



The Ultimate Guide to Website Compliance

SECURITY, ACCESSIBILITY & LEGAL STANDARDS FOR WORDPRESS OWNERS

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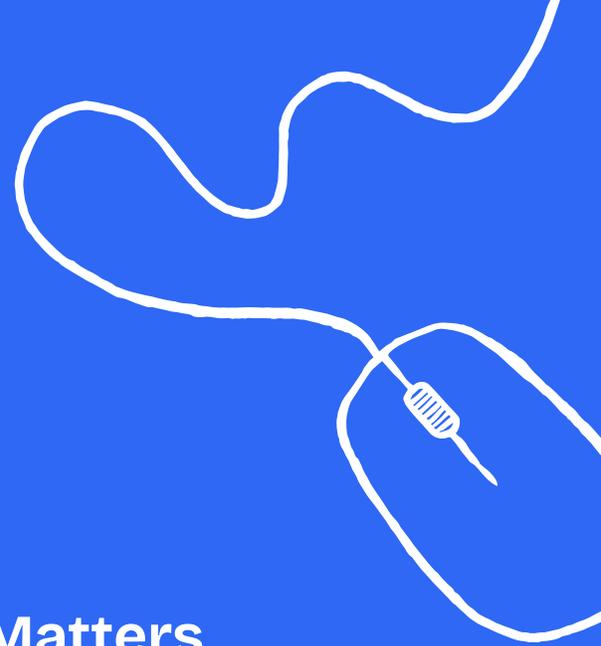
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1. The Brief

Website compliance is no longer optional — it's mission critical. From security and privacy to accessibility and performance, today's digital landscape demands more than a good-looking site. This guide unpacks the essentials every WordPress owner needs to protect their visitors, avoid costly lawsuits, and build trust that fuels growth. Inside, you'll learn practical steps, common pitfalls to avoid, and the exact checklist to keep your website secure, legal, and inclusive.

2. Why Website Compliance Matters

If your website isn't compliant, it's not just your credibility that's at risk — it's your entire business. **Why?**

Legal exposure is growing.

Fines and lawsuits tied to privacy and accessibility are on the rise, especially for small and mid-sized businesses that don't think the rules apply to them.

Consumers are watching.

Visitors expect transparency about how their data is used. One wrong move can send them looking for a competitor who takes their privacy seriously.

Accessibility is non-negotiable.

Millions of people rely on inclusive websites to interact, shop, and connect. If your site isn't built with them in mind, you're shutting the door on opportunity.

Search engines reward compliance.

Google now ties compliance factors like Core Web Vitals and accessibility into rankings. That means compliance doesn't just protect you — it accelerates your growth.

At KingdomWP, we see compliance not as a box to check, but as a growth strategy. When your website is secure, legal, and accessible, you build trust. And trust is what fuels sales, referrals, and long-term success.

Compliance isn't about doing the minimum. It's about building a site that's worthy of your mission and the people you serve.



3. Security & Data Protection

Security is the backbone of website compliance. Without it, everything else falls apart. Visitors expect their data to be safe, their browsing to be private, and their trust to be respected. A strong security foundation not only protects your business but also shows your audience that you take their safety seriously.

SSL / HTTPS

This is your digital seatbelt. Without it, every visitor is exposed — and browsers now slap giant “Not Secure” warnings across your pages. That’s not just embarrassing, it’s a conversion killer. Encrypt every connection. Period.

SSL stands for **Secure Sockets Layer. It’s the technology that encrypts the data sent between your visitor’s browser and your website’s server.**

Without SSL, information (like names, emails, credit card details) travels across the internet as plain text. Anyone snooping on the connection could read it.

With SSL (shown as HTTPS and the little padlock in the browser), that information is scrambled so only the visitor’s browser and your server can understand it.

Malware Protection

Hackers don't discriminate. They don't care if you're a Fortune 500 or a family-run bakery. Malware sneaks in through outdated plugins, weak passwords, or shady themes, and once inside, it doesn't just harm you — it harms your visitors. Protect your site with automated scans that run quietly in the background.

And did I mention Firewalls?

Think of a firewall as your website's bouncer. Every visitor has to pass through it, but not everyone gets in. A firewall filters traffic coming to your site, blocking suspicious activity before it reaches your server.

- **Application firewalls** protect at the WordPress level, stopping malicious bots, brute-force login attempts, and spam.
- **Server firewalls** shield the hosting environment, detecting and stopping larger attacks before they even touch your site.

The best setups use both. A solid firewall means fewer sleepless nights worrying about hacks — and more confidence that your visitors are safe the moment they arrive.

At KingdomWP, we've set up firewall rules to automatically catch offending IP addresses and block them! Try a fake username or attempt an incorrect password three times? You're sent to digital jail.

Don't forget, these bad actors don't sit in front of their screens attacking your site any more. They write malicious code to aggressively test the limits of your site's strengths and vulnerabilities. The best defence is offence.

Privacy-First Hosting & Backups

Hosting is the foundation of your digital house. If it's weak, everything crumbles. Choose hosting that prioritizes security and privacy — and pair it with automated backups. Because let's be honest: things can still go wrong. And when they do, having a clean backup ready is the difference between a minor hiccup and a full-blown disaster.

We love and partner with Hosts like WPEngine that provide daily backups! The alternative could be disastrous.



4. Privacy & Legal Requirements

Site security protects your site from the outside. Privacy and legal compliance protect you from the inside — from regulators, lawsuits, and the erosion of customer trust. Nowadays, “just having a website” isn’t enough. You need to show visitors you respect their data and are playing by the rules.

GDPR, CCPA, and U.S. State-Level Laws

- **GDPR (General Data Protection Regulation):** Governs how you collect, store, and use data for EU visitors. Yes, even if your business is U.S.-based, EU visitors can trigger GDPR compliance.
- **CCPA (California Consumer Privacy Act):** Gives California residents the right to know what data you’re collecting and how it’s being used.
- **Other U.S. states:** Laws in Virginia, Colorado, Utah, and others are following California’s lead. More states are coming on board every year.

The takeaway? Don’t treat privacy as a regional requirement. Treat it as a baseline standard.

Cookie Consent & Banners

Love them or hate them, cookie banners are here to stay. Visitors must know — and consent to — how their data is being tracked. Whether it’s analytics, advertising pixels, or heatmaps, make sure you:

- Clearly explain what cookies you use.
- Give users a real choice to accept or decline.
- Keep a record of their preferences.

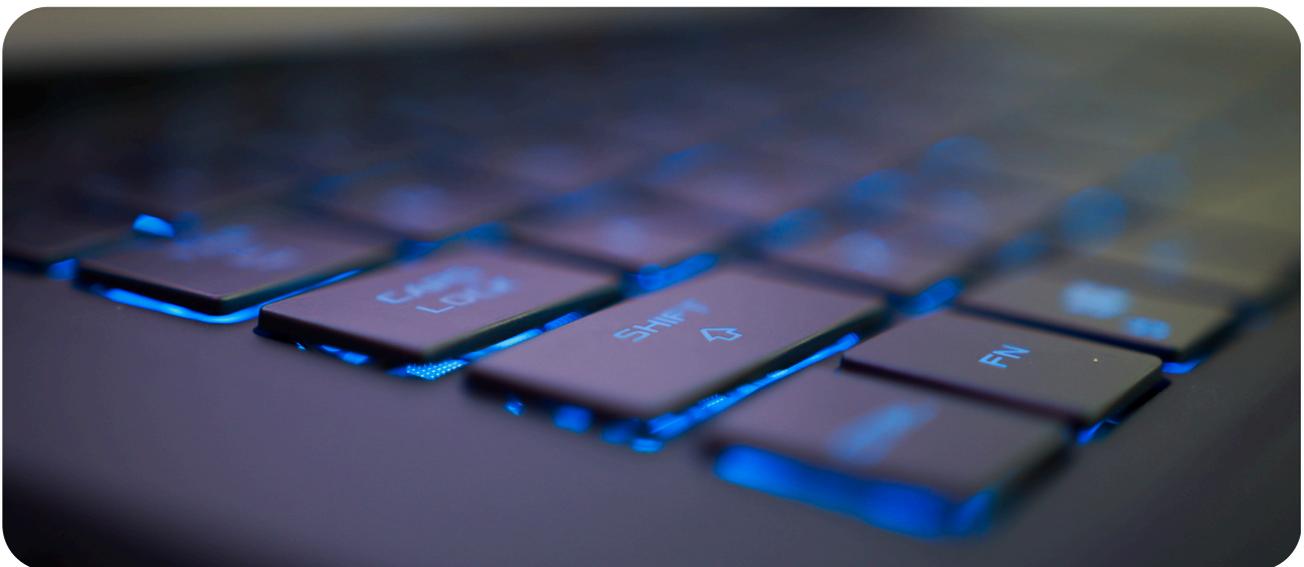
Confusing banners that “force” consent are not compliance — they’re lawsuits waiting to happen.

Terms of Service & Privacy Policy Essentials

Every website needs these two pillars:

- **Terms of Service (ToS):** Outlines how your website operates, what visitors can and can’t do, and your limits of liability.
- **Privacy Policy:** Explains how you collect, use, and protect user data. This should mention any third-party tools you use, like Google Analytics, Hotjar, or LinkedIn Insight Tag.

These documents aren’t just legal formalities. They’re trust and safety signals. When visitors see them, they know you take responsibility seriously.





**Super
Hack!**

Use a cookie compliance tool that blocks all non-essential cookies, pixels, beacons, and trackers until the visitor opts in.

Make Sure it:

Runs in prior-consent mode (nothing fires before consent).

Categorizes scripts (Necessary, Analytics, Marketing, etc.) and blocks by category.

Auto-blocks common trackers (GA, Meta, LinkedIn, Hotjar) until consent.

Honors GPC/"Do Not Sell or Share" and region rules (GDPR/CCPA/others).

Stores timestamped consent logs and provides a "Change preferences" link.

Supports per-page scanning and automatic script classification.

Loads asynchronously and doesn't tank Core Web Vitals.

5. Accessibility Standards (ADA & WCAG 2.2)

Accessibility isn't optional — it's the law. **The ADA (Americans with Disabilities Act) and WCAG 2.2 (Web Content Accessibility Guidelines)** set the standard for making websites usable for everyone, including people with disabilities.

But here's the real kicker: accessibility isn't just compliance. It's good business. When your site is inclusive, you welcome millions of new potential customers — and show them you value their experience.

Common Pitfalls

Most accessibility issues are simple oversights, not malice. The biggest offenders we see are:

- Images without alt text.
- Poor color contrast that makes text unreadable.
- Videos without captions or transcripts.
- Forms that can't be navigated by keyboard.
- Interactive elements (menus, popups) that screen readers can't interpret.

Easy Wins for Compliance

The good news? Accessibility often comes down to a few smart adjustments:

- Add alt text to every image.
- Use high-contrast, legible color schemes.
- Provide captions and transcripts for media.

- Test forms and menus with just your keyboard.
- Ensure headings follow a logical order (H1 → H2 → H3).

These tweaks aren't hard, but they make a massive difference.

ADA Accessibility Lawsuits over last 3 Years: 10,000+

6. How to Fix Your Website Compliance + The Checklist

01. Run a Full Accessibility Audit—Automated + Manual

Scan your whole site for compliance issues and follow up with real-world manual testing—keyboard navigation, screen readers—to catch what machines can miss. Fix things like missing alt text, poor color contrast, and inaccessible forms.

02. Give Your Visitors Control With Accessibility Tools

Roll out an interface that lets visitors adjust font sizes, colors, navigation, and more on the fly. This isn't just compliance; it's about creating a website experience that works for everyone.

03. Be Crystal Clear About Privacy and Cookies

Your privacy policy needs to tell the real story—what data you collect, why, and how users can control it. Use consent management tools that comply with GDPR and CCPA, so visitors can say yes or no to cookies easily and securely.

04. Lock Down Your Security, Every Day

Keep WordPress, themes, and plugins updated—always. Use strong passwords, turn on two-factor authentication, and install security plugins like Wordfence or Sucuri that actively scan and block threats.

05. Encrypt Your Entire Site With SSL

HTTPS isn't optional anymore. It protects data in transit, improves SEO, and tells users you're serious about their security.

06. Only Collect What You Need—And Protect It

Don't be greedy with data. Collect just what's necessary and regularly clean out what you don't need anymore. Fewer data means less risk.

07. Make Compliance a Habit, Not a Project

Set up ongoing monitoring with AccessiBe's dashboard. Get monthly scans, detailed reports, and stay ready for audits or legal questions.

08. Educate Your Team and Keep It Documented

Everyone involved in your site—from content creators to developers—needs to understand what compliance means. Document your policies and processes so you're always prepared.

In a nutshell, here's the checklist:

- SSL / HTTPS enabled** — every page, every time.
- Automated backups** — daily, stored off-site.
- Malware scans** — running quietly in the background.
- Firewall protection** — application + server level.
- Privacy policy** — transparent about data and tools (GA, Hotjar, LinkedIn, etc.).
- Cookie consent banner** — prior consent, with tracking disabled until accepted.
- Terms of service** — clear expectations and liability limits.
- Accessibility compliance** — WCAG 2.2 standards in place (alt text, contrast, captions).
- Keyboard-friendly navigation** — forms and menus usable without a mouse.
- Mobile-friendly design** — responsive across devices.
- Secure plugins & themes** — regularly updated, no abandoned tools.
- Uptime monitoring** — alerts in place if your site goes down.



7. About Rotimi Kehinde

Rotimi Kehinde is a visionary CEO, creative director, and strategist who partners with local and national brands across diverse industries. He helps organizations unlock growth through smarter design, compelling storytelling, and innovative technology. His mission is to empower organizations to thrive and stay ahead as the digital landscape evolves.

Learn More About KingdomWP

At KingdomWP, we host and maintain, secure and grow smarter WordPress websites. We help brands turn their websites into their most powerful growth asset.

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