


Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
-  5) **How To Speed Up Your Wordpress Website**
- 6) Addendum: New Plugin- Ping Optimizer

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Introduction to WP Super Cache

WP Super Cache

What Is It?

A plugin that helps speeds up your wordpress site.

Why Is It Important?

Users & Google Bots both get BORED if they have to wait too long for your website to load. The longer your site takes, the more you risk not being indexed by search engines and losing potential prospects to the “one click away from your competition” rule.

Step
1

Go to “Add New” under the “Plugins” tab and type in “wp super cache” in the search field and click “Search Plugins”.

Objective 5 How To Speed Up Your Wordpress Website

The screenshot shows the WordPress 'Install Plugins' interface. On the left is a sidebar menu with items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins (highlighted), and Installed Plugins. Under 'Plugins', 'Add New' is selected. The main content area is titled 'Install Plugins' and includes navigation links: Search, Upload, Featured, Popular, Newest, and Recently Updated. Below this is a search section with the text 'Search for plugins by keyword, author, or tag.' and a search form containing a dropdown menu labeled 'Term', a text input field with 'wp super cache', and a 'Search Plugins' button. Three red circles with numbers 1, 2, and 3 are overlaid on the image. Circle 1 points to the 'Add New' link in the sidebar. Circle 2 points to the search input field containing 'wp super cache'. Circle 3 points to the 'Search Plugins' button. Below the search form, there is a 'Popular tags' section with the text 'You may also browse based on the most popular tags in the Plugin Directory:'.

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Step
2

Find the plugin and click on “Install Now” and then click “Okay” on the next window when it asks if you are sure you want to install the plugin.

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Install Plugins

[Search](#) | [Search Results](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term ▾

wp super cache

Search Plugins

Name	Version	Rating	Description
WP Super Cache Details Install Now	1.0	★★★★☆	This plugin generates static html files from your dynamic WordPress content. When a user requests a page, the plugin will serve that file instead of processing the comparatively heavy PHP. The static html files will be served to the vast majority of your users. The comment form after they leave a comment thos... By Donncha
WP Widget Cache Details Install Now	0.25.4	★★★★★	A high-performance caching plugin for WordPress, and a plus for... ChangeLog Why we need this WP Widget Cache? WP Widget Cache can cache the output of your blog widgets. It... your database and speed up your site. I think you've heard of WP-Cache or WP Super Cache, they are... Andrew Zhang .

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Step
3

Click on “Activate Plugin” and then click on “plugin admin page” on the next screen.



Installing Plugin: WP Super Cache 1.0

Downloading install package from <http://downloads.wordpress.org/plugin/wp-super-cache.1.0.zip...>

Unpacking the package...

1

Installing the plugin...

Successfully installed the plugin **WP Super Cache 1.0**.

[Activate Plugin](#) | [Return to Plugin Installer](#)



Plugins [Add New](#)

2

WP Super Cache is disabled. Please go to the [plugin admin page](#) to enable caching.

Plugin activated.

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Step
4

Click on “Caching On” and then click “Update Status”.

WP_CACHE constant added to wp-config.php

If you continue to see this warning message please see point 5 of the [FAQ](#). The WP_CACHE line must be moved up.

WP Super Cache Settings

Easy

Advanced

CDN

Contents

Preload

Plugins

Debug

Caching

1

Caching On (Recommended)

Caching Off

Note: enables PHP caching, cache rebuild, and mobile support

Update Status »

2

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TIP

If you are making major edits to your site, turn caching off during that process or you'll have a hard time viewing your site changes. For minor edits you can just delete the cache to view your changes.

Objective 5 How To Speed Up Your Wordpress Website

WP Super Cache Settings

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Caching On (Recommended)

Caching Off

Note: enables PHP caching, cache rebuild, and mobile support

Update Status »

Cache Tester

Test your cached website by clicking the test button below.

Test Cache

Delete Cached Pages

Cached pages are stored on your server as html and PHP files. If you need to delete them use the button below.

Delete Cache »

Recommended Links and Plugins

Caching is only one part of making a website faster. Here are some other plugins that will help:

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TIP

Upload small files when possible and always have your site accessing your site for files as opposed to outside sites.

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	About Us JPG	admin	About Us , 2012/01/02	0	2012/01/02	No savings Re-smush
	Team Coaching JPG	admin	Team Coaching , 2012/01/02	0	2012/01/02	Reduced by 26.1% (47 KB) Re-smush
	Group Coaching1 JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	No savings Re-smush
	Group Coaching JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	Reduced by 8.1% (4.3 KB) Re-smush
	coach 2 JPG	admin	One On One Coaching , 2012/01/02	0	2012/01/02	No savings Re-smush
	coach 3 JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	Reduced by 4.1% (2.2 KB) Re-smush

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Next Video...

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