear online.

♦ How it affects speed, security, and uptime

The quality of your hosting directly affects your website's performance. Good hosting helps your website load faster, stay online reliably, and receive basic protection from technical issues or attacks. Poor hosting, on the other hand, can cause delays, frequent downtime, and increased security risks for your site.

♦ Common mistakes when choosing hosting

It is important to avoid extremely cheap or unreliable hosting solutions that promise a lot but do not provide stable performance. These services often have slow speeds, limited support, and stability issues. Choosing a reliable hosting provider is an investment that can save you time, money, and future problems.

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Useful Plugins for every website

♦ What are plugins?

Plugins are tools that add extra functionality to your website. With plugins, you can extend what WordPress can do without needing to write code. For example, you can add contact forms, security features, backups, or speed improvements to your site.

♦ Why are they needed?

Plugins are important because they cover basic needs that a modern website usually has. Instead of building everything from scratch, you can use ready-made solutions that are tested and reliable. With the right plugins, your website becomes more functional, secure, and easier to manage.

♦ The 5 plugins I use in every WordPress project

Below you will find 5 basic plugins that I use in every WordPress project. These plugins cover some of the most important needs of a modern website, such as page building, security, backups, and communication with visitors. You will also see briefly what each plugin does and why I consider it important for a professional website.

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Plugin List (1)

◆ **Elementor**

Elementor is a page builder that allows you to design and edit your website content easily using drag and drop, without needing programming knowledge.

◆ **Wordfence**

Wordfence is a security plugin that helps protect your website from attacks, malicious activity, and unauthorized access attempts, adding a basic layer of protection to your WordPress site.

◆ **Contact Form 7**

Contact Form 7 allows you to create simple and functional contact forms, so visitors can easily send you a message or request through your website.

◆ **UpdraftPlus**

UpdraftPlus is a plugin that creates backups of your website, allowing you to restore your site in case of a problem or data loss.

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Plugin List (2)

◆ Rank Math (SEO Plugin)

Rank Math is an SEO plugin that helps optimize your website for search engines. It guides you in the proper use of titles, descriptions, and keywords, making it easier for your site to appear in Google results and helping increase website traffic. For more information and detailed guides, you can visit my website.

In addition, there are some plugins that I use often, depending on the needs of each project, such as:

◆ WP Mail SMTP

WP Mail SMTP helps your website send emails properly, making sure that messages from contact forms are delivered correctly and do not end up in spam.

◆ W3 Total Cache

W3 Total Cache is a plugin that improves website speed by reducing loading time and optimizing the way content is loaded. It is especially useful for improving performance and user experience.

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Page builders (Elementor)

◆ What are page builders?

A page builder is a tool that allows you to create and customize your website pages visually, without needing to write code. Instead of coding, you can place elements such as text, images, and buttons using drag and drop.

◆ Why are they used?

Page builders are used because they make website creation and editing easier and faster. They allow businesses and professionals to update content and adjust page layouts without technical knowledge, saving both time and cost.

◆ What does Elementor do?

Elementor is one of the most popular page builders for WordPress and makes it easier to create modern and professional pages. Through a user-friendly interface, you can design your website's appearance, add sections, and adjust the layout according to your needs. As mentioned in the plugin section, Elementor is a basic tool for managing and developing a WordPress website.

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Contact Form (Contact Form 7) (1)

◆ Why is it needed?

A contact form is essential for every professional website, because it allows visitors to contact you easily. It is a key conversion point, whether the visitor wants to ask a question, send a request, or start a new collaboration. As mentioned in the plugin section, Contact Form 7 is one of the most popular options because it is free, simple to use, and used by millions of websites. There are also other solutions, such as WPForms, but Contact Form 7 remains a reliable and flexible choice.

◆ What should it include?

A basic contact form should include the necessary fields so that it remains easy to use and effective.

It usually includes:

- Name
- Email
- Message
-

In some cases, extra fields can be added depending on the needs of the business.

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Contact Form (Contact Form 7) (2)

◆ Spam & proper email setup

One of the most common problems with contact forms is spam and incorrect email delivery. To prevent unwanted messages, techniques such as honeypots and CAPTCHA can be used. At the same time, it is important for the website's email system to be properly configured, so messages are delivered correctly and do not end up in spam. For more information and instructions, you can find a related guide on my website.

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Backups (UpdraftPlus)

♦ Why are they critical?

Backups are one of the most important parts of a WordPress website. They allow you to keep a copy of your site, so you can restore it if something goes wrong. As mentioned in the plugin section, UpdraftPlus is one of the most reliable and easy-to-use solutions for creating backups.

♦ What happens if you do not have backups?

Without backups, any problem can lead to data loss or even the loss of your entire website. A technical error, a failed update, or an attack can damage your site with no easy way to restore it. In these cases, recovery can be difficult, time-consuming, and expensive.

♦ How often should you create backups?

The frequency of backups depends on how often your website is updated. For active websites, daily or weekly backups are recommended so that your data remains safe. A properly configured backup system can run automatically without requiring constant manual work.

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Maintenance (1)

A professional website is not something static. It is a system that needs ongoing monitoring and maintenance. Even if everything works correctly today, problems can appear at any time, such as server downtime, errors after updates, or issues with important website functions.

In more demanding cases, problems may appear in payment systems, contact forms that stop sending messages, or delays that affect the visitor experience. Without proper monitoring, these issues can go unnoticed and directly affect the image and operation of a business.

Regular maintenance helps identify and prevent these problems, making sure the website remains secure, fast, and functional.

◆ Updates

Regular updates are essential for the proper operation of a WordPress website. They include updates for WordPress itself, plugins, and the theme, helping the site remain compatible and stable. Skipping updates can lead to functionality or security issues.

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Maintenance (2)

◆ Security

Website security requires constant attention, because new threats appear all the time. Without basic protection measures and regular updates, a site can become vulnerable to attacks, spam, or technical problems that affect how it works. Proper security management helps maintain a stable and reliable online presence.

◆ Performance

Website performance directly affects the user experience.

A slow website can push visitors away, reduce the time they spend on your site, and create a negative impression of your business.

Users now expect fast and immediate loading, and even small delays can affect the overall performance of the site.

Proper maintenance helps keep the website fast and smooth through regular checks and optimizations. This way, the website responds correctly on every device and remains effective over time, offering visitors a stable and reliable experience.

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Security (Wordfence) (1)

◆ Why is it important?

The security of a WordPress website is critical for its proper operation and reliability. Automated attacks happen every day, and without basic protection measures, a website can easily become a target. Proper security helps protect your data, website functionality, and visitor trust.

◆ What can go wrong?

Without enough protection, a website can face problems such as account breaches, malicious content being added, or even complete loss of control. In some cases, the site may go offline, display errors, or be used for unwanted activity, directly affecting the image of the business.

◆ Firewall

A firewall works as a first layer of protection by filtering incoming traffic and blocking malicious attempts before they reach the site. This significantly reduces the risk of attacks and helps protect the operation of the website.

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Security (Wordfence) (2)

◆ Login protection

Protecting the login page is equally important, because it is one of the most common attack points. Measures such as limiting login attempts and adding extra security checks help prevent unauthorized access.

◆ Why Wordfence?

Wordfence is one of the most popular security plugins for WordPress, offering features such as a firewall, login protection, and activity monitoring. As mentioned in the plugin section, it is a basic tool for strengthening the security of a website.

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Website Checklist

- ✓ The website loads correctly and quickly
- ✓ It is mobile friendly and works properly on phones and tablets
 - ✓ There is a working contact form
 - ✓ There are recent backups
- ✓ WordPress and plugins are updated
- ✓ Basic security measures are in place

If any of the above does not apply to your website, it may need improvement or proper management. You can request a free website check through my website.

Thank you for taking the time to read this guide.

I hope it helped you better understand how a WordPress website works and how it should be managed properly.

For more information and guides,
you can visit my website.

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