


# 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', there is an 'Add New' link. The main content area is titled 'Install Plugins' and includes a search bar with the text 'wp super cache' and a 'Search Plugins' button. Three red circles with arrows point to the 'Add New' link (labeled '1'), the search input field (labeled '2'), and the 'Search Plugins' button (labeled '3').

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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
<a href="#">WP Super Cache</a> <a href="#">Details</a> <a href="#">Install Now</a>	1.0	★★★★☆	This plugin generates static html files from your dynamic WordPress content. It 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. Comment form after they leave a comment this... By Donncha
<a href="#">WP Widget Cache</a> <a href="#">Details</a>   <a href="#">Install Now</a>	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.

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

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# Virtual Marketing Blueprint

## Next Video...

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