

HOW TO AVOID SIMPLE, SILLY MISTAKES ON WORDPRESS



By Freddy Vasquez, FXV Digital Design

We all make mistakes, but sharpening your WordPress skillset will help your website outshine the competition. Learn some quick tips on how to strengthen your skills.

WordPress is relatively easy to use compared to other website creators. Many times, you can keep a blank template for your blog or website and just fill in content. WordPress offers themes for your page to help make something unique and original. However, there are some avoidable mistakes users encounter. Things like, leaving in dead links throughout your page. What can be done about a mistake? It can be corrected, then avoided for future reference. Nobody is perfect, but we can stop creating unnecessary issues. Mistakes can be avoided with a little help from FXV Digital Design. WordPress is something we know a thing or two about. Allow us to help your WordPress conquest.

Avoid the Infamous 404 Error Message.

Everyone knows of the 404: Pages not found, message. We've all seen it on other sites, and it unanimously annoys everyone who comes across it. It is statistically proven that users make a snap call on your business within a few seconds of being on a website. Receiving a 404 error message is a sure way to drive away potential business. The error code usually comes from man-made mistakes, like permalink changes, or deleting a page incorrectly. If changing a permalink, make sure you

change your URL as well. If the URL is not changed with the permalink, users will click on broken links. Viewers of your website will be greeted without a page and the infamous message. Your WordPress skills are better than that. You're better than that, rookie! Do everything in your power to avoid the 404.

Be Selective with Plugins.

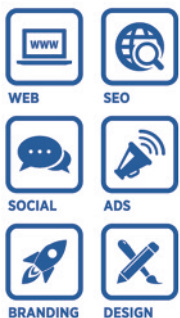
What is a plugin, and how do I use one in WordPress? WordPress has numerous plugins that you can attach to your site to add more functionality. We encourage some plugin usage, but don't overdo it. You may feel tempted to add plugins for any and every reason, and if you decide to add plugins, make sure you keep track of them and don't forget to update. If they are not updated, your blog may suffer from slow loading times, and if you have too many plugins, your website speed will slow down, thus taking away from your bottom line.

Delete the Default Content and Create Your Own!

When you create your own site, WordPress creates a "sample page" for you. That is your default page that viewers will experience. Delete it! Play around with the menus, find a design that you enjoy.

(Continued on page 56)

LET'S
CREATE
SOMETHING
AWESOME
TODAY



FXV DIGITAL DESIGN
a digital marketing agency
www.FXVDIGITAL.com



*Your Hometown Station...
We're Home For You!*

NOW OFFERING:

- *Streaming on Three Channels. 24 / 7*
- *Unbeatable Pricing for Commercial Productions and Airtime*
- *Webisode Productions*
- *Internet Placement*
- *Live Remote Broadcasts at The Location of Your Choice*
- *Local Sports Advertising Packages*



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

HOW TO AVOID MISTAKES ON WORDPRESS

(Continued from page 55)

Think of a theme that represents your brand, and business well. Make sure the page is easy to navigate. Don't complicate your theme; keep it simple for users and yourself. Add content that caters to your company, website, and consumers. Stand out! Try to add content daily, if not regularly. As soon as you stop adding new content, the populace will forget. The last thing your business wants is to be forgotten.

Mistakes will happen, correct them. It's only natural that you go through content creation in a trial and error fashion (unless you're FXV Digital Design). Your business now obtains the knowledge, stronger tools in your arsenal, and a better understanding on how to use WordPress. Creating something spectacular elevates your brand, and your website is the cornerstone of your business.

If you feel timid creating your own website, fret not. FXV Digital Design is here to help your business stand out from your competitors. Give us a call today at 484.509.4285 or visit us online at www.fxvdigital.com



The Pottstown Rotary Club Wants You!



Join us at 6:30 on Wednesday evenings at Brookside Country Club for a delicious meal, camaraderie, and a Rotary meeting where we plan and execute projects to improve the community.

Visit

www.pottstownrotary.org
or call **Bill Wellen** at **484.886.5396** to learn more!

REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net



Perkiomen Valley
CHAMBER OF COMMERCE
your business our community

Welcome to the Perkiomen Valley Chamber of Commerce!

For 60 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks.

For more information contact Executive Director, Renee Blomstrom, 610-489-6660, renee@PVchamber.net. Visit www.PVchamber.net to view membership directory.

Don't miss Chamber events, member news, special offers and more... Like us on Facebook @PerkValleyChamber and email info@PVchamber.net to receive weekly e-news!

WELCOME NEW MEMBERS:

Physical Therapy & Wellness Institute, Steve Taylor, www.ptwinstitute.com

Anchor Pest Control, Cathy Gear, www.anchorpestcontrol.net

Penn Wealth Accounting Group, Jerry Barlow, www.pennwealthaccountinggroup.com

Profile by Sanford, Sean McCloud, www.profileplan.com

Nothing Bundt Cakes, Melissa Ayers
*Opening early 2020 in Providence Towne Center

Visit PVchamber.net to view membership directory

UPCOMING EVENTS

October 10, 2019 - Annual Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Then Annual Mixer is always a great networking event! Once again, Mr. Orlando will prepare a delicious meal and Jeremy Fanucci will entertain us on the piano. Join the large crowd in the stunning offices at The Victory Bank...bring plenty of business cards and an extra one to enter the gift basket raffle! RSVP 610-489-6660.

The Victory Bank, 548 N. Lewis Road, Limerick 5:00-7:00pm. Members: FREE; Nonmembers \$10.



October 16, 2019 - PV Stars Nomination Event

The Annual PV Stars Gala recognizes businesses and individuals for their efforts to make a positive impact on life in the region. We are now accepting nominations for PV Stars in 6 award categories. On October 16th between 8:30am - 10am, meet one-on-one with a committee member who will help complete your nomination. RSVP: 610-489-6660.

PVCC office, 521 W. Main Street, Trappe.

October 17, 2019 - PV MEN Networking Happy Hour

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at DaVinci's Pub from 4:30pm - 6:30pm! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Cash bar with Happy Hour Specials 'til 6:00pm. RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

October 29, 2019 - Morning Mixer at Limerick Chiropractic Center

Network before work at our Morning Mixer hosted by Dr. Baker at Limerick Chiropractic Center. Fuel your morning with coffee, refreshments and great networking at this Morning Business Card Exchange.

RSVP 610-489-6660.

Limerick Chiropractic Center, 332 Ridge Pike, Limerick.

7:30am - 9:30am

October 30, 2019 - New Member Orientation, sponsored by Maillie

Wednesday, October 30, 8:30am - 9:30am at the new PVCC office, 521 W. Main Street, Trappe.

All welcome to attend! **New members, prospects and current members** are invited to learn how to maximize your Chamber membership. FREE event. Optional Networking training, 9:30am - 10:00am. Register online www.PVchamber.net

October 31, 2018 - Business Owner Roundtable Luncheon

The PV Chamber welcomes business owners and key decision makers to participate in Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only. Cost: \$25.

Luncheon will be held at the **NEW PVCC Training Center located at 521 W. Main Street, Suite 103, Trappe.** Time: 11:45am - 1pm

December 11, 2019 @ 5-7PM - Annual Holiday Mixer Join us in celebration and gratitude as PVCC Honors our Community Leaders!

Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!** More details available online www.PVChamber.net or call the PV Chamber office at 610-489-6660 to donate a raffle prize (\$25+ value) or silent auction donation (value \$100+).

Spring Ford Country Club, 48 Country Club Road, Royersford

December 10, 2019 @ 5:00 - 7:00PM

Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for

non-members

Sponsorship Levels starting at \$250

Visit the Chamber website for complete list of upcoming events including PV Chamber Business Book Club, PV MEN, Business Roundtables, Mixers, PV WIN and more!

www.PVchamber.net

FEATURED EVENT PV CHAMBER BUSINESS EXPO 2019

October 9

100 Exhibiting Businesses!

The PV Chamber **Annual Fall Business Expo** at Pfizer will be held on



Wednesday, October 9,

2019. This 3-hour event is an opportunity to showcase YOUR business to fellow PV

Chamber members and employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives.

Register early...this event sells-out every year! Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Call the Chamber for details - 610-489-6660 or email renee@pvchamber.net.

Exhibitor table \$200 (\$35 additional cost for electric).

Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).

Pfizer Business Expo Details & Registration:

<https://perkiomenvalleychamber.org/event/pfizer-business-expo-2-2/>

or email info@PVchamber.net or contact the Chamber office at 610-489-6660

SAVE THE DATE:

November 14th, Mixer at The Village Cafe



The 2019 Online Savings Book will be unveiled at our Annual Pfizer Business Expo on October 9th. The book can be viewed on www.PVChamber.net beginning October 9th. To reserve ad space, contact the Chamber office at 610-489-6660.