WordPress™ Security for E-commerce

→ Protecting Your Investment, Revenue & Reputation

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MALCURE

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Agenda — Why E-commerce Security is Critical

1. **Technical Investments**
   — Design, Development / Hosting Infrastructure.
   — Themes, Plugins, etc.
2. **Marketing, Advertising, SEO / Strategic**
   — Optimization & Maintenance.
   — Inventory Management, Content Creation.
   — Advertising Campaigns.
   — SEO & Online Visibility.
3. **Branding & Trust**
   — Brand Image, Customer Trust, Loyalty & Repeat Sales.

"Every compromise risks not just money but the brand's entire future — even one's personal reputation as an entrepreneur."

Why E-commerce Security is Critical *(contd…)*

- The e-commerce industry loses approximately $48 billion annually due to online payment fraud, with predictions suggesting this could rise to nearly $200 billion by 2025.

- Retailers are prime targets, experiencing around 32.4% of all cyberattacks, with 43% of small businesses facing attacks that could lead to closure within six months.

- Immediate Risk Factors:
    - Malware, phishing, DDoS attacks, Lack of Monitoring and Incident Response, Vulnerabilities in Plugins & Themes.

"Security isn't optional; it's foundational for sustainable business growth."

The True Cost of Recovery from a Malware Attack

1. **Significant Financial & Reputational Impact**
   — Direct costs (hiring cybersecurity experts, purchasing advanced tools for detection, removal, monitoring)
   — Indirect costs (revenue loss, regulatory fines, damage to reputation, **blacklisting**).

2. **Demanding Workload**
   — Troubleshooting, Damage Assessment, Technical cleanup.
   — Legal Liability / Compliance.

3. **Time-Intensive Restoration**
   — Weeks or months required to fully restore site functionality.
   — **SEO rankings and traffic recovery can take even longer**, impacting revenue streams.

"Recovery isn't just expensive — it's exhaustive. Every delayed response magnifies the damage."

The Run-Of-The-Mill Maintenance Package

- **A Typical Maintenance Package**
  - Timely Updates
  - Reliable Backups
  - Performance Monitoring
  - Optimization Checks

- **Benefits of Regular Maintenance**
  - Reduced Downtime
  - Better User Experience
  - Cost Savings
  - Peace of Mind

"Ongoing maintenance keeps your e-commerce engine running smoothly, ensuring a flawless experience for your customers."

Service Upgrade: Beyond SEO, Design, Content Updates

- **Regular Malware Scans**
  — Scan periodically for early threat detection.
- **Blacklist Check**
  — Check if the site is blacklisted in any RBL (Fetch as Google, virustotal) etc.
- **Firewall Rule Updates**
  — Block new and evolving threats effectively.
- **Security Audits**
  — Identify misconfigurations or emerging risks / vulnerabilities. Check event logs (Malcure).
- **Backup Validation**
  — Test backups and restore on sandbox. Ensure rapid recovery when needed.

"Proactive security isn't just about preventing attacks — it's about ensuring peace of mind and uninterrupted business operations."

How to Offer Security Services & Charge for Them

- **Master Essential Security Tools**
  - — Experiment with various security tools to gain expertise & ensure you can effectively protect client sites.
- **Identify & Address Security Gaps**
  - — Conduct thorough assessments of clients' websites to uncover vulnerabilities.
  - — Use these insights to tailor your security offerings.
- **Educate & Build Trust with Clients**
  - — Inform clients about the business risks associated with malware incidents.
  - — Demonstrate how your services provide them with peace of mind.

"A lot of times, people don't know what they want until you show it to them.

— Steve Jobs

Where to Go for Learning, Research & Help

1. **WordPress Forums**

   — Find threads about malware and study how things resolve.

2. **Reddit**

   — Reddit has a lot of Subreddits for related discussions.

3. **Facebook**

   — Facebook has a lot of groups for security related discussions.

"Niche out to stay ahead in a competitive market."

Key Takeaways – Website Security for E-commerce

- **For Business Owners**
  - Understand your risk profile, business stakes and demand regular security reports.
- **For Website Maintainers**
  - Update your maintenance plans to offer security.
  - Offer value addition (to increase your bottom line).
  - Do not hesitate to get into security.
  - Never hesitate to learn, never hesitate to seek help.
- **For Both**
  - Security is not a plugin, it is a mindset.

"Everyone in the ecosystem shares responsibility for security."

Q&A — Stay Connected

https://www.youtube.com/@malcure

https://twitter.com/CyberMalcure

https://www.linkedin.com/company/malcure/

https://www.facebook.com/malcurewebsec

Presentation: malcure.com/klh25

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