l'm not a robot



What is the difference between views and visitors? My stats says I have 1 visitor and 42 views and that just doesn't seem right. The blog I need help with is: (visible only to logged in users) Hi there, You can learn about the difference here: The two main units of traffic measurement are views and that just doesn't seem right. or reloads a page. A visitor is counted when we see a user or browser for the first time in a given period (day, week, month). So if you have one visitor and 42 views, it means that one person has read something (or reloaded a page) 42 different times. Hope this helps! Hi @karlyforsythe. The WordPress.com Support page about stats describes views and visitors this way: A view is counted when a visitor loads or reloads a page. A visitor is counted when we see a user or browser for the first time in a given period (day, week, month). From those descriptions it sounds like a visitor to your site that viewed multiple pages would increase the "view" count by the number of pages they visited, while the "visitor" count would only increase by one. The page also says this: You may also notice that your visitor count lags behind your views count. This is due to the way we process the numbers. Typically a view is reported within five minutes, while it can take up to two hours for new visitors to show up in your stats. Sorry @torres126. We must have been typing at the same time. :) Yup, probably, no worries though! :) The topic 'Views vs. Visitors' is closed to new replies. In the world of WordPress, views and visitors in the world of WordPress, views and v WordPress and how they are tracked on a WordPress site. Views in WordPress refer to the number of times a particular page or post on your website. In WordPress, views are typically counted using a plugin or through the use of Google Analytics. For example, the popular plugin "Jetpack" includes a feature that tracks page views on your WordPress site. Google Analytics is another popular tool that allows you to track views, as well as other important metrics such as traffic sources and user behavior on your site. It's important to track views on your WordPress site because they can give you an idea of which pages or posts are the most popular on your website. This can help you understand which content is resonating views can help you identify any issues with your websites, such as pages that have low view counts or high bounce rates. Visitors in WordPress refer to the number of unique users who visit your website. In other words, a visitor is counted as a unique individual who accesses your website. For example, Jetpack includes a feature that tracks the number of visitors to your WordPress site, and Google Analytics allows you to see the number of their visit and their location. It's important to track visitors to your WordPress site because they can give you an idea of the overall reach and popularity of your websites. Knowing the number of unique visitors to your audience and inform your marketing efforts. Additionally, tracking visitors can help you identify any issues with your websites, such as a low number of visitors or high bounce rates, which can indicate that users are not finding the content on your site engaging or relevant. While views and visitors in WordPress site, they are not the same thing. Here are some key differences between views and visitors in WordPress site, they are not the same thing. visitors are counted as unique individuals who visit the site. Importance: Views can help you understand the popularity of specific pages or posts on your site, while visitors can give you an idea of the overall reach and popularity of specific pages. The overall reach and popularity of your site. Tools for tracking: Both views and visitors can be tracked using plugins or tools like Google Analytics. Time frame: Views and visitors can be tracked over different time periods. For example, if a visitor views and visitors in WordPress. For example, if a visitor views multiple pages or posts on your site, they will be counted as a single visitor but multiple views. On the other hand, if a single visitor only views one page on your site, they will be counted as both a visitor and a view. In conclusion, views and visitors are two important metrics to track on a WordPress site, and they can give you valuable insights into the performance and popularity of your website. between views and visitors can help you make informed decisions about your content and marketing strategies and improve the user experience on your site. In summary, views and visitors refer to the number of unique individuals who visit the site. Both views and visitors can be tracked using plugins or tools like Google Analytics, and they can give you valuable insights into the performance and popularity of your website. To maximize views and visitors on your WordPress site, there are a few things you can do:Create high-quality, engaging content that resonates with your audience Optimize your website for search engines to increase visibility and drive traffic Promote your website through social media, email marketing, and other channels Use analytics and visitors and implementing strategies to improve these metrics, you can increase the reach and popularity of your WordPress site and provide a better user experience for your visitors. Tools like Google Analytics, trying to interpret all the metrics on offer can seem overwhelming. For instance, the difference between page views and visits can be hard to understand, as the terms sound very similar. It's important to clear up this confusions. Fortunately, learning the distinctions between these two metrics isn't hard, and it may change how you perceive your website's success. In this article, we'll explore page views and visits and discuss whether they can impact your search engine optimization (SEO). We'll also show you where to find these numbers in Google Analytics. Let's go! What's the difference between page views and visits A page view occurs whenever someone loads your site in their web browser. For instance, let's say that a visitor finds your blog post through a search engine. However, one of their browser extensions prevents some of the content from displaying correctly, so they have to reload the page. In that instance, your analytics report will register two page views, even though the same visitor generated them (and in a short period of time). On the other hand, a page visit happens whenever someone reaches your site from an external source, outside of your website's domain. For instance, if a user finds your article online and then reloads the page, that still counts as one visit. However, if they navigate away from your website's domain. For instance, if a user finds your article online and then reloads the page. then land on your page again, this will count as two visits. To make sense of these metrics, it's also important to take a look at your site's 'sessions.' A session is the total time a user spends on your website within a certain period. During one session, your analytics tool will typically track all activities such as views and engagement with elements or forms. A session typically expires after 30 minutes of inactivity (at least as Google Analytics defines "sessions). It's a useful metric to track, as it can give more context to your views and visits. Why understanding page views and visits matters for your website The primary reason these two metrics matter is that they can make you aware of potential problems on your site. For instance, contrary to popular belief, high page views don't always mean you're reaching a broad audience. For example, suppose that your page views are high while visits are low. That could indicate possible user experience (UX) issues on your website. Your visitors might find your navigation confusing, or be unable to locate the information they need, causing them to visit the same pages repeatedly. On the other hand, some pages might experience high views due to the nature of the content. For instance, readers tend to refer to instructional materials multiple times, so your tutorials might show higher views than other kinds of pages. In some cases, high page views are a desirable metric, especially if you monetize your site with pay-per-view (PPV) ads. However, it's generally best to strike a balance between page views and visits, in order to ensure that your website is popular. However, if your visits are high while the views are low, it could mean that your audience is not staying around long enough to convert. If that's the case, it's worth reviewing your CTAs and visits are unlikelying around long enough to convert. If that your audience is not staying around long enough to convert. If that's the case, it's worth reviewing your CTAs and visits are unlikelying around long enough to convert. to be direct ranking factors. However, they might still influence your SEO to some degree. Search engines can use these numbers to calculate other significantly boost your SEO, especially if referred from high-authority sites. However, the exact formula behind this calculation is unknown, so we can't be such just how influential these metrics are. What we do know is that Google favors websites that are engaging and easy to navigate. A high page view to visits ratio generally indicates that users are spending a lot of time on your site, which is a positive ranking factor. However, if your high page views result from poor UX or irrelevant content, that could negatively impact your SEO. How to measure page views and visits with Google Analytics gives you a wealth of information about your website. Provided that you've inserted your tracking code correctly (or used a Google Analytics plugin), you can track all activities on your site, including page views and visits. Note that Google Analytics uses slightly different terminology to describe visits. In general, it treats visits as 'sessions', and
unique visitors as 'users'. The latter metric is also broken down into two categories: new and returning visitors. This can all be a little confusing at first, but it helps to remember that 'sessions' will always be equal to or higher than 'users' (as the same person can visit multiple times). You can access these details via Audience > Overview: Google Analytics also enables you to track new and returning visitors in more detail. When you navigate to Behavior > New vs. Returning, you can compare metrics such as the average session duration, bounce rate, and conversions: Note that you can also track a metric called 'new users,' which is not the same as 'new visitors'. Google explains that it measures new user activity based on cookie usage, however, so these metrics will be very similar. To learn more, check out our guide to the Google Analytics interface. The concept of page views and visits can seem confusing at first. However, once you understand the difference, it can help you identify potential issues on your website. For instance, high page views could indicate that your visitors can't find the information they need, so it's worth tracking it in conjunction with other data. Let's quickly recap the distinction between these two metrics: A page view occurs whenever a browser loads your site. Therefore, one visitor can generate many page views. A visit occurs whenever a browser loads your site. Therefore, one visitor can generate many page views. A visit occurs whenever a browser loads your site. of these metrics, you can add Google Analytics to your site or use another web analytics tool. Do you have any questions about page views vs visits? Let us know in the comments section below! Was this article helpful? No Thanks for your feedback! Yay! You made it to the end of the article! In the world of WordPress, views and visitors are two important metrics that can help you understand the performance and popularity of your website. In this blog post, we will explore the difference between views and visitors in WordPress site. Views in WordPress site. Views in WordPress refer to the number of times a particular page or post on your website has been viewed by users. In other words, a view is counted each time someone visits a specific page or post on your website. In WordPress, views are typically counted using a plugin or through the use of Google Analytics. For example, the popular tool that allows you to track views, as well as other important metrics such as traffic sources and user behavior on your site. It's important to track views on your website. This can help you understand which content is resonating with your audience and inform future content creation strategies. Additionally, tracking views can help you identify any issues with your websites, such as pages that have low view counts or high bounce rates. Visitors in WordPress refer to the number of unique users who visit your website. In other words, a visitor is counted as a unique individual who accesses your website, regardless of how many times they visit or how many pages they view. Like views, visitors can be tracked using a plugin or through the use of a tool like Google Analytics. For example, Jetpack includes a feature that tracks the number of visitors to your WordPress site, and Google Analytics. your website as well as other metrics such as the duration of their visit and their location. It's important to track visitors to your website. Knowing the number of unique visitors to your site can help you understand the size of your audience and inform your marketing and advertising efforts. Additionally, tracking visitors can help you identify any issues with your websites, such as a low number of visitors are not finding the content on your site engaging or relevant. While views and visitors are both important metrics to track on a WordPress site, they are not the same thing. Here are some key differences between views and visitors in WordPress: Counted as unique individuals who visit the site. Importance: Views can help you understand the popularity of specific pages or posts on your site, while visitors can give you an idea of the overall reach and popularity of your site. Tools for tracking: Both views and visitors can be tracked over different time periods. For example, you can track views and visitors on a daily, weekly, or monthly basis. It's important to note that there is a relationship between views and visitors in WordPress. For example, if a visitor views multiple pages or posts on your site, they will be counted as a single visitor but multiple views. On the other hand, if a single visitor only views and visitors in WordPress. are two important metrics to track on a WordPress site, and they can give you valuable insights into the performance and popularity of your website. Understanding the difference between views and visitors can help you make informed decisions about your content and marketing strategies and improve the user experience on your site. In summary, views and visitors are two important metrics to track on a WordPress site. Views refer to the number of times a specific page or post has been viewed, while visitors can be tracked using plugins or tools like Google Analytics, and they can give you valuable insights into the performance and popularity of your website. To maximize views and visitors on your WordPress site, there are a few things you can do: Create high-quality, engaging content that resonates with your audience Optimize your website for search engines to increase visibility and drive traffic Promote your website through social media, email marketing, and other channels Use analytics tools to track your performance and identify areas for improvement By understanding the difference between views and visitors and implementing strategies to improve these metrics, you can increase the reach and popularity of your Visitors and implementing strategies to improve these metrics. What is the difference between views and visitors on my blog? The blog I need help with is: (visible only to logged in users) Hi there, The two main units of traffic measurement are views and unique visitors. A view is counted when a visitor loads or reloads a page. A visitor is counted when we see a user or browser for the first time in a given period (day, week, month). So if 1 person reads 3 posts on your site, that would be counted as 1 visitors' is closed to new replies. I like that the number of visitors to the blog has been added to the stats page, but I am curious as to what the difference between views and visitors' is closed to new replies. I like that the number of visitors to the blog has been added to the stats page, but I am curious as to what the difference between views and visitors' is closed to new replies. between the two are? What is the definition of a view and a visitor? I guess I preseumed they were the same thing however, so far today I have the same question. Jetpack Stats Stay tuned for more information. Suppose I am a visitor to your blog and I click into three pages on your blog thereby creating 3 page views. That answers your question. There have been 42 visitors who viewed 85 pages on your blog. Here's more to consider. Did you know that likes and shares are misleading when you are talking about page views. into WordPress.com can "like" and "share" your posts in several locations such as the Reader without ever clicking into your blog and creating a page view stat. See here for what I do to compel readers to read posts on my site > I like the new difference. I often few many individual posts on the same blog and this clarifies things better for me. WordPress.com stats are page view stats and always have been page view stats. The only difference is the fact that the numbers of visitors creating the page views are now being reported. Thank you timethief for your answer. It was concise and helpful. You're welcome. Best wishes with your blog. Awesome addition to the stats. Thanks. Thanks, tt. And WP. I've always wondered if, and hoped that, my visitors were viewing more than one post. Apparently a lot of them are. I always hope visitors will explore my blog a bit after reading the first one, so we could tell if s/he is following internal links to related posts. BTW, how long does a visitor have to stay on a post/blog to be counted as a discrete visit? And could WP report the length (elapsed time) of the visitor is actually staying to read something? windwhistle: That's a good suggestion about letting you see your visitors' path while on your site. A visitor is counted when we see a user or browser for the first time in a given period (day, week, month). While there's no threshold for time on site, visitors must pass spam checks to be counted (the same with views). @jblz windwhistle: That's a good suggestion about letting you see your visitors' path while on your site. I've been using sitemeter and started using it before WordPress.com stats as well. I'm wondering what is considered more important, or better. The number of visitors, or the amount of page views. For instance a blog may get a modest number of visitors, but if those visitors spend a lot of time on the blog and view alot of different posts then I would be considered a interesting and good quality blog nonetheless, correct? My first impression is that visitor numbers are quite depressing, but then it's evident that many visitors are exploring the site and not just clicking once and going away. I would like regular followers to click and like - I always do this rather than just hitting the button on the reader. An interesting addition - thanks for the enriched information. @wintri I'm wondering what is considered more important, or better. What you consider to be important is what's important to you. What's important from a search engine traffic point of view is the number of page views. @wintri: Both metrics are important, in my opinion. But, every
site is different. It's never a bad thing to increase your readership, but engagement is a driving factor as well :) Check out our announcement post which touches on the subject: @timethief - thanks :) figuring out the storage is the fun part! I would like regular followers to click and like - I always do this rather than just hitting the button on the reader. Likes stats are useful if and only if people simply click "like" to signify to the blogger that they clicked in and read the post then the click has no value in terms of response to content. Also note that there are like button spammers who click only for the purpose of self promotion expecting you will click back and follow them from the gravatar profile page to their site. Be aware that likes and shares are misleading when you are talking about page view stats. Your followers and anyone with a WordPress.com blog who is logged into WordPress.com can "like" and "share" your posts in several locations such as the Reader without ever clicking into your blog and creating a page view stat. See here for what I do to compel readers to read posts on my site > @jblz I guess I'm wishing for all the stats available via StatCounter. Would love to see not only a visitor's path through my site but also time spent on each page, or on the blog. Time gives us a good idea if the post is actually being read. (Don't mind me; I'm just a stat nut. I very much appreciate every single stat WP gives me. Thanks!) oops! that was for mikeosbornphoto @jblz figuring out the storage is the fun part! understood :) @windwhistle I'm with you. :) The topic 'Difference between views and visitors' is closed to new replies. What is the difference between views and visitors on my blog? The blog I need help with is: (visible only to logged in users) Hi there, The two main units of traffic measurement are views and unique visitors. A view is counted when a visitor loads or reloads a page. A visitor is counted when we see a user or browser for the first time in a given period (day, week, month). So if 1 person reads 3 posts on your site, that would be counted as 1 visitor and 3 views. For full details, please see: Jetpack Stats The topic 'The difference between views and visitors' is closed to new replies. See you in Basel, Switzerlands WordCamp Europe 2025 kicks off on June 5. The open source publishing platform of choice for millions of website with flexible design tools and the power of blocks. Start with a blank canvas or choose a theme. Customize every site will look in real time, even as you add, edit, and rearrange content—with intuitive editing and integrated features to manage it all. Try the Block Editor Make your site do whatever you need it to. Add a store, analytics, newsletter, social media integration; you're in control with an extensive library of plugins. And let the newly structured Style Book help you get the best view. Easier to use in Block themes, it's also a great way to see what you're building in certain Classic themes. Do It all faster with improvements under the hood, and more securely than ever with stronger password hashing. design, technical innovation, and the limitless power of WordPress. Behind the technology is a diverse collective of people collaborating and gathering from around the world. We hold regular events, and foster your professional growth We're united by the spirit of open source, and the freedom to build, transform, and share without barriers. Everyone is welcome. Find an event near you First site or your ninety-first site. Without a doubt, Google Analytics is one of the most popular analytics tools around - and for a good reason. Aside from analyzing and monitoring your website visitors and the way they behave on your website (how many users came to a specific page, what pages into some other very specific page, what pages they clicked on, where they came from, how long they stayed, their interests, and more), the tool also goes into some other very specific page. details. For example, you can learn what pages are the landing pages for your site, driver tool for helping you improve the overall ranking of your site, driver tool for helping you improve the overall ranking of your site, driver tool for helping you improve the overall ranking of your site, driver tool for helping you improve the rest of your site, driver tool for helping you improve the overall ranking of your site, driver tool for helping you improve the overall ranking of your site, driver tool for helping you improve the rest of your site, driver tool for helping you improve the overall ranking of your site, driver tool for helping you improve the rest of your site (i.e. the pages on the driver tool for helping you improve tool for helping y more traffic, reduce your bounce rate, and by extension, bring more success to your business. Not to mention that it's quite easy to add it to your WordPress site using one of the available Google Analytics Plugins. Or, if you prefer to do so without using a plugin, you can simply install the Google Analytics Code. Still, once you get started with using Google Analytics, it's quite easy to get overwhelmed with so many tracking possibilities, different reports and metrics at your disposal. Take page view? What is a session? What is a s tools can use different terms for the same thing, and Google Analytics is a perfect example of that. Namely, the term "sessions" used to be called "visits" in the past and many still prefer to use the old term (or use it interchangeably) in their tutorials and guides, which can complicate things even further. We will clarify this further and help you learn the difference between page views and sessions so that you know what you're tracking and learn how to get the most out of this useful tool. While we're at it, we will also talk about the difference between users and sessions and show you where you can find all these metrics in Google Analytics, so make sure to stick around: Visits or Sessions – Is There a Difference? The Difference Between Users and Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics View CollectionSoftware and App Landing Page Views, Sessions, and Users With Google Analytics Views, Sessions, and Sessi example, a user comes across your page in SERPs and clicks on it. Once they open this page in their browser, this counts as one page views, even though it's the same page. Also, if they end up clicking on five different pages on your site afterward, this will count as 7 page views in total (together with the first 2 page views). Now, sessions, sometimes also referred to as visits, represent the number of times a single user has interacted with your site within a certain period. This means that a single session (or visit) can have multiple page views. For example, one user can have four different sessions and 15 page views in total on a single site, all within one day period. A single session typically expires after 30 minutes of user inactivity. For example, a session will expire if a person doesn't use their computer for more than 30 minutes or views other site pages and then comes back to your page more than 30 minutes later. Or, a session starts whenever a user visits your site again or starts browsing your site after 30 minutes of inactivity. Moreover, Google Analytics also resets a session after midnight, which means a user entering the site at 11:59 PM will have a new session registered after 12 AM. It's also important to mention that a single session can last for hours if the same user remains active on one of your pages - even if they don't do anything on your page for 15 minutes and then continue where they are left off. As long as they haven't been inactive for 30 minutes or more, their session will remain active. So, no matter if a user enters your page and leaves right away or remains on your site for more than an hour, Google Analytics will register both as a single session. Once they leave and come back, however, they would still be counted as the same user but with a new session - but more on that later. Now, you've noticed we've been using the term "visit" and "session" interchangeably. And essentially, this is where the most confusion comes from. Namely, Google Analytics changed the terms used in their reports years ago by switching from "visits" to "sessions" and from "unique visitors" to "users". So, in Google Analytics, visits are referred to as "sessions", even though many people (and some other analytics tools) still use the term "visits". The main difference between sessions and page views is that a session occurs when a user comes to your site outside of your domain, while a page view happens whenever a user clicks on a new page (or reloads the same page), this will still be registered as one session. However, the number of page or post on your site (or even reloads the same page), this will still be registered as one session. However, the number of page or post on your site (or even reloads the same page), this will still be registered as one session. views will increase. On the other hand, if they close the tab with your page completely and then return to it afterward (by entering the page address in their browser, accessing it from a search engine, etc.), this will count as two sessions. The next distinction that is important to understand is the one between sessions and another noteworthy metric users. Simply put, a User
(previously known as Unique Visitor) is an individual that visits your site. However, we should mention right from the get-go that for Google Analytics, a "user" is, naturally, not an actual person but rather the browser used to view a page. To be more specific, Google Analytics, a "user" is, naturally, not an actual person but rather the browser used to view a page. that is stored in a cookie in that user's browser. Once this user returns, the tool will recognize them as a returning user rather than a new one. This means that if the same person changes their browser or device or ends up deleting their browser or device or ends up deleting their browser cookies, they will become registered as a "new user". But if they keep using the same browser - despite them as a returning user rather than a new one. leaving and then coming back days, or even months later - Google Analytics will still remember this user and count them as the same, returning user. In fact, one user can have multiple sessions with lots of page views within each separate session (within a week, for example). In general, having high page views is a positive thing, especially since you want users to view as many pages of your site as possible. Still, just because your page views is a positive thing, especially since you want users to view as many pages of your site as possible. Still, just because your page views is a positive thing, especially if your number of sessions is low. By checking these metrics in Google Analytics, you can pinpoint any problems related to the lower number of sessions and identify the causes. For example, there may be some issue with the user experience, or your visitors may have problems with your website navigation as a whole (preventing them from finding what they came for quickly and easily), or anything else that may result in them visiting the same pages multiple times only to break off their sessions. Of course, there are quite popular - for example, in cases of tutorials where users tend to return to read certain steps more than once. It's important to consider all these things when checking your metrics, and seeing all these numbers in your reports brings you one step closer to learning what doesn't. In contrast, a high number of sessions is usually considered to be a positive thing as it can mean that your website is popular in general. Also, this usually means that users actually spend time browsing and interacting with your page. Still, if you experience a high number of sessions with a low number of sessions with a website, as this most often means that the needs of your visitors are usually met and their browsing experience isn't ruined in general. Now, to track different activities of your WordPress site along with users, page views, and sessions, first you have to make sure that you've either added a proper Google Analytics plugin or added your tracking code properly. After that, you should head to Audience >> Overview to learn about these metrics in more detail. Here, you will be able to see and analyze the number of users (the number of users (those who had a first-time session within the selected time range), sessions, the number of average sessions per user, and of course, page views. Also, you can select any two metrics of your choice and compare them against one another. Now, it's also important to note that Google Analytics separated the "Users" metric further into two categories - new (users who have never visited a site before) and returning visitors. You can compare these metrics by accessing Audience >> Behavior >> New vs Returning. Here, you will get to compare the total number of sessions, and more. If you want, you can also head to User Explorer to check out sessions and page views of separate users in more detail. By clicking on a specific Client Id, you will get access to all sorts of info about a user that particular client Id belongs to. You will be able to analyze the number of sessions a user had on any date of your choice, and then expand each session to see that user's behavior in more detail. By doing so, you will also be able to see which pages they viewed, whether there have been any conversions, and so on. For example, the user we've selected for our example in the picture above has had eight separate sessions on June 17th. During one particular session, they had five separate page views. While using tools like Google Analytics is important for any website owner, trying to understand all the different metrics this great tool offers can be a bit confusing at first. For example, the terms "page views" and "sessions" (visits) may sound similar, but they actually stand for two totally separate metrics. Also, the fact Google Analytics has been using the term "visits" for years before switching to the term "ressions" can complicate things even further, as many old guides and tutorials still use the old term. For these reasons, we've tried to further explain and compare some of the most essential metrics (such as page views, users, and sessions) to help you learn how to properly track your user behavior for the best possible results. Hopefully, we've helped you make a proper distinction between these metrics, and soon enough, you will be able to use them to leverage the power of Google Analytics and boost the success of your WordPress site. Share - copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt - remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution - You must give appropriate credit, provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation. No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. I person who visits my site twice a day, for example morning and evening, will he be counted twice? If they still have the cookie it will be counted as 1 visitor. Ah yes, interesting. So this can also last longer right? So when 1 person accepted the cookie is set to expire after 6 hours. So if the visitor? It will jut count the page views? Actually the cookie is set to expire after 6 hours. So if the visitor? It will put count as a new visitor? It will jut count the page views? Actually the cookie is set to expire after 6 hours. So if the visitor? It will jut count the page views? Actually the cookie is set to expire after 6 hours. So if the visitor? It will jut count the page views? Actually the cookie is set to expire after 6 hours. unique visitor again. Are you sure? I thought if one accepted and when you don't change nothing in your browser you don't have to accept and when you don't change nothing in your browser you don't change nothing in your browser you don't have to accept and when you don't change nothing in your browser you don't have to accept and when you don't have to accept and when you don't change nothing in your browser you don't have to accept and when you don't have to accept a don't have t hours. Hope that helps. If you have any questions, please let me know! Hello, yes I have one more question. In the settings it says, "Set the option to "No" if you don't want a cookie to be stored.". Without using a cookie, Koko Analytics cannot reliably detect returning visitors." Do I need to set yes or no if I want to count every visitor? If the cookie is a coo when the cookie is accepted or not? So I have to click "yes" in the settings under "Use a cookie to determine unique visitors and page views?" Currently I still have "no" clicked. visitors are always counted as visitor). Ok thanks. But what do i have to click? Is it "yes" in the settings under "Use a cookie to determine unique visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and "views" you set that to "Yes" content management system This article is about the open-source of the views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page views?" 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I want to count visitors and page views?" If I want to count visitors and page views?" If I want to count visitors and page software (WordPress, WordPress.org). For the commercial blog host, see WordPress.com. WordPress.com. WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Mullenweg Developer(s) Community contributors WordPress 6.4 DashboardOriginal author(s) Mike Little Matt Repositorycore.trac.wordpress.org/browser Written inPHPOperating systemUnix-like, Windows, LinuxSize23.2 MB (compressed)TypeBlog software, content management system. It was originally created as a tool to publish blogs but has evolved to support publishing other web content, including more traditional websites, mailing lists, Internet forums, media galleries, membership sites, learning management systems, and online stores. Available as free and open-source software, WordPress is among the most popular content management systems - it was used by 22.52% of the top one million websites as of December 2024[update].[4][5] WordPress is written in the PHP programming language and paired with a MySQL or MariaDB database.[6] Features include a plugin architecture and a template system, referred to within WordPress as "Themes". To function, WordPress has to be installed on a web server, either as part of an Internet hosting service or on a personal computer.[7] WordPress was first released on May 27, 2003, by its founders, American developer Matt Mullenweg and English developer Mike Little.[8] The WordPress Foundation owns WordPress, WordPress projects, and other related trademarks.[9] A WordPress blog "WordPress is a factory that makes webpages, requiring nothing beyond a domain and a hosting service. WordPress has a web template system using a template processor. Its architecture is a front controller, routing all requests for non-static URIs to a single PHP file that parses the URI and identifies the target page. This allows support for more human-readable permalinks.[11] WordPress users may install and switch among many different themes. the core code or site content. Custom code can be added to the website by using a child theme or through a code editor. Every WordPress "Appearance" administration tool in the dashboard, or theme folders may be copied directly into the themes directory.[12] WordPress themes are generally classified into two categories: free and premium. Many free themes are listed in the WordPress theme directory), and premium themes are listed in the WordPress theme directory), and premium themes are listed in the WordPress theme directory). own custom themes and upload them in the WordPress directory or repository.[13] WordPress.org has 59,756 plugins available,[16] each of which offers custom functions and features enabling users to tailor their sites to their specific needs. However, this does not include the available premium plugins (approximately 1,500+), which may not be listed in the WordPress.org repository. These customizations range from search engine optimization (SEO) to client portals used to display private information to logged-in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars. Not all available plugins are always abreast with the upgrades, and as a result, they may not function at all. If the plugin developer has not tested the plugin with the last two major versions of WordPress, a warning features. message will be displayed on the plugin directory, informing users that the plugin may not work properly with the latest WordPress version.[17] Most plugins are available through the WordPress version.[17] Most plugins are available through the manually via FTP or through the manually plugins through their websites, many of which are paid packages. Web developers who wish to develop plugins need to learn WordPress' hooks (as of Version 5.7 in 2021)[18] divided into two categories: action hooks and filter hooks.[19] Plugins also represent a development strategy that can transform WordPress into all sorts of software systems and applications, limited only by the imagination and creativity of programmers. These are implemented using custom plugins to create non-website systems, such as headless WordPress applications and Software as a Service (SaaS) products. WordPress, as hackers could exploit bugs in WordPress plugins instead of bugs in WordPress itself.[20] Phone apps for WordPress exist for WebOS,[21] Android,[22] iOS,[23][24] Windows Phone, and BlackBerry.[25] These applications, designed by Automattic, have options such as adding new blog posts and pages, commenting, moderating comments, replying to comments in addition to the ability to view the stats.[23][24] The WordPress Accessibility Guidelines 2.0 at level AA."[26] WordPress also features integrated link management, a search engine-friendly state that "All new or updated code released in WordPress also features integrated link management, a search engine-friendly state that "All new or updated code released in WordPress also features integrated link management, a search engine-friendly state that "All new or updated code released in WordPress also features integrated link management, a search engine-friendly state that "All new or updated code released in WordPress also features integrated link management, a search engine clean permalink structure; the ability to assign multiple categories to posts; and support for tagging of posts. Automatic filters are also included, providing standardized formatting and styling links to other sites that have themselves linked to a post or an article. WordPress posts can be edited in HTML, using the visual editor, or using one of several plugins that allow for a variety of customized editing features. Before version 3, WordPress supported one blog per installation, although multiple concurrent copies may be run from different directories if configured to use separate database tables. WordPress Multisites (previously referred to as WordPress MU, or WPMU) was a fork of WordPress MU makes it possible for those with websites to host their own blogging communities, as well as control and moderate all the blogs from a single dashboard. WordPress MU has merged with WordPress [27] b2/cafelog, more commonly known as b2 or catalog, was the precursor to WordPress.[28] b2/cafelog was estimated to have been installed on approximately 2,000 blogs as of May 2003.[29] It was written in PHP for use with MySQL by Michel Valdrighi, who was a contributing development. As the development of b2/cafelog slowed down, Matt Mullenweg began pondering the idea of forking b2/cafelog and new features that he would want in a new CMS, in a blog post expressing interest to contribute.[30][31] The two worked together to create the first version of WordPress, version 0.70,[32] which was released on May 27, 2003.[33] Christine Selleck Tremoulet, a friend of Mullenweg, suggested the name WordPress.[34][35] In 2004, the licensing terms for the competing Movable Type package were changed by Six Apart, resulting in many of its most influential users migrating to WordPress [36][37] By October 2009, the Open Source CMS MarketShare Report concluded that WordPress enjoyed the greatest brand strength of any open-source content management system. As of December 2024[update], WordPress was used by 62.0% of all the websites whose content management system is known, and 22.52% of the top one million websites.[4][5] Starting September 2024, Mullenweg engaged WordPress, Wordpress.com, and Automattic in a dispute leading to a lawsuit with hosting company WP Engine, causing widespread community concern.[38] Winner of InfoWorld's "Best of open source software awards: Collaboration", awarded in 2008.[39] Winner of Open Source CMS Awards's "Overall Best Open Source CMS", awarded in 2009.[40] Winner of digital synergy's "Hall of Fame CMS category in the 2010 Open Source", awarded in 2011.[42] Main releases of WordPress are codenamed after well-known jazz musicians starting from version 1.0.[43][44] Although only the current release is officially supported, security updates are backported "as a courtesy" to all version, not maintained: 0.7 — May 27, 2003[48] Used the same file structure as its predecessor, b2/cafelog, and continued the numbering from its last release, 0.6.[49] Only 0.71-gold is available for download in the official WordPress Release Archive page. Old version, not maintained: 1.0 Davis January 3, 2004[50] Added search engine-friendly permalinks, multiple categories, dead-simple installation, and upgrade, comment moderation, XFN support, and Atom support. Old version, not maintained: 1.0.2 Blakey March 11, 2004[51] This was only a bugfix release and contained no new features. Old version, not maintained: 1.5 Mingus May 22, 2004[52] Added support of Plugins; in which the same identification headers are used unchanged in WordPress releases as of 2011[update]. Old version, not maintained: 1.5 Strayhorn February 17, 2005[53] Added a range of vital
features, such as the ability to manage static pages and a template/Theme system. It was also equipped with a new default template (codenamed Kubrick).[54] designed by Michael Heilemann. Old version, not maintained: 2.0 Duke December 31, 2005[55] Added rich editing, better administration tools, image uploading, faster posting, improved import system, fully overhauled the back end, and various improvements to Plugin developers. Old version, not maintained: 2.1 Ella January 22, 2007[56] Corrected security issues, a redesigned interface, enhanced editing tools (including integrated spell check and auto save), and improved content management options. Old version, not maintained: 2.2 Getz May 16, 2007[57] Added widget support, and speed optimizations. Old version, not maintained: 2.3 Dexter September 24, 2007[58] Added native tagging support, new taxonomy system for categories, and easy notification of dates, fully supports Atom 1.0, with the publishing protocol, and some much-needed security fixes. Old version, not maintained: 2.5 Brecker March 29, 2008 59 Major revamp to the dashboard widgets, multi-file upload, extended search, improved editor, an improved editor, and more. Old version, not maintained: 2.6 Tyner July 15, 2008[60] Added new features that made WordPress a more powerful CMS: it can now track changes to every post and page and allow easy posting from anywhere on the web. Old version, not maintained: 2.7 Coltrane December 11, 2008[61] Administration interface was redesigned fully, added automatic upgrades, and installed plugins, from within the administration interface. Old version, not maintained: 2.8 Baker June 10, 2009[62] Added speed improvements, automatically installing themes from within the administration interface, introducing the CodePress editor for syntax highlighting, and a redesigned widget interface. Old version, not maintained: 2.9 Carmen December 19, 2009[63] Added global undo, built-in image editor, batch plugin updating, and many less visible tweaks. Old version, not maintained: 3.0 Thelonious June 17, 2010[64] Added new theme APIs, merged WordPress and WordPress MU, creating the new multi-site functionality, new default theme "Twenty Ten" and a refreshed, lighter admin UI. Old version, not maintained: 3.1 Reinhardt February 23, 2011[65] Added the Admin Bar, which is displayed on all blog pages when an admin is logged in, and Post Format, best explained as a Tumblr-like micro-blogging feature. It provides easy access to many critical functions, such as comments and updates. Includes internal linking abilities, a newly streamlined writing interface, and many other changes. Old version, not maintained: 3.2 Gershwin July 4, 2011[66] Focused on making WordPress faster and lighter. Released only four months after version 3.1, reflecting the growing speed of development in the WordPress community. Old version, not maintained: 3.3 Sonny December 12, 2011[67] Focused on making WordPress friendlier for beginners and tablet computer users. Old version, not maintained: 3.4 Green June 13, 2012[69] Support for the Retina Display, color picker, a new default theme "Twenty Twelve", improved image workflow. Old version, not maintained: 3.6 Oscar August 1, 2013[70] New default theme "Twenty Thirteen", admin enhancements, new revision system, autosave, and post locking. Old version, not maintained: 3.7 Basie October 24, 2013[71] Automatically apply maintenance and security updates in the background, stronger password recommendations, and support for automatically installing the right language files and keeping them up to date. Old version, not maintained: 3.8 Parker December 12, 2013[72] Improved admin interface, responsive design for mobile devices, new typography using Open Sans, admin color schemes, redesigned theme management interface, simplified main dashboard, "Twenty Fourteen" magazine-style default theme, second release using "Plugin-first development process". Old version, not maintained: 3.9 Smith April 16, 2014[73] Improvements to the editor for media, live widget and header previews, and new theme browser. Old version, not maintained: 4.0 Benny September 4, 2014[74] Improved media management, embeds, writing interface, easy language change, theme customizer, plugin discovery, and compatibility with PHP 5.5 and MySQL 5.6.[75] Old version, still maintained: 4.1 Dinah December 18, 2014[76] Twenty Fifteen as the new default theme, distraction-free writing, easy language switch, Vine embeds, and plugin recommendations. Old version, still maintained: 4.3 Billie August 18, 2015[78] Focus on the mobile experience, better passwords, and improved customizer. Old version, still maintained: 4.4 Clifford December 8, 2015[79] Introduction of "Twenty Sixteen" theme, and improved responsive images and embeds. Old version, still maintained: 4.5 Coleman April 12, 2016[80] Added inline linking, formatting shortcuts, live responsive previews, and other updates under the hood. Old version, still maintained: 4.6 Pepper August 16, 2016[81] Added streamlined updates under the hood. Old version, still maintained: 4.7 Vaughan December 6, 2016[82] Comes with new default theme "Twenty Seventeen", Video Header Support, PDF preview, custom CSS in the live preview, editor Improvements, and other updates under the hood. Old version, still maintained: 4.8 Evans June 8, 2017[83] The next-generation editor. Additional specific goals include the TinyMCE inline element/link boundaries, new media widgets, and WYSIWYG in the text widget. End Support for Internet Explorer Versions 8, 9, and 10. Old version, still maintained: 4.9 Tipton November 16, 2017[84] Improved theme customizer experience, including, frontend preview links, autosave revisions, theme browsing, improved menu functions, and syntax highlighting. Added a new gallery widget and updated text and video widgets. Theme editor gives warnings and rollbacks when saving files that produce fatal errors.[85] Old version, still maintained: 5.1 Betty February 21, 2019[88] with new default theme "Twenty Nineteen". Old version, still maintained: 5.1 Betty February 21, 2019[88] PHP version upgrade notices and block editor improvements. Old version, still maintained: 5.2 Jaco May 7, 2019[89] Include Site Health Check, PHP error protection, the all-new block directory, and update package signing. Old version, still maintained: 5.3 Kirk November 12, 2019[90] Polish current user interactions and make user interfaces more user-friendly. New default theme "Twenty", was designed by Anders Norén. Old version, still maintained: 5.4 Adderley March 31, 2020[91] Social Icons and Buttons blocks added, blocks improvements for developers.[92] Old version, still maintained: 5.5 Eckstine August 11, 2020[93] Added lazy-loading images, XML sitemaps by default, auto-updates to plugins and themes, and improvements to the block editor.[94] Old version, still maintained: 5.6 Simone December 8, 2020[95] New default theme "Twenty Twenty-One," Gutenberg enhancements, automatic updates for core releases, increased support for PHP 8, application passwords for REST API authentication, improved accessibility. [96] Old version, still maintained: 5.7 Esperanza March 9, 2021 [97] New editor is easier to use, do more without writing custom code, simpler default color palette, from HTTP to HTTPS in a single click, new Robots API, lazy-load your iframes and ongoing cleanup after update to jQuery 3.5.1.[98] Old version, still maintained: 5.8 Tatum July 20, 2021[99] Block widgets, query loop blocks, block themes, List View, Pattern Transformations, Duotone, new theme.json file, dropped IE11 support, WebP image support, new block support flags.[100] Old version, still maintained: 5.9 Joséphine January 25, 2022[101] New default theme "Twenty Twenty-Two", new WordPress Admin feature Site Editor, Block Themes manageable through Site Editor, new Navigation block, improved block controls, Pattern Directory, List View, refactored Gallery block, Theme.json child theme support, block-level locking, multiple stylesheets per block.[102] Old version, still maintained: 6.0 Arturo May 24, 2022[103] Gutenberg writing improvements, multiple block selections from the list view, block locking, and various performance, and accessibility improvements.[104] Old version, still maintained: 6.1 Misha November 1, 2022[105] Gutenberg writing improvements, design tools for more consistency and control, cleaner layouts and block placeholders, and spacing presets. [106] Old version, still maintained: 6.2 Dolphy March 29, 2023[107] Reimagined Site Editor interface, improved Navigation block, Block Inserter, and organized block settings and Styles. A collection of header and footer patterns for block themes is also available, as well as Openverse media integration and Distraction Free mode for writing. overview of how each block in the site's library looks, and users can now copy and paste styles and add custom CSS for more control over their site's appearance. Other features include sticky positioning for top-level group blocks, options to import favorite widgets from Classic themes, and local fonts in default WordPress themes for better privacy with Google Fonts included.[108] Old version, still maintained: 6.3 Lionel August 8, 2023[109] Full content management through Site Editor, Block Theme preview, new My Patterns section for saved block arrangements, template and editor preference management via Command Palette, improved design tools and workflow, new Footnotes and Details block, performance and accessibility improvements. Image aspect ratio settings, distraction-free editing for Site Editor, updated Top Toolbar, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four,"
writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, improved List View, pattern template building.[110] Old version, still maintained: 6.4 Shirley November 7, 2023[111] New default theme "Twenty-Four," writing enhancements, imp Command Palette, advanced Pattern filtering, expanded Block design tools, image lightbox functions, Group block renaming, image previews in List View, export custom patterns as JSON files, new Block Hooks feature, and various performance and accessibility improvements.[112] Old version, still maintained: 6.5 Regina April 2, 2024[113] Google Fonts management via Font Library, view timestamps, quick summaries, and revision history via Style Book, enhanced drag-and-drop, improved link controls, new Interactivity and Block Bindings API's, new appearance tools for Classic themes without using theme. ison. Plugin Dependencies, and various performance and accessibility improvements. [114] Old version. still maintained: 6.6 Dorsey July 16, 2024[115] Additional color palette and font set choices, guick previews for pages, rollbacks for automatic plugin updates. Block style overrides, and various performance and accessibility improvements.[116] Old version, still maintained: 6.7 Rollins November 12, 2024[117] New default theme "Twenty-Five," Zoom Out preview, custom fields for Blocks, font size presets for Styles, HEIC image support, and various performance and accessibility improvements.[118] Latest version: 6.8 Cecil April 15, 2025[119] Style Book update, editor improvements, speculative loading, stronger password security with bcrypt.[120] Legend:Old version, still maintainedOld versi Bebo Valdés,[121] It included a new default editor "Gutenberg" - a block-based editor; that allows users to modify their displayed content in a much more user-friendly way than prior iterations. Blocks are abstract units of markup that, composed together, form the content or layout of a web page.[122] Past content that was created on WordPress pages is listed under what is referred to as a Classic Block.[123] Before Gutenberg, there were several block-based editors available as WordPress plugins, e.g. Elementor. Following the release of Gutenberg, there were several block-based editors available as WordPress plugins, e.g. Elementor. and helped website developers maintain past plugins only compatible with WordPress 4.9, giving plugin developers time to get their plugins updated & compatible with the 5.0 release. [126] The Classic Editor plugin will be supported at least until 2024.[127] As of August 2023, the Classic Editor plugin is active on over 5 million installations of WordPress (128] Apache access log showing WordPress (128] Apache access log showing WordPress (128) Apache access (128) Apache WordPress security vulnerabilities, not all of which have been corrected in the version current at any time, is maintained by SecurityScorecard.[130] In January 2007, many high-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimization (SEO) blogs, as well as many low-profile search engine optimizatio separate vulnerability on one of the project site's web servers allowed an attacker to introduce exploitable code in the form of a back door to some downloads of WordPress 2.1.1. The 2.1.2 release addressed this issue; an advisory released at the time advised all users to upgrade immediately.[132] In May 2007, a study revealed that 98% of WordPress blogs being run were exploitable because they were running outdated and unsupported versions of the software a much easier, "one-click" automated process in version 2.7 (released in December 2008).[134] However, the filesystem security settings required to enable the update process can be an additional risk.[135] In a June 2007 interview, Stefan Esser, the founder of the PHP Security Response Team, spoke critically of WordPress' security track record, citing problems with the application's architecture that made it unnecessarily difficult to write code that is secure from SQL injection vulnerabilities, as well as some other problems.[136] In June 2013, it was found that some of the 50 most downloaded WordPress plugins were vulnerable to common Web attacks such as SQL injection and XSS. A separate inspection of the top 10 e-commerce plugins showed that seven of them were vulnerable.[137] To promote better security and to streamline the update experience overall, automatic background updates were introduced in WordPress 3.7.[138] Individual installations of WordPress can be protected with security plugins that prevent user enumeration, hide resources, and thwart probes. Users can also protect their WordPress installations by taking steps such as keeping all WordPress installations, themes, and plugins updated, using only trusted themes and plugins,[139] and editing the site's .htaccess configuration file if supported by the webserver to prevent many types of SQL injection attacks and block unauthorized access to sensitive files. It is especially important to keep WordPress plugins updated because would-be hackers can easily list all the plugins a site uses and then run scans searching for any vulnerabilities, including Jetpack Protect, of or example, upload their files (such as a web shell) that collect sensitive information. Developers can also use tools to analyze potential vulnerabilities, including Jetpack Protect, WPScan, WordPress Auditor, and WordPress Sploit Framework developed by 0pc0deFR. These types of tools research known vulnerabilities, such as CSRF, LFI, RFI, XSS, SQL injection, and user enumeration. However, not all vulnerabilities can be detected by tools, so it is advisable to check the code of plugins, themes, and other add-ins from other developers. In March 2015, it was reported that the Yoast SEO plugin was vulnerable to SQL injection, allowing attackers to potentially execute arbitrary SQL commands.[140][141] The issue was fixed in version 1.7.4 of the plugin.[142] In January 2017, security auditors at Sucuri identified a vulnerability in the WordPress REST API that would allow any unauthenticated user to modify any post or page within a site running WordPress 4.7 or greater. The auditors quietly notified WordPress developers, and within six days WordPress developers, and within a site running warning is typically given by Tor Browser for WordPress-based websites. As of WordPress 6.0, the minimum PHP version requirement is PHP 5.6,[145] which was released on August 28, 2014,[146] and which has been unsupported by the PHP Group and not received any security patches since December 31, 2018.[146] Thus, WordPress 6.0, the minimum PHP version 7.4 or greater.[145] In the absence of specific alterations to their default formatting code, WordPress-based websites use the canvas element to detect whether the browser can correctly render emoji. Because Tor Browser does not currently discriminate between this legitimate use of the Canvas
API and an effort to perform canvas fingerprinting, it warns that the website is attempting to 'extract HTML5 canvas image data. Ongoing efforts seek workarounds to reassure privacy advocates while retaining the ability to check for proper emoji rendering capability.[147] Matt Mullenweg and Mike Little were co-founders of the project. Current key people are listed on WordPress's Web site.[148] WordPress is also developed

by its community, including WP tester, a group of volunteers who test each release. They have early access to nightly builds, beta versions, and release candidates. Errors are documented via a mailing list and the project's Trac tool. Though largely developed by the community surrounding it, WordPress is closely associated with Automattic, the company founded by Matt Mullenweg.[149] WordPress Foundation is a non-profit organization that was set up to support the WordPress's software projects forever.[150][151] As part of this, the organization owns and manages WordPress, WordCamp. and related trademarks.[150][9][153] In January 2010, Matt Mullenweg formed the organization[150] to own and manage the trademarks of WordPress project.[154][153] Previously - from 2006 onwards - Automattic acted as a short-term owner of the WordPress trademarks. From the beginning, he intended later to place the WordPress trademarks with the WordPress Foundation, which did not yet exist in 2006 and which eventually took longer to set up than expected. [154][155] On December 14, 2021, Matt Mullenweg announced the WordPress Photo Directory at the State of the WordPress Photo Directo [156] The image directory aims to provide an open alternative to closed image banks, such as Unsplash, Pixbaby, and Adobe Stock, whose licensing terms have become restricted. [157] In January 2022, the project began to gather volunteers, and in February, its own developer website was launched, where team representatives were next selected.[158] A WordCamp in Sofia, Bulgaria (2011) WordCamps are casual, locally organized conferences covering everything related to WordPress.[159] The first such event was WordCamp are casual, locally organized conferences covering everything related to WordPress.[159] The first such event was WordCamp are casual, locally organized conferences covering everything related to WordPress.[159] The first such event was WordCamp are casual, locally organized conferences covering everything related to WordPress.[159] The first such event was WordCamp are casual, locally organized conferences covering everything related to WordPress.[160] [161] The first WordCamp outside San Francisco was held in Beijing in September 2007.[162] Since then, there have been over 1,022 WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countries around the world.[159] WordCamps in over 75 cities in 65 countr been replaced with WordCamp US.[163] First ran in 2013 as WordCamp Europe, regional WordCamps in other geographical regions are held to connect people who are not already active in their local communities and inspire attendees to start user communities in their local communities and inspire attendees to start user communities a [165][166] The first WordCamp Asia was to be held in 2020,[167] but cancelled due to the COVID-19 pandemic.[168] WordPress Codex, the online manual for WordPress and a living repository for WordPress information and documentation,[169] and WordPress Codex, the online manual for WordPress and a living repository for WordPress information and documentation,[169] and WordPress information and doc Forums, an active online community of WordPress users. [170] This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. (May 2025) (Learn how and when to remove this message) WordPress hosting services typically offer one-click WordPress installations, automated updates and backups, and security features to safeguard against common threats. Many also provide support and are configured for optimal performance with the CMS. There are two primary types of WordPress hosting is a budgetfriendly option where multiple websites reside on a single server, sharing resources. Managed WordPress hosting includes comprehensive management of a WordPress site, including technical support, security, performance optimization, and often higher server resources. portal List of content management systems NextGEN Gallery Weblog software WordPress.com ^ Mullenweg, Matt (May 27, 2003). "WordPress Now Available". wordPress.org. 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