



**Website Creation Workshop
With Christina Hills**

“Cool New Features and Overview of the Jetpack Plug-in”

Christina: Hello and welcome this is Christina Hills with the Website Creation Workshop and welcome to this special call with my guest expert Jesse Friedman on the new features of the Jetpack Plug-in.

I’ve known Jesse for a while and let me tell you a little bit about him. Jesse Friedman has been building websites for 17 years and has been exclusively with WordPress since 2006. Jesse you have me beat by 2 years I started in 2008. Since then he has written several books, taught hundreds of students as a professor and organized dozens of local meet ups along with a few word camps. He has spoken at tech conferences worldwide and utilized his expertise as a consultant for small agencies and billion dollar international companies.

Today he’s a proud team member of Jetpack at Automattic and as you all know Automattic is the parent company that created WordPress. Welcome Jesse.

Jesse: Thanks for having me.

Christina: I know you have a lot to cover and so I want to dive in. So we’re going to be talking about the plug-in, the free plug-in Jetpack and what you can do with it. We’ll be taking questions as we go a little and then maybe taking questions at the end.

Jesse: Thanks again for having me and it’s great to be a part of your community even if



it's for a little while as a panelist but also being someone who does a lot of work in the community I appreciate it and love to see you working so hard to teach people about WordPress and Jetpack. It's great to be a part of that so thank you.

Christina: You're welcome and let me say why I am excited to have you come back Jesse. It's because I went in and took a look at Jetpack and I forget how long ago it was but I noticed there are a lot of changes. So some things are the same and some are different and so I look forward having you explain to everyone all these changes.

Jesse: Yes thanks for bringing that to our attention. It's definitely been a big change over the last year for us and it's a lot of what we'll be covering today. We want to make sure our existing users are still enjoying all the features of Jetpack but the new users are also getting to take advantages of the new features as well.

When you install Jetpack in your WP Admin or if you just created a brand new WordPress installation a lot of hosts package Jetpack with WordPress. We like to say that Jetpack augments WordPress core.

To give a background on that WordPress as a whole we all know how much we love this CMS it's great for publishing and getting your information out there and empowering you to build a website. The reality of the situation is WordPress doesn't include every single feature most people use to build a website. For example, everyone who has a website that's been launched at one time or another probably installed a different theme or plug-in to add additional functions and features, etc.

So Jetpack includes a wide variety of features to help secure and manage your site to help you write better content, build an audience, increase engagement and really we like to say it augments WordPress Core's features to giving you



everything you need to launch your site a little faster and manage it more intricately and give you all the things you need to build your site.

The thing is Jetpack requires a connection to WordPress.com and this is an area that I'd like to talk about a bit because it does tend to add a bit of confusion for people. There is WordPress the core CMS that you go and download and install in your server or host has done for you. Then there is WordPress.com which is a free version of WordPress where you can go and build a website and all that. They share the same name and I think that's what tends to confuse people.

WordPress.com is a place you can go and don't have to pay for hosting and can build your site but you're very limited on what you can do for free. With self hosted you can do anything you want and it's free to use and expand, etc. So Jetpack is powered by the servers and technology on Jetpack.com and we have hundreds, millions of users and millions of sites on WordPress.com.

We built all these tools to give them a great experience and 6 years ago we said if you're on a self hosted site you should still get these advantages. So we packaged them up and offered them out in a plug-in called Jetpack but it still requires you to connect. I'm going to walk you through this real quick.

Christina: Let me slow you down for a second. What Jesse is about to do is if you're installing Jetpack for the first time and haven't connected it he's stepping through this connection process.

Jesse: Yes and you get to a screen like this. I'm already signed into WordPress.com and it's a separate user name and password then you would have used to log into your website or host. Picture this like if you bought a new I-Phone and wanted to connect to Facebook, you'd install the Facebook app and go to sign in and when



you do that you might have to register for Facebook or if you already have a Facebook account you'd sign in. This is essentially the same thing.

Once you created the log in and you're logged in you'd see a screen like this and you'd just have to hit approve. This connects and authorizes your site to access WordPress.com servers and I'll talk a little more about that. I don't want to get too technical with it. This authorizes you to do this stuff and ignore this as this isn't normal for everybody else. This is because it's my demo site.

I just went back to my website and this is what you'd normally see. You would have clicked Approve and been brought back to this screen.

Christina: If you see this screen it means it's connected together.

Jesse: Yes. Now my website JesseFriedman.sandbox is now allowed to communicate to WordPress.com via the Jetpack app. immediately what you get here is what we call the At a Glance and gives you the ability to understand what is going on with your site, check out its health, its stats and all that at a quick at a glance view.

For example, I don't have any stats on this page cause it's my demo site and not an actual live site. If you're freshly connecting Jetpack you wouldn't have any stats either because we can't track anything from before you connect. But starting that day we'd be tracking users and where they're coming from and what languages they're speaking and be able to show you this in this view. But this is a quick at a glance view of your stats. I'll show you later how you can view more detailed stats on WordPress.com for your site.

This is the new UI and this is powered by React. It's all Java Script based and what that means is it's a quick app inside your Admin. There is no refreshing of



pages or waiting of something to communicate with the database it all works very quickly. It also gives you the ability to upgrade and turn things on and off if you want. For example, I can turn off Jetpack Protects feature by clicking this toggle here or I can turn it right back on. What this is allowing me to do is interact with the most popular Jetpack features and specifically ones around security right here.

For example, we have Performance as well and this is what we used to call Photon and now we're renaming it to Image Performance. To give a head's up to why we did that what we found was the majority of new users who were connecting Jetpack were also new to WordPress so the word photon...

Christina: It doesn't mean anything.

Jesse: Exactly so our existing customers are asking us where do you turn on Photon, where do you do this or that and so we're trying to alleviate some of the stress caused by our new user interface. But the reality is this is providing a much better experience for new users and as I tend to say our new users aren't corrupted by their previous knowledge of what the Admin used to look like and so it's a lot easier for them to say I should turn on Image Performance and speed up my images.

Someone who is specifically looking for Photon might have a bit of a struggle there but I'm going to show you the new settings and it should probably help make a bit more sense when you know this. If you were looking for something like Photon you could go under Settings and then Traffic...of course it's not under Traffic. Is it under Writing?

Christina: I don't know I always look under Jetpack.com.



Jesse: Yeah it's under Writing I'm sorry. It is here under Media and speed up your images and photos. So what Photon is doing is it's using our WordPress.com servers to serve your images not only super fast but also the correct size for the person who is viewing your site whether they're on a mobile device or tablet or desktop. So if you were to say upload a photo straight from your phone and its super high res I-Phone photos and then someone went to view your post later, they'd have to download that entire photo even though they don't even need anything close to that size which means your website is slower and your user is spending more data to be able to use your site.

So we're able to speed up those images and also resize them so they have a great experience but not downloading unnecessarily huge images. It took me a quick second to find it because for whatever reason I put it in my head it was under Traffic but it's under Media.

The idea here is that when you're looking at the new user interface try not to look for the old titles of things like Photon or things like that. Just think about what you want to accomplish cause that's exactly how a new user would go about this. If they heard about something that sped up their images and they went under Media images saw you could speed up your images these are more actionable and a bit easier for you to find these things.

Christina: Right.

Jesse: But if you're ever lost you can always hit this Info button and our Jetpack.com Support site is very good.

Christina: Yeah I love it!



Jesse: We have everything listed on how to customize it and if you just go to Support you can type in anything you want. If you're ever a little lost feel free to type something in and it will do a lot of the work for you and answer all your questions.

Christina: Can I interject about Photon and image speed because it took me a while to get this and so I want to explain to everyone listening if you never heard of this before. You've got your website and it's in your hosting account and you're paying for the management of the storage of your files. When you hook up to Jetpack, Jetpack takes all your images and puts them on their server and this happens behind the scenes and you don't even think about it.

So when someone is visiting your web page technically that picture is coming from Jetpack's servers and so your site will run faster because Jetpack is on super fast servers and when people visit your website your site will display faster if you turn on this Speed Up Images. It doesn't cost anything to you.

Jesse: That's exactly correct.

Christina: Yeah so this is like if when you turn on Jetpack this is one of the things you should turn on right away. Is it on by default do you know?

Jesse: No it's not on by default. The reason is because we don't want to redirect your images without your permission. There are a lot of things on by default but that's one of those things if you have some odd configuration we don't want to start moving your images without you knowing what's going to happen.

To add to that because that was a great analogy the image CDNs or Content



Delivery Networks that deliver these images super fast and what we're using on WordPress.com are quite expensive and very hard to configure. Most of the time for you to take advantage of something like this you have to either be pretty experienced or you're hiring someone to help you figure these things for you.

Christina: Right! For the regular user who isn't a big enterprise company you're getting this extra speed performance out of your images.

Jesse: Right and we try to help anyone at any level build a website that will stand up to the trials of whatever traffic you're able to throw at it. But to help you do this through a manner that's super easy and want to level the playing field and give everyone the same advantages you'd have if you hired a professional agency.

Christina: And you pointed out something important that Debra also posted in the chat. She says what I love about Jetpack hosting my images is it doesn't cost her anything and it's saves her clients in money as in data expense meaning someone is visiting your site from their mobile device it will load faster and they'll use less of their data.

Jesse: Absolutely. If you're a user who has an I-Phone Plan and say you have Verizon with an unlimited data plan you can physically be costing your customers money by incorrectly loading the wrong size images. It's one thing for a site to load a bit slower and we all heard it 100 times if your site isn't fast people will leave. It's common knowledge now. But now people are starting to pay attention to what are the physical costs of visiting your site and so these are definite things you want to be thinking about.

Christina: When you have this on Photon and Jetpack is making a copy of those images and they're still in our Media Library. Is that correct?



Jesse: Yeah. We are cloning them to our servers and then resizing them on our servers. There is so much work that happens behind the scenes that it's actually one of the reason that hosts prefer Jetpack so much because of the fact that it reduces the server load for your hosting company.

Another example of this is Related Posts and if you wanted to turn on Related Posts...

Christina: Do you have an example to show before we turn it on so everyone knows what it is?

Jesse: Sure yeah. I wrote a great piece about the Albuquerque Journal and they were using Related Post for their newspaper. You can see Related Post at the bottom of the screen and these are the Related Posts for Jetpack.com. This is an article about related content and it talks about related posts and performance and things like that.

So what Related Posts are, they are additional pieces of content that you might be interested in reading once you're done reading this one. The really cool thing about this example is the Albuquerque Journal and Tyler Green who is the website developer there came and told us they had some pretty big infrastructure costs running their site. I mean they get at this time they had 580,000 paid print subscribers with millions of monthly pages.

So for them to do all the work of figuring out what posts were related to what other posts their servers were running all the time trying to figure this out and do all the work for them. You can picture this being...



Christina: Were they using another plug-in or writing the code...

Jesse: They were and yeah I won't say which plug-in...

Christina: No you don't need to do that.

Jesse: They were using a run of the mill WordPress plug-in that you can download. It was doing all the work for them on the Albuquerque Journal servers.

Christina: Scroll to the bottom so that I can explain this to the Related Posts part. What we're talking about in terms of compute power is the plug-in looks at what's the article is about and figures out what would be related to that article. If you have hundreds and hundreds of blog posts it's going to take a lot of compute power to figure out what related articles should be displayed at the bottom for the user.

Jesse: Thanks so they had a decent amount of infrastructure cost, they had run into problems where the related content wasn't that well done and they were getting to the end of the rope trying to figure out how to do this without creating a majorly custom solution.

They went to a word camp and word camps are conferences for WordPress and they're all over the world and so I'm sure everyone listening would find one reasonably close to them. I ran into Sam Hotchkiss who is the lead developer for plug-ins on the Jetpack team. He described Related Posts to them and they went back and turned it on and when I way turned it on it's as simple...

Christina: As a click.

Jesse: Yes if you know where you are. Here is Related Posts and theirs looked like this



and they clicked that button and immediately Related Posts start showing up on the site.

Christina: Wait you did that a little fast. Related Content is on and...

Jesse: Basically you just go to the Related Posts and you clicked this toggle and it turns it on. Then you have a choice, you can show the related header which is the word "Related" right here and then use a large or visually striking layout. So if you have a website with lots of featured images you should turn this on because it will add in your featured images about it and that's what you can see in this example here on the Jetpack.com site we have these featured images.

But if you're someone who just writes content and not a lot of imagery you might not want to use this because it might be a little unbalanced if you have one featured image and then a bunch you don't. So you have to play with it and figure out what is best for you but you can see how simple and easy this is.

The Albuquerque Journal after turning this one was immediately able to reduce their infrastructure costs and turn off servers they'd been running and costing them money and it also increased their engagement by 4% in the first week.

Christina: Wow!

Jesse: So people were staying on the site longer and viewing more content. There is a lot of technical stuff that goes into this and I can talk about this for hours but I'll save everyone from that. Like the TLDR's we say the Too Long Don't want to Read is there is a ton of computing power for the servers to figure out the relationships between these posts. The work is all done on WordPress.com or Jetpack's parent site. So no matter who you're hosting with whether it's Blue Host or Dream Host



or whoever you don't have to worry about that affecting your server performance, effecting your host or site speed because it's all done off site.

The other problem the Albuquerque and not even the Albuquerque Journal but anyone would face is if you're using another Related Content plug-in not only can you increase the workload of the servers but that can end up slowing down your site but other sites on your host. If you're on shared hosting which is those under \$5 a month plans where you're on the other server with other people you can affect them and they can affect you.

The last thing I was going to say is a lot of hosts banned a lot of Related Content plug-ins because of this it's too intensive. But Jetpack is white listed and not banned because a lot of the work is done on the host servers.

Christina: I was wondering why Jetpack comes installed and that makes sense. Let me ask about the algorithm for Related Posts. Is it looking at the title or tags? Is it looking at categories?

Jesse: We have a really complex algorithm to help decide the value or the points we award different post relationships. If you look at simple related post plug-ins you'll see when you use related posts or VideoPress or something you'd see those things would be in the title of the content and the tags are categorized but it doesn't go as deep into understanding the relationship of that work.

For example, if you were writing something simple like light houses and you did a whole expose on light houses and then you had another post where you did all the greatest light houses in Maine. Then you have a 3rd post where you said the Light House Grill is a great place to dine and it's the only mention of the word light house and it's not a light house but a restaurant...would that actually be related?



In most others it would be and I can't actually say if that exact analogy would be related content for us as well but at the end of the day the point is ours goes even deeper to try and understand the reason why these posts are related and it goes into how we speak and the language and all that. It's one of the better ones out there.

Christina: Let's say I'm writing an article and want to make sure these other articles have a chance of showing up in Related Posts. If I put them both in the same stage or category are you saying Jetpack is being smarter like a search engine?

Jesse: Yeah you don't have to do that. There are plenty of sites out there that don't use tags or categories very well at all and their related content still shows beautifully. What we try and do is focus on the language and wording you're using on the content to make it easier for you.

We feel if you had to do all that leg work to get content to show up it's not all that powerful because there is so much work involved for you to make sure that this post will show up here or there. It's supposed to be what we call a Light Switch feature in a sense you flip it on and it works and you don't have to worry about going back and reconfiguring everything.

Christina: Right so it does all that for you.

Jesse: Yeah it does and it does a great job of it. It makes it easy for you to focus on what you're writing and not focus on all these other aspects.

Christina: I know some other themes have related posts built in and some people might think I'll just use the related posts that comes inside my theme. But what you're saying in terms of this compute power and speed that's enough of a reason not to



use the related post feature your theme might have or another plug-in and use this.

Jesse: Yeah. The computing power being offset, the proven fact that we've increased engagement for so many sites and the algorithm behind it it's a much superior product to anything else that's already out there that you're not paying for.

The other thing if you do decide to get a bit more technical you can...there is a lot of fun things. There are configurations that you can hack together or if you wanted to change the wording of things and force so you have one post and there are some affiliate links on it and you want to make sure it's always showing for everybody you can force it in there. You could change it from one post to 3 to 15 or you could...

Christina: Is that in the customizer easy or is that like we just go into the code?

Jesse: It is going to require a bit of code but if you do feel ready to jump into that stuff it's really well documented on our website. Here is a perfect example and I change the number of related posts and so you'd basically drop this function into a functions plug-in and change this number. So if you didn't want it to be 3 and wanted it to be 6 you choose copy and paste this code and it'd be working.

Christina: Cool!

Jesse: So it does take a bit more expertise but we've documented things so well you don't have to worry about trying to write a completely fresh function and you can just copy and paste.

Christina: Here's the other great thing about this documentation is because its documented



well us as business owners can look through and then we can be clear. So if we hire someone we can say here's the documentation and I want these 3 features and it wouldn't cost you an arm and leg because it's already laid out.

Jesse: Right. If someone told you changing the number of related posts for Jetpack is 6 hours worth of work you'd know just by reading this even if you don't understand the code if you read this document you'll see what's possible by cutting and pasting.

Christina: Right. I know we have more to cover let's move on. I wanted to touch on one of the reasons why I like Jetpack. I know we talked about this in the beginning but I want to emphasize this for everybody.

Jetpack is designed for regular users and not designed for high tech developers deep into the WordPress programming. With that in mind it's like you're in this safe space because you know they are documenting and writing things regular folks can read and understand. But also they're adding this other documentation for coders who do want to go in and do more with it.

The example I want to talk about and I teach this is the plug-in called Widget Visibility. I used to use a plug-in called Widget Logic...Widget Visibility let's you decide on difference pages or posts I want a widget to show up or not show up. Jetpack makes it so easy to use its normal speaking logic; whereas, when I used this other plug-in and looked at the documentation my brain was like that was too complex.

So you can do intricate things with Jetpack without having to be a programmer or understand it and that's all I wanted to mention.



Jesse: Yeah. I was just demoing how to add one of Jetpack's many different features and as you were saying you can use the Widget Visibility tool to change where you want it to live. If you have upcoming events but only want them to be on pages and not on archives or whatever you dream up this allows you to do that.

Christina: Right so that's easy.

Jesse: It's one of those things that is super complex that we made a lot easier.

Christina: And you did a good job on it. Let's talk about Vault Press. Let me give everyone the big picture view. Vault Press was a product by Automattic which was the parent company of WordPress and it's a way to do backups. I always thought of it as this separate product but now they're integrated together. Jesse why don't you tell them more about Vault Press?

Jesse: Vault Press does something that's really unique. It provides secure peace of mind for your website. Everybody who gets started early with website design thinks why would I have to worry about someone hacking me or break into my site, etc. The reality of the situation is that most hackers are interested in turning your site into what we call at Bot Net and so picture it like a zombie. If a hacker can get into and infect your website it can take control and use it to do other malicious things to other people.

You hear about these things in the news on how entire sites are brought down and the only way that actually happens is there's an army of other hacked websites that all work together on the same day to perform some weird actions. It's super technical but the point is hackers don't discriminate or care if you have a site that's been live for one day and you get 2 visitors a day or you run a multi-million dollar e-commerce shop. If they're going to be able to use their automated



processes to hack your site they will take advantage of it.

So the absolute first line of defense is always having a really strong password. WordPress makes it easy for you to do that now.

The next part from there is backing up. So God forbid anything did happen you want to have reliable backups and one of the more important things about backing up your site is it's off your site. Let's say, for example, you had all your family photos and put them all in albums and then backed them all up digitally on a hard drive and then you put that hard drive right next to the family photos on the same shelf and God forbid you had a fire or the shelf collapsed and everything fell into the fishbowl below it wouldn't have made a lot of sense after that that I put the backup to the only thing I cared about on the same location.

So if you were to back up all your photos you'd probably take that backup drive and put it in a safe that's fireproof or a security deposit box or give to a friend right? The idea being if something happened to the original the backup is in another safe location.

With Vault Press we back up your entire website and when I say entire I mean everything. We back up your files, your theme files, if you were to write some custom code we'd backup that too. We back up all your content, your categories, archives and every bit of work you've ever done we'll back that up and do it on the WordPress.com Vault Press servers. Then it's redundantly backed up again and again on our stuff.

So if your host went bankrupt tomorrow because of something and they lost everything would you have a backup that you can save everything from. It sounds crazy but I sign up for a lot of hosts to test them out and I won't name this host



but I signed up with them and built a test site and about 3 weeks later I got an email saying they had catastrophic loss of their entire server bank and lost literally everything and there were no backups. So they refunded my money and apologized but there was nothing they could do.

So this kind of stuff does happen. Now if you go with more legitimate and well established hosts and like Jetpack we recommend Blue Host and Dream Press these companies we've outlined as best in class. But the story is this can happen to anyone and so having all your stuff backed up in a safe location elsewhere is really important and that's what Vault Press does.

Now it used to be its own plug-in and it still technically is. When you were talking about Widget Visibility I went and installed Vault Press. What happens now is the Vault Press brand gets absorbed into the Jetpack brand and so you can install Vault Press on its own but can't run it without Jetpack, it requires Jetpack. In the future we may look at opportunities where we can do away with the actual Vault Press plug-in and have everything live in Jetpack. That's something we can visit in the future.

Christina: I know myself and a lot of my students use Backup Buddy. This is the answer I'd give and I'd love to hear what you'd say. It's like insurance and so Backup Buddy is great and Vault Press is then yet another backup and so you could have both?

Jesse: Yeah if you wanted to then sure. I am technically bias cause I work for Automattic but before I worked for them I was a Vault Press Beta tester when I was a run of the mill developer. I didn't have any affiliation with them at all and never worked with anything else other then Vault Press. It saved me more times than I could count and also it does a variety of other things.



It does malicious file scanning, auto fixes, you can get live backups and so if you make a change to a period on a piece of content it will back it up immediately. It does it in a way that doesn't affect your performance or your site. It's extremely fast and happens behind the scenes and you never have to worry about it. You get a completely separate dashboard to log into to see your backups running.

The thing is when we talk about ramping all these things together we've done it in a way that you get even more tools. If you want Vault Press the way you get it is by buying what we call a Jetpack Plan and so there is Jetpack Personal, Premium and Professional. I don't know if you want to dive into that right now but you'd get all the features of Vault Press, all the features of Akismet which is anti spam for comments and forms, you'd get a ton of other features and themes are coming and other stuff and you get to add all this in together. It builds a lot more value for you as a site owner.

Christina: I think since we're on this topic let's talk about some of the other plans. Talk about the difference between Jetpack Free version and paid. Before we go there I want to comment...you talked about hosts like Blue Hosts and Site Ground and they make backups. How is a Vault Press back up different from a host backup?

Jesse: A host will back up your site and do it in the same location most times.

Christina: So okay you talked about that before with the pictures. To reiterate what you said the benefit is saving the back up in a different location.

Jesse: That's one benefit and the other is the frequency in which we do it and the user interface we provide when a situation does happen it's a lot easier. If you're with a strong host like Blue Host or Dream Press or something you probably won't have to worry about this stuff. The reality is if you look at what you get with a



Jetpack plan adding off site backups to that is a valuable piece of the puzzle but you also get so much more with it that it becomes this thing where the tools you need to efficiently run your website and so it's not just backups or malicious file scanning. The idea being if you pay for a Jetpack Premium offering you get pretty much everything you need to run your website.

Since we're having the discussion now let's look at the pricing because I know we'll get questions.

Jesse: If you install the plug-in and get all the features you saw for free unless it has an upgrade piece to it and you'll see it under Security Scanning Backups and Spam Protection.

Christina: So it's easy to tell which features you need to upgrade to get.

Jesse: Yeah it's easy to tell. So if you host videos like a screen cast or something like that you can use the VideoPress server which is our version of YouTube or Vimeo but it's built for WordPress and optimized by Automattic and it's completely ad free and you don't have to worry about other people's ads coming up over your videos, etc.

The point I'm trying to say is if you add that there is a very clear upgrade button. We're not in a situation where we're trying to make it difficult to use the free features.

Christina: So I use Amazon S3 to host my videos and so if I use the Jetpack version which you call VideoPress right?

Jesse: Yeah the tool is VideoPress yes and you can go to VideoPress.com if you want to



read more specifically about that.

Christina: It looks like you give someone a free plan...am I reading this correctly?

Jesse: This is under the Premium plan. There is no video offering right now under the free plan.

Christina: So you have to be on a business plan but \$99 a year is still inexpensive. So the way this would work and tell me if I have this correct is I would inside WordPress just upload my video and it's actually going over behind the scenes to Jetpack?

Jesse: We do exactly that. We try to make it as simple as possible. So you don't have to try and think about taking your videos and putting them someplace else and upload it and then get a link and player and bring it back. All you have to do is if you want to add a video to the middle of your content where you're writing just drag the video from your desktop into the editor and it will just work.

Christina: Got it and that's great. Yeah I upload it and go and get the link and I bring it back to my site and so I have a lot of steps I do.

Jesse: Right and we try to make the experience as fluid as possible. To go over this quickly, we try to also make sure we're affordable. One thing we care deeply about is the idea that anyone in the world should be able to get out there and build a website and secure it and we want to make sure it is as affordable as possible while still providing really great services.

So \$39 a year and I know everyone makes the analogy of like a cup of coffee a day or whatever and we're not even that. If you get an expensive cup of coffee it's one coffee a month. But you just need to think to yourself what is your time worth



when it comes to any kind of problem? If you don't have backups or even if you do have backups and it might take you an hour to restore that backup because you're using a tool that doesn't offer the most simple user interface...is your time worth more than \$39 an hour? Our features are made like we just described with VideoPress it's made to be super clean and easy and it just works.

Christina: So the \$39 a year on the personal is that for only one WordPress install or say I had 3 different WordPress installs? How does that pricing work?

Jesse: Every one of these plans is per site.

Christina: Per install.

Jesse: Yes.

Christina: You could have a domain name with 2 different installs as a folder off one domain name.

Jesse: The way to think about it is the plan is really per domain. If you had like JesseFriedman.com and then I had on top of that Hire.JesseFriedman.com as a sub domain. If they're 2 different sites with 2 different installs even though those are sub domains they're technically separate domains.

I guess you're right and you always explain things a little better than I do. It's based off the install but only if it's not multi-site and that's where things get a little confusing and I was trying to...don't worry about it.

Christina: I don't teach multi-site because it makes my brain hurt. People if you've got JesseFriedman.com/members for your membership site which is different from



JesseFriedman.com which is your public site those are 2 different sites. So the \$39 a year is...

Jesse: It's like most of your users probably got one site anyway.

Christina: No some have a few yeah.

Jesse: Okay so just think about if you have multiple places to log in to edit different pieces of content you'll need multiple plans. That's probably the best way to explain it.

Christina: Okay.

Jesse: WordPress is funny like that and you can have multiple versions of what looks like different websites on the same install...

Christina: On the same domain name.

Jesse: I've seen some crazy stuff and why it's not easy for me to give a clear answer. I've seen people use multiple domains on the same install to make different sites. It's crazy out there what people can do. For the run of the mill user think about one WordPress install per plan.

Christina: Right that makes sense. And Priority Support does that mean they answer the help ticket faster?

Jesse: It's a bit more than that. What we have is Happiness Engineers is what we call them and they're distributed all over the world. They work on different time zones to make sure that they're trying to provide close to 24 hour coverage as



they can. Yes you get priority in the sense you get queued up but we have engineers specifically trained on doing more complex tasks or things related to daily backups, etc.

So you might end up based off the queue getting different individuals as well. But we do provide great support for everybody but it's what you consider priority support for paying customers and you get it a little faster and a little more priority.

Christina: Scrolling back between the personal and business it feels like and tell me if I'm wrong you look at the features you want and that's how you decide which one to go with.

Jesse: Yeah. When we look at personal vs. premium they both get daily backups and one click restores, etc. We get security scanning, revenue generation and so if you want to put ads on your site we have a system similar to Google Ad Sense where we have WordPress high quality ads that go on your site and we pay you for people clicking them.

We Publicize is a cool feature. If anyone has used Buffer what it allows you to do is schedule your posts to be released into your social networks. I can show you an example.

Christina: I would love to see that!

Jesse: Yeah it's a very fun feature.

Christina: I thought that was a separate plug-in to use. I didn't know it was part of Jetpack.



Jesse: Yeah.

Christina: While you're loading that I'll explain what you're about to show. Let's say you have a lot of different blog posts and you want to republicize them on social media and have it happen in the background so you don't have to think about it and it would tweet out about one of your older articles behind the scenes while you're asleep that's what republicize does.

I'm assuming it will go to Facebook and Twitter and looks like Linked In as well.

Jesse: There is actually even more than this. Let's take a step back and this is my personal site and you can see these are the 6 social networks that we offer this feature for. I connected Facebook and you can do a personal account or Facebook page – Twitter, Google and Linked In and if you're on Tumblr you can do these as well.

It's as simple as hitting Connect. Remember I was giving the example of the Authorize for WordPress.com? It's the same thing I would go here and sign into Tumblr and authorize the connection and it would be off and running.

What happens is when you write a new post and so say you've gone and connected these social networks when you write a new post...for example this can happen in the WP Admin or this is the WordPress.com new version of the editor. It might make sense for me to show you and I'm clicking Add a New Post and I don't have any connected networks here and why I was showing this version but it will work in both places. So the sharing stuff you see here will also be visible...here it is right here.

If I had connected Facebook and Twitter you'd see all these right here. When I hit



the Publish button and I'm publishing a new post or if I scheduled my post and if you're like me you might write a bunch of posts on Saturday night and schedule them to go live Monday through Friday.

Any of these checked would automatically get the title, the link and the message you write or if you didn't write a custom message it would compile one based off the content you've written out of your posts and automatically distribute this across all your social networks you have connected. This is a free feature called Publicize.

What comes with...

Christina: Before you continue typically what I teach is you publish your posts and then manually click and share it. So what Publicize does is it automatically shares it out to your social networks. But we're about to talk about re-publicize.

Jesse: Yes, Publicize is the free version everyone has access to just by using Jetpack and re-publicize is what you get when you pay for Jetpack Professional. If we're looking under the Premium or Professional you get to automatically reshare content. What you'd get to do is go back through all your posts...like you had this great post like the one I wrote for the Albuquerque Journal about related content.

If you wanted to go out and get that post and distribute it to all your social networks you'd either have to pay for a service like Buffer or go to Twitter and paste it and hit post or Facebook and keep repeating yourself until it's all done.

What we have is a Share button and I can hit Share this Post and it will take a second. Everything is slower for me because I have like 900 websites here but for you its super fast. If you were to go to Twitter or Facebook you'd see this has been



retweeted under my account and it did it to all 4 networks with a single button.

In the future to give your team a head's up but I don't want to make any promises but we may have the ability to schedule these in the future too.

Christina: To schedule the re-publicize?

Jesse: Yeah. Let's say you just wrote this post and want to make sure all your visitors have seen it so you want to make sure you tweet it 6 times over the next week. You can simply go like this and write a custom message and they'd be scheduled by say Monday at 9 and Tuesday at 4 and one button and it will automatically be scheduled for everything. A disclaimer that is not currently available the scheduling part, we're currently investigating whether or not it makes sense for us to add to our features.

Christina: And Jesse is talking about a lot of different features of Jetpack. Don't think you have to use or implement all of these. I think when I started I just used Photon and Tiled Galleries and that was it. So as your need arises you can use more and more features. If you know right away I want that video hosting thing you can sign up for the paid version. But if you're like I'm not sure but I love this related posts and image storage Photon thing you can start with that. So don't think we've covered so much that you have to fully understand everything.

And before I forget about the videos...I think the way people should think about it because there was a question about does it do this for YouTube? YouTube is a separate thing and so this would be instead of YouTube. If you already use YouTube and put your videos on YouTube you could think of maybe your YouTube videos are all your public videos and VideoPress is for inside your website. You're not publishing our videos elsewhere with VideoPress are you?



Jesse: No.

Christina: So they're private like Amazon.

Jesse: Yeah it's not like a social network of Video Library or anything like that. It is a service that provides you a video player you can embed in a WordPress website.

Christina: Okay that makes sense. So people should keep their YouTube videos separate. Where were we?

Jesse: We just finished talking about the re-publicize offer.

Christina: Right okay.

Jesse: At this point should I answer any specific questions? Are there any?

Christina: I think that's a good idea. Let me go through some of these questions. Jetpack is just a back up for the sites and doesn't provide the actual video recordings is that correct?

Jesse: Sorry I got that confused with the 2 parts.

Christina: Okay so if you're using the backups for Jetpack does it also back up your video recordings?

Jesse: Oh sorry if you're paying for VideoPress?

Christina: Yeah.



Jesse: Yeah so every file on your system would be automatically backed up and we don't take anything away we just clone it. For example, if you're using Photon and Vault Press and so your photos would be on the WordPress.com servers and serve from there and the same thing with the video it would be on the VideoPress servers but it would also remain on your site in your area unless you wanted to remove it.

So a lot of people might opt-in to removing those videos because they might be super huge like 3 gigabytes and your host only gives you a small amount. But as long as they're in your media library they will be backed up by Vault Press. So as long as you see admin it will be there. But if you use VideoPress it would also be on the VideoPress servers. It would be a 2nd round of redundancy there.

Christina: Right and so normally what I teach people is don't upload your videos in your video library because it will slow your website down except if you're using Jetpack and have VideoPress enabled then it's a good place to store your videos.

Jesse: Yeah because the video itself would never be served from your media library.

Christina: Okay.

Jesse: Like the Photon photos they might live there and give you access to them but wouldn't be served from your server, they'd be served from the VideoPress server.

Christina: Unless you turned off Jetpack.

Jesse: Yes and that's really the goal right? If you ever needed to turn off Jetpack or whatever might be the reason we wouldn't have your images hostage somewhere.



They'd still be available to you and the cool thing about Photon is you wouldn't have to put them back into your posts.

Christina: It's all seamless.

Jesse: Exactly yeah. If you upload an image and drop it into your post and you're using Photon to serve that image from a WordPress.com server and tomorrow you decide I'm shutting Photon off for whatever reason and I don't know why you would cause I think it's amazing but let's say you did it would automatically work and start pulling the images from your media library again and the user visiting your site would only experience a bit slower of a load but never know anything was different.

Christina: Right. And there could be instances where you're temporarily testing something and you temporarily turn off Jetpack and then 10 minutes later you turn it back on again like if you're troubleshooting something. So that makes your site still run normally even if you temporarily turn it off.

Jesse: Yeah.

Christina: Okay Ellen has a question about settings. For those of us with settings before this change did our original settings transfer into the new format?

Jesse: They sure did yeah. If you configured Related Posts to show for example if we go back to the Related Posts and you had used the old settings to make sure you're using the large visually striking layout and so if this was on and now you're using the new interface it will still be on. We haven't changed any settings we just moved where you go to modify them.



Christina: Alice has a similar question...Jesse are the default settings in Jetpack now already set to the recommended settings? Meaning you have a new site and turn on Jetpack now I'm assuming you have some recommended settings on...

Jesse: That's a great question.

Christina: Can you tell us where to go for recommendations quickly on what functions in Jetpack we should make sure are on or off to optimize our site? The answer might be unique to each person but what do you say Jesse?

Jesse: Yeah that's great and what we're trying to solve with this new user interface. Previously and I can even pull up what it used to look like ages ago and I'll do it so everyone can see what it looks like.

Previously it was like a list of all these features and you could go in and turn them on and off but there wasn't a lot of context to what it actually meant. For example this is what the old one looked like and I'm sure a lot of you probably remember this.

Here is Photon and you need to be educated on what Photon is and what it does and what it's going to mean to activate this feature. So a lot goes into that decision whereas the setting for Photon is simply do I want to speed up my images and photos.

To double back to what you were saying every website is going to be different. What do I recommend for most sites? I recommend the security features like Jetpack Protect and most of those will be the At a Glance View. So the idea here is that the At a Glance View is giving you this site health index to help you understand the things you should be doing. So yes there are things here you need



to pay for but there are things you don't need to pay for. Protect is definitely one of these and if you turn this on you'll see how many people are trying to hack your site. I've had 8 since I turned this on trying to hack into this unknown sandbox.

Down Time Monitoring will notify you if your site goes down and it's another free feature. So anything you see here in this At a Glance View for Jetpack I'd start there. Things like Related Posts is one of my favorite features but it's not for everybody because not everybody writes posts. You might own a one page static business site and Related Posts wouldn't be a feature for you and wouldn't make sense at all.

So it does come down to what's best for you the individual but I'd take a look at the At a Glance View and start there.

Christina: Okay.

Jesse: One other piece to add under Traffic there are things for site maps, site verification and this is why it's all under Traffic is to help you understand this is going to help you improve you either tracking or increasing your traffic. I'd definitely turn these on as well.

Christina: But if you use Yoast SEO wouldn't that be then redundant?

Jesse: The good thing is Jetpack will look for redundant plug-ins or features and warn you against it. If you have something like Yoast and it's providing a site map for you we should be "playing nice" with them and not creating a problem there. But if you're not using Yoast and using nothing right now give site maps a try, give the Google Verification tool a try here so it's easy for you to get access to your Google search console and then you can do lots of fun things with optimizing your site



for marketing and things like that.

Christina: If you could show again where you are to turn on for this traffic? If you can go to the top and show people where you're at.

Jesse: Sure. Whether you go here to the left and hit Jetpack Settings or on the dashboard or anywhere in here and click Settings and then Traffic. If you start here on the At a Glance View you click Settings and go here to Traffic and you'd see these features as you scroll down.

Christina: So you'd turn on the Generate Site Map. If we already have Yoast SEO it will know to not conflict with that.

Jesse: Yeah it won't conflict.

Christina: Can I read another question?

Jesse: Sure.

Christina: Does any of the Jetpack levels have any kind of coordinated newsletter so the video on site could also be in the email? I don't know if that makes sense.

Jesse: What Jetpack has is we have a subscription tool which...I need to memorize all these myself. Yeah so Subscriptions is under Discussion and what it allows is anyone who subscribes to your site via email would automatically get a post email saying here is the content of the post and all that stuff.

What we've done about 3 months ago is we really updated that subscriptions email and it includes a lot of updates for short codes. If anyone has ever used



short codes to display blocks of content they're basically like little tags and you'd have something like YouTube and a number and it might play a YouTube video or you might use it for a contact form or a million different things.

What we've done now is make sure any short codes Jetpack provides actually shows up in those emails. If you are using VideoPress while I don't think the video itself can be embedded in email it doesn't give you an ugly short code. It will have a little video block and the user would be able to press a button and it would take them to the post to play the video. But it wouldn't be this ugly weird bit of code that lives inside the subscription.

Christina: If you use the Subscriptions there is a link there that says View Your Email Followers. Are you able to get that email list if you later decided to use Mail Chimp or something else?

Jesse: Yes and if you go to WordPress.com you can export your email list. Oh and that kind of leads us back to this, if we look at our Settings if we want to look at more detail settings a lot of this lives on WordPress.com now. So as you can see this is the URL of my site, The Sandbox, and this is WordPress.com. Every single Jetpack connected site can visit WordPress.com and you can see more powerful stats and how much more robust this is.

So you can learn the stats of individual posts. So if you wrote a post a week ago and want to see how it's performing you can see all that stuff. You can see how many followers you have and this isn't real. I wish I had 722 followers but I don't. So email download SESV and so right now I'm my own follower and the only one who follows my own Sandbox. Here you'd be able to see the list of your email followers.



Christina: And you can download them. For everybody I've answered a lot of the questions because some were a bit redundant. If you have a question that didn't get answered put it in now and Jesse has about 5 more minutes.

A question did come in about the themes. When I first heard that Jetpack has themes I was like what? Jetpack's a plug-in but it has themes. Are these Premium themes you get or just the regular WordPress themes you can install the normal way?

Jesse: These aren't the themes directory that everybody has access to. What these are they are WordPress.com themes. As I said before, WordPress.com on its own before Jetpack was a place where you would sign up and build a website, etc. So we had to build all these tools. We had to build social tools and themes so people could have one living eco-system and never have to leave to build their complete website.

What that meant was we had 157 themes built. So now Jetpack users have complete access to all these themes. Now while the free ones are available on the directory we're not simply copying what's on the directory, these are made by Automattic or Automattic designers. It's like the Premiere, there are a few companies that I'd say in the world who are the best theme developers and designers and Automattic is one of them and so you know you're getting a premium theme.

If you go to...

Christina: Wait there was a theme there called Button 2 and are you saying we wouldn't find Button 2 at WordPress.org?



- Jesse: These free themes are owned and created by Automattic and we also put them up in the directory. But you can probably see where I'm going with this if you go to Jetpack.com/know you can watch a teaser about professional themes and learn a bit more here. So without giving too much away we have a pretty big surprise in store for everybody when it comes to paid premium themes. And these are themes that are \$50, \$100, \$150 and so definitely go to Jetpack.com/know and sign up and you'll get a nice bit of extra information before everyone else.
- Christina: Okay cool so we can get on the Jetpack email list and know when things are about to happen.
- Jesse: So if you connect that pack you'll be a part of our newsletter automatically. This is completely separate and this is like a special teaser and if you sign up for this you'll have insider information basically.
- Christina: Okay cool. I'll definitely sign up. I know we have to wrap up cause you have to go but I'm game to stay on a bit longer if folks want to ask me questions. I've always found and Jesse correct me that going to Jetpack.com is the best place to go and find out more and poke around. I go to Jetpack.com and click on the Support tab and see what there is. Is this what you'd recommend for people who want to know more besides the /know?
- Jesse: Yeah I'd say Jetpack.com is the first place to go and the reason for it is we have this really new cool feature. So if you want to install Jetpack you can go to Jetpack.com and click Install and if you don't have an account right now you can hit Start for free. I can't make it come up now but if you type in your URL it will do the whole installation for you. It's a bit different for me cause I'm logged in.
- Christina: Right. I have a special link ChristinasResources.com/jetpack. Jesse thanks so



much for coming and teaching this. I've learned a ton of new stuff. As always when you and I do these calls together there is always more to dive into and learn about Jetpack. I really want to encourage people to just get started.

Like I said, I used just a few features of Jetpack for months and then I'm slowly adding new things to it. And you don't have to use all of them and you can turn off the things that you don't want to use or maybe not ready to think about and have it later. So it's easy with a little toggle to turn on and off.

Jesse we're getting all these thanks yours and thanks for a great call it was very informative.

Jesse: Thank you so much for having me seriously. It's always a pleasure and it's terrible that I don't get to stay and play today. But if you have additional questions I'm more than happy for you to send them to me and I can get you some answers. Maybe you can email everyone with those answers later or post it on your site.

Christina: Yeah people can post questions in our Facebook group and I'll collect them together.

Jesse: That would be great and I'll look forward to continuing the conversation that way. Thank you so much and I'm sorry I have to go but this has been fun. Thank you for everything you do for the WordPress community. It's wonderful to see you out there teaching everyone and building a community. It makes me happy to see you're doing such great work. I love the recommendations you make and so thanks very much for that.

Christina: All right and thanks so much Jesse. Thank you for being here. You should be able to see my screen and Jesse is gone.



I have about another 10 minutes if folks want to ask questions or we can end the call. But people might have some clarification questions of what Jesse talked about in the presentation and I can take those now. Let me see if there were any.

Larry says underwriting theme enhancements there is a button for optimizing your site for smart phones. Can you talk about those 3 options please?

Larry I think what that is it's and I know for folks and I don't know if I have Jetpack on this site let me see if I can bring up Jetpack. If your theme isn't mobile responsive you can turn on the mobile response feature in Jetpack. I know if you're using the Divvy theme you don't want to have it turned on because Divvy does a good job making your site mobile responsive.

I'm going to go through...Stephanie is asking what is the purpose of Jetpack themes? Let me bring up Jetpack. What Jesse was saying is the team at Automattic has built these other themes and so they decided to roll it all into Jetpack. For my brain it's a bit of a disconnect like wait Jetpack is a plug-in but you're giving me themes.

But think of it as a doorway to a bunch of other themes if you want them. If you're happy with your theme you don't need to use it but if you want to look at their themes you can. I have found a lot of these themes at WordPress.org. I know we were out of time but one I like is Pictorico and this is an Automattic theme. It's pretty but very simple and so it depends on how complex you need your theme to be.

Alice says can you show us how to use the Google Analytics or other stats through Jetpack. Let's see if I have the stats on. I use Google Analytics and I think I have



the Jetpack Stats turned on and it never hurts to have more than one Stats it just gives you a different view...please try again later and view your stats now on WordPress.com. Let's see if that will work.

I personally never come over here but I'm thinking I might start getting into that habit of coming over here. Let me open this in a new tab. I prefer to stay in the WordPress back end Admin area cause this is where I'm comfortable. This is a site that doesn't get a lot of traffic but I also have Google Analytics that will pull up in a minute and so you can have both.

Adrianna asks if you activate Subscriptions to collect the emails you need to go where in WordPress to find them and download them? I don't use that feature so I'm not sure and I'd have to watch the replay.

Joanna: I think it was under people on that page.

Christina: I see email followers and I don't have it set up. I prefer to use an email service provider cause that's what they specialize in. Let me see what other questions we have.

Stephanie asked about video but the video would still be taking up space on your site and host server. I think we answered this but let me reiterate it again. If you pay for and turn on the Jetpack video then when you upload videos from your site they're being served and let me go to the media library. I don't have any videos here but if you were to upload videos they would come into media library if you paid for the VideoPress the data lives somewhere else and is seamless to you. If you turned off Jetpack it would still be in there and you wouldn't lose it.

Can you take the video off your site? Yeah you can always delete it out like you



can delete a picture out.

Debra says I connected to Jetpack but didn't get the newsletter. I'd go to Jetpack.com/know. Maybe this is a special different list and you enter your email address.

Anybody else...I think I covered most of the questions and if anyone else has a question.

Joanna: I know Alice had a question earlier. She said can Vault Press which comes with only the Premium or Professional Jetpack plan also back up and store your computer's hard drive photos and files not on your website?

Christina: No that would be totally different and this is just for your website. Backing up your computer vs. backing up your website are 2 different things so you'd want something else.

Joanna: Alice asked if all of Jetpack's free features had been covered today?

Christina: No we didn't as there are a lot to cover. Let me show you where to find them. A lot of them I don't use. Here is an example, I come into Settings and I read Write Post or Pages and Plain Text Mark Down Syntax. I don't know what that means and so I'm going to say I don't know what that means and I'm not in the mood to learn it so I'll leave it off. Check Your Spelling sounds good, Speed Up Images, Display Images in a Gorgeous Full Screen Browsing Experience. I've never used this but I could click on this and learn more and read about it.

Carousel I haven't had the need to use Carousel so I don't have that on. So only turn on the things you want to use like testimonials. There are a lot of different



ways to do testimonials and so you'd click on this to see do I want to use testimonials. I was hoping there would be pictures and see what I see.

If you turn on Testimonials it will look like this. Some themes like the Divvy theme automatically has this and so you wouldn't need to turn it on. There are so many things Jetpack can do that there was no way in one hour we could do it. We just showed you some of the things it could do but we weren't able to cover all the things.

Publish Post by Sending an Email I think what this does and I never liked the concept but you write an email and then it builds a post and publishes it. I would prefer to be in there and seeing what my posts look like but if you turn this on I believe that's what it does. Again you click the "I" and go to Learn More.

So coming to Jetpack.com which used to be called Jetpack.me you can come in and say wow what can Jetpack do for social media? I believe and let me look in the Classroom and I think I have and let me see what training I have on Jetpack. If you're a Club member and took the Workshop Creation Workshop you automatically have access or if you don't have access my team can give it to you.

We have this bonus training when Jesse was here before and he talked about the different functions of Jetpack. He covered a lot of different ones on that call. So definitely come in here and it's a bonus in the Website Creation Workshop and access to this is a bonus if you're in the Club.

Joanna: We had Shelly ask are they taking up room and slowing your website if you're not using many features?

Christina: No. If you're not going to use a feature definitely turn it off. If you turn it on it will



make your site go a bit slower. It's like okay I don't want to use testimonials turn them on. Speeding Up Your Images I want that, Check Your Spelling Style and Grammar is also good but you can turn it off. You definitely want to turn off the things you're not using.

I turned this off because I already had the Yoast SEO so I didn't bother to turn it on. But I do have Related Posts and we can see that here. Sometimes the Related Posts looks good and sometimes it doesn't. Here are 3 Related Posts.

We are out of time. We'll get this recording up into the Club area and send an email out probably tomorrow. I'll also post in the Facebook group. And I do want to mention to everybody and this is a side note, for those who have Premium Club Student projects we're running out of our limit. If you have extra themes you're not using please delete them. Please come into Appearance Themes and delete extra themes.

If you're using Genesis don't delete that but if you have extra themes...it's always good to leave at least one extra but like this Lifestyle theme I should probably delete this cause I'm not using it. I don't want to do it at this point I might want to do it later. But if you have a whole boatload of extra themes then please come into Appearance Themes and delete other themes you're not using.

Boy we covered a lot today and the replay will be up. The transcript will be up and also we can have follow up questions about this in our next live call. You'll want to watch the Club News area because I will put up a newsletter that will go out next week related to today's call.

I think that's it for me. Thank you Joanna and everybody else on my team. Again start slow with Jetpack that's how I did it. Don't think you have to use everything.



The parts that are confusing just don't use them use the parts that will help you out. I'm available in the Facebook group and I'll see you all next time. Bye everyone.