General Misconceptions About WordPress Website Backups

Outline

Backing up your website isn't something to overlook. Having a backup of your WordPress site can save a lot of pains in many situations.

Nothing better than having a complete peace of mind with your website completely secure, fast, and up with a proper backup strategy.

Restoring of WordPress backup can save many hours of debugging and troubleshooting. In fact, a backup copy of your WordPress site will save you a lot of time, energy, and frustration in case the worst happen, and your entire site is lost or corrupted.

In this e-book, we'll call out many misconceptions that should be completely avoided to be on safer side and what could happen if you get it wrong.

Introduction to WordPress Backup

A WordPress backup is a complete copy of your website files plus WordPress database that can be restored if anything should go wrong with your website.

A WordPress website is comprised of a database and a set of many, many files.

A WordPress website is more than just a simple collection of files that you can copy and paste from one location to another. If you're trying to figure out yourself, "*What files are included in WordPress site backup?*" then your question has an answer in two parts:

- All the files that live inside your WordPress root directory
- Your WordPress database

The WordPress root directory is the folder where you set up the copy of WordPress that powers your website. You should access that directory by connecting to your server via File Transfer Protocol (FTP) or Secure Shell Access (SSH) and then finding the folder called root, public, or public_html.

Important:

In case, there is no backup policy configured for the WordPress Website and your data is hacked, lost, or corrupted, you'll be left with a blank slate to restart with. You'll have to start rebuilding the entire site from scratch.

That's where WordPress backups come into the picture to handle the situation in a proactive professional way. A backup copy of your WordPress site will save you a lot of time, energy, and frustration if the worst happen and your entire site is lost or corrupted.

Why WordPress Site Backup is so Important?

A timely backup is the sure shot guarantee that your site can be completely restored, in case of any database or site compromised.

A site backup helps if you inadvertently delete some important elements, a theme or plugin/module that harms your site, or if the website is hacked.

With a proper backup strategy & backup policy, you'll be able to fully restore the most recent working version of your website, just prior to an attack.

And it can be done within a few clicks.

Of course, you'll want to find out the root cause of the breach as well, so that it doesn't occur again. That's where an expert professional services steps in.

But imagine the hours of work that you'd need to put into rebuilding your entire website from the scratch, in the case that it was completely lost.

In addition to that, all the business you'll lose during the time your website isn't functional.

WordPress backup is all that you need to handle all these often inevitable and devastating problems.

Check Facts:

- In 2021, On average, 30,000 websites are hacked every day.
- And according to statistics, over 70% of all WordPress installations are vulnerable to hacks and malicious attacks.
- This year alone, cyberattacks have increased by 300% as hackers increase their efforts to exploit vulnerable websites with poor security.

Common Misconceptions About WordPress Website Backups

Unfortunately, there are some common myths about WordPress backups that desperately need to be addressed. Let's dive into some of the most common things people get wrong about WordPress backups.

"WordPress Backup My Site Automatically"

The **most common misconception** about WordPress website backups is that the WordPress core software automatically runs backup to your site.

Technically, WordPress doesn't take automatic backups by itself. To schedule a WordPress automatic backup, you need to install a third-party tool and/or a plugin. Automatic WordPress backup means you schedule the backups for a fixed interval of time (daily, weekly, monthly, etc.), which is not there with WordPress.

What it does have, is an export feature where you can access the XML file that contains all your:

- Pages Posts Comments Custom fields
- Categories and tags

However, the XML file doesn't give you the ability to do a full site restore because it doesn't contain all the site backup data needed to reconstruct it from the ground up.

"Only Database Backup Is Sufficient"

Many WordPress site owners still believe in this myth that, if their WordPress database is backed up, then they'll be safe & their system can be restored if something major goes wrong.

Actually, database backup only is not enough, it's simply not enough.

A database backup only contains the content of your site whereas to restore a website, we also need back up of file structure at root directory.

That root directory contains everything from your themes to your plugins and media files. Some of its files include rules for how your website interacts with its server, new functions that you've added to themes and plugins, and more.

In short, that directory contains all the files that make WordPress work.

Remember:

A WordPress database backup is only intended to save the written content of your site. But if your entire site goes down, you'll need a lot more than that to get it up and running again.

If your WordPress backup doesn't include the entire site and all the files therein, it's not good enough.

"I'll Never Need a Backup"

A backup is one of the basic steps for creating a safe website. The fact of the matter is no website is safe from threats – unexpected server failures, hacking attempts, or data loss – and without a backup, there's no way to contain the damage!

Website backups make damage control a tad bit easier.

Of course, you hope that you'll never need to use it. But when that unexpected thing strike, you'll sure be glad that you took a well-informed decision about having a comprehensive backup of your website.

We all generally has this belief that we would never need a backup for our site and nothing bad is going to happen with the site but when it happens, it becomes nasty. To avoid all this, the only way is to have a full backup.

As an aware & responsible WordPress site owner, you must consider everything which makes your site safe & secure.

Final rule of thumb is that the website backup is absolute necessity.

"I have full control on My Site"

Agreed that you may have good control on your site but there are no surety 100% whatsoever great skills anyone hold.

Even the most experienced WordPress veteran should know that sometimes, these things aren't in your control. You can do everything right with your site, have it fully secured with a WordPress security plugin, keep all of your code tight and your plugins and themes updated, and still be encountered by an unexpected unwanted event.

Say for example, the new plugin which you just downloaded; Do you know for certain that it won't cause a major conflict when you activate it?

Are all of your security patches updated with their latest version as they need to be at all times?

Sometimes bad things happen with the best of professionals, so don't wait to be proven wrong simply because you believe that you have good control over it. One of the thoughtful acts about WordPress site security is understanding that you need to protect your site from a lot more than just your own mistakes.

"My Web Host Has My Backups Covered"

This one is not completely inaccurate but if you think your website is safely backed up by your hosting provider, you need to cross check the claim by restoring the backup. When it comes to the security of your website, you cannot take things only by the words. Everyone in the industry knows how important backups are. Many of us learn it the hard way.

Hosting providers being expert in the field, will always boast that they provide daily backups (like here and here). But have you ever actually tried restoring one of those backups? They generally aren't that easy to use and - for a non-technical user - it can be a nightmare trying to restore a website from them.

Additionally, keep in mind that if the problem is with your host's site, you won't be able to use the backups that they were storing for you.

The fact is that you don't have any control over how your site host handles their backup protocols. When you need to gain access to your backup, you really don't want to be dependent upon them.

Further, the vast majority of websites are hosted on shared hosting. This is where your website runs on a web server with many other websites and you share the server resources like memory, internet connection, CPU etc. It's not uncommon to have dozens or hundreds of sites on a single server. Your host being largest cloud platforms - there's no reason why your site couldn't be squeezed in with 1,000 others!

Think of a host site backup as your absolutely last resort when it comes to backing up your WordPress site. It's definitely not the backup version you want to count on when things go unexpectedly wrong.

The bottom line is...

 it's your business. It's your website. It's your responsibility!

"Hackers Don't Care About My Site"

When we hear about hackers, we think that since we're not holding any highly confidential information, so no one would bother with our site. That's just one of the myths we aim to dispel here.

All too often, business owners grow complacent. Small business owners fall into the trap of thinking that hackers don't know about them.

Wrong. Hackers know you exist. Even if the amount of data you have is small, it's still valuable to them.

The truth is that Hackers don't care about any particular type of business or size of business; they just attack the websites for many obvious reasons which includes spamming, using your website for spam others etc.

Hackers are fully aware that the smallest WordPress sites are more vulnerable as compared to big renowned sites.

In fact, there's a good chance that a bot might be trying, right now, to gain unauthorized access to your site. You can ask the expert to install security plugins to get an insight on the hacking attempts.

With a properly installed security plugins, you'll quickly begin to see that:

- Hackers are trying to log in to your site using stolen or cracked usernames and passwords
- Robots are hunting for malicious code and piling up 404 errors

It's quite alarming when you see for yourself how much your site is under constant attack. That's why full WordPress site backups are required absolutely.

"Only 1 Backup is all I'll need"

Nice, at least you are aware that Backup is required for a safe and secure site. Now let's do a quick check. Go into your backup folder and see what date your backup was made. How much has your website changed since then?

More frequent backup is dependent on the type of business your site holds. If you have an eCommerce site with frequent transactions, then you have to have the backup of your site be taken every few minutes. For an eCommerce site, a backup that's just one day old will not bring the most current version of your website back up if it ever crashes.

Additionally, check these questions:

- Can you afford the time, money & energy required to replace the lost content, in case of any compromises with the site?
- Can you recreate all the lost content?

If the answer to any of these questions is no, then you need a solid backup plan.

If you have a blog and your comments section is busy every single hour, then you should have a latest backup copy on hourly basis.

Always ensure that your backups are scheduled frequently and automatically, as per the requirement of your site. It's never too late to set the things right in place. Backup is one that thing!

"Website Backup Require Too Much of Work"

Actually, it's true up to some extent but not in a way you presume. We always believe in Smart Practices enabled by technology which can assist you in managing all backup things.

If you decide that you wanted to manually create a full and complete backup of your WordPress site, you'd be in for a lot of work again and again. As a layman it can be done but not recommended.

There are many tools and plugins like BackuBuddy, Snapshot, Updraft and in fact many others which are industry proven, creates backups in just a few clicks. You really will have your backup protocols running within a matter of a few minutes.

With these tools and plugins, you'll be able to schedule your backups based upon your requirement and site use. Once they're scheduled, they'll do their task automatically until you change the settings.

Work Smarter Not Harder!

"A Single, Local Backup will do the job"

Local backups are useful when you want to revert the most recent changes, but it is of no help if your computer or server is down. And if there are issues with hosting server, the backup version present on your server can also go down.

A local backup is zero if you lost it at the same time your site crashed! If your site gets hacked and you lose access to your website, you also lose access to your local backup files.

As a general rule of thumb, never put all your eggs in one basket, maintain three copies of backups in different places like external hard disks, USB drives or the different cloud backup server (or all three!). If any one copy is not accessible, still you have off-site fallback copies in a safe place to bail you out.

It might seem like extra burden, but the peace of mind is worth it.

A Backup Is Just for Catastrophic Failures

In the event that something catastrophic does occur, you need to be ready and the best way to be ready is to understand exactly what happens if worst situation occurs. Catastrophic failures do not occur every day to each one of us, but they do occur to someone every day.

You need to expect the unexpected and be ready for toughest time.

Conclusion

Now that these common misconceptions have been called out, it's time to get ready about your backup strategies and implementations.

And if you haven't figured it out by now, you can reach out to **WordPromise** for any clarifications.

With just a little aware approach, you can make sure your WordPress website is safe and secure with backups.

Hacking, Site crashes, malware, suspicious updates, or unintentional user error can collapse your WordPress Website.

Connect with WordPromise today for a complete peace of mind.

https://www.wordpromise.com/