

*Barbarians at the Gate...*

PROTECTING YOUR  
WORDPRESS  
WEBSITE FROM  
HACKERS

A few years ago Envision began installing security software directly on our clients' websites. The purpose was to monitor hacking attempts and malicious software infections.

We were astonished by the number of invasion attempts — having seen as many as 50–60 a day on just one site. Since 99% of attempts fail, you are likely unaware of the number of hackers trying to pound their way into your site.

## TYPES OF HACKING

Clients typically think of hacking as objectionable changes made to the pictures or content of their site. However in our experience much hacking goes unnoticed by the viewer. Malicious code frequently runs in the background with no obvious symptoms while assisting with other hacks, downloading infections and so on... the list is endless. Whatever it is, be assured you don't want it and that at some point it is going to cause trouble.



### How They Get In

- Through your server
- Through your code
- By brute force

## HOW TO PROTECT YOURSELF

**Server:** If your website is on a shared plan, hosts are vigilant about thwarting malicious software, but sometimes hackers beat them. To increase safety we recommend clients place their sites behind a firewall. This is something your host can set up at a reasonable cost and it's a must-do if you are concerned about security. If you are on a VPS (Virtual Private Server) and get a notice from your host, read it and do what they ask. It is usually a vulnerability patch and by ignoring it you leave yourself open to trouble. For e-commerce solutions or transmission of sensitive data you will need a secure server (SSL protocol) which binds a cryptographic key to provide enhanced security.

**WordPress Code:** The key to protecting yourself from a code infection is to keep all WordPress software up to date. Ensure that you are running the latest version of WordPress and update it as soon as new versions come online. Likewise, update your themes and plugins as soon as new versions are available. Updates frequently provide additional security and may be a response to vulnerabilities. Lastly, be sure to delete plugins you are not using. One of the easiest ways for hackers to infiltrate sites is through old, unused plugins. People wrongly assume that if a plugin is on their site but inactive, they are safe. Not so.

**Brute Force:** Brute force attacks are simply repeated attempts by a hacker to break in by guessing your user name and password. Hacking is less often a single person typing away on his keyboard. More frequently it is an automated attack run through multiple IP addresses across several days. Worse, these automated efforts can often pull information off the site that provide clues to usernames and passwords.



Don't use common usernames like admin, your site name, your name (especially if you are the blog author) or other obvious words that may be easy to remember but also easy to guess. Use a username that is at least ten characters long, has no relation to your website and includes capital letters, numbers, and "symbols" such as \$#@&. Your password should use completely randomized characters and look something like this: Z5#dfr\$FBk34. It's not a bad idea to change these every few months.

Talk to your host about blocking IP addresses or prohibit your site from being viewed in other countries since a great deal of hacking emanates from outside the US, in particular Eastern Europe.

## BACKUPS

When dealing with a site that has been corrupted we can often isolate and remove the malicious code then close security gaps. In cases of a serious attack it may be easier and less expensive to simply delete the old site and upload a clean copy — in some cases, it may be your only option. If you have a current and complete backup this is a straightforward process.



Your host can typically provide a backup but if their server has crashed or been corrupted you may be out of luck. If it took a while to realize your site was hacked all the backups may be corrupted as well. (Most hosts only keep backups spanning the past several days or weeks.) Even if they do have a clean copy, it typically takes 24 hours to provide the backup and sometimes there is a fee. It is more prudent to have a full backup at hand on your computer or in the cloud.

**How to Make Backups:** For WordPress and similar CMS platforms, there are plugins available that greatly simplify the process by making automatic backups — daily or weekly depending on the client. These are saved on your host server but you will want to keep copies on your own computer and also in the cloud for triple redundancy. Backup the full site, including database, theme, and child-theme (if applicable). It is best practice to have a clean, recent copy of your site readily available should you need to remove an infected site and do a clean install.

## SUMMARY

It is impossible to guarantee that your site will not fall victim to a hacker. However the steps outlined above will significantly reduce the odds. Frequent backups provide a valuable safety net should you get a severe infection. Remember the adage that an ounce of prevention is worth a pound of cure.