

100 WordPress interview questions and answers

Basic WordPress Interview Questions

1. **What is WordPress?**

WordPress is an open-source CMS that allows users to create and manage websites easily. It is written in PHP and uses a MySQL database.

2. **What are the key features of WordPress?**

- Easy to use
- Customizable themes & plugins
- SEO-friendly
- Media management
- Mobile responsiveness

3. **What are the differences between WordPress.org and WordPress.com?**

- **WordPress.org:** Self-hosted, full control, requires web hosting.
- **WordPress.com:** Hosted, limited customization, free with restrictions.

4. **How do you install WordPress?**

- Download from wordpress.org
- Upload to a server via FTP
- Create a database
- Run the installation script (`wp-admin/install.php`)

5. **What are WordPress themes?**

Themes control the look and feel of a WordPress website.

6. **How do you install a theme in WordPress?**

- Dashboard → Appearance → Themes → Add New → Install → Activate

7. **What are WordPress plugins?**

Plugins extend WordPress functionality without modifying core files.

8. **How do you install a plugin in WordPress?**

- Dashboard → Plugins → Add New → Search & Install

9. **What are WordPress widgets?**

Widgets are small modules that can be added to sidebars, footers, and widget-ready areas.

10. **How do you create a menu in WordPress?**

- Dashboard → Appearance → Menus → Create New → Add Pages

Intermediate WordPress Interview Questions

11. What is a child theme in WordPress?

A child theme inherits the parent theme's features but allows customization without modifying the original files.

12. How do you create a child theme?

- Create a new folder in `/wp-content/themes/`
- Add a `style.css` file with a header specifying the parent theme
- Add a `functions.php` file

13. What is the difference between posts and pages in WordPress?

- **Posts:** Time-sensitive, listed in reverse chronological order.
- **Pages:** Static content, no date association.

14. What are custom post types?

Custom post types allow you to create new content types beyond posts and pages.

How do you create a custom post type in WordPress?

```
function custom_post_type() {  
    register_post_type('portfolio',  
        array(  
            'labels' => array('name' => __('Portfolio')),  
            'public' => true,  
            'has_archive' => true,  
            'supports' => array('title', 'editor', 'thumbnail')  
        )  
    );  
}  
add_action('init', 'custom_post_type');
```

15.

16. What are taxonomies in WordPress?

Taxonomies help categorize content. Default ones are **categories** and **tags**.

17. What is a shortcode in WordPress?

A shortcode is a small snippet wrapped in square brackets (`[shortcode]`) that executes custom functions.

How do you create a shortcode?

```
function my_shortcode() {
```

```
return "Hello, this is a custom shortcode!";
}
add_shortcode('greeting', 'my_shortcode');
```

18.

19. How do you change the WordPress login URL?

Use a plugin like "WPS Hide Login" or modify `.htaccess`.

20. What is wp-config.php?

It is the configuration file containing database connection settings, security keys, and other essential configurations.

Advanced WordPress Interview Questions

21. What is the WordPress REST API?

The REST API allows developers to interact with WordPress using JSON.

22. How do you optimize a WordPress website for speed?

- Use caching plugins (WP Rocket, W3 Total Cache)
- Optimize images (TinyPNG, Smush)
- Use a Content Delivery Network (CDN)

23. How do you secure a WordPress website?

- Keep WordPress, themes, and plugins updated
- Use strong passwords
- Limit login attempts

24. What is a nonce in WordPress?

A nonce (Number Used Once) is a security token used to prevent CSRF attacks.

25. What is the difference between `get_template_part()` and `locate_template()`?

- `get_template_part()`: Loads template files.
- `locate_template()`: Searches multiple directories for a template.

26. What are the WordPress database tables?

- `wp_posts` (Stores posts, pages, and custom post types)
- `wp_users` (Stores user information)
- `wp_options` (Stores site-wide settings)

27. How do you disable WordPress revisions?

Add this line to `wp-config.php`:

```
php
CopyEdit
define('WP_POST_REVISIONS', false);
```

28. How do you reset the WordPress admin password via phpMyAdmin?

Run this SQL query:

```
sql
CopyEdit
UPDATE wp_users SET user_pass = MD5('newpassword') WHERE user_login
= 'admin';
```

29. What is the difference between `is_page()` and `is_single()`?

- `is_page()`: Checks if the page being viewed is a specific page.
- `is_single()`: Checks if the page is a single post.

30. How do you create a custom WordPress widget?

```
php
CopyEdit
class My_Widget extends WP_Widget {
    function __construct() {
        parent::__construct('my_widget', __('My Widget'));
    }
    function widget($args, $instance) {
        echo "Hello from my custom widget!";
    }
}
add_action('widgets_init', function() {
    register_widget('My_Widget');
});
```

Here are the answers to your WordPress questions:

31. How do you create a 301 redirect in WordPress?

A 301 redirect permanently redirects an old URL to a new one. You can do this using:

Method 1: Using a Plugin

- Install and activate the Redirection plugin.
- Go to Tools → Redirection and set up your redirect.

Method 2: Editing .htaccess File

Add the following code to your **.htaccess** file:

Redirect 301 /old-page https://yourwebsite.com/new-page

Method 3: Using functions.php

```
function custom_redirect() {
    if (is_page('old-page')) {
        wp_redirect('https://yourwebsite.com/new-page', 301);
        exit();
    }
}
add_action('template_redirect', 'custom_redirect');
```

32. What is **wp_enqueue_script()**?

wp_enqueue_script() is a function used to properly load and manage JavaScript files in WordPress.

Example Usage:

```
function custom_scripts() {
    wp_enqueue_script('my-script', get_template_directory_uri() . '/js/custom.js',
    array('jquery'), '1.0.0', true);
}
add_action('wp_enqueue_scripts', 'custom_scripts');
```

- The function ensures scripts are loaded only when needed and avoids conflicts.
-

33. What is **wp_head()**?

The **wp_head()** function is used to insert essential scripts, styles, and metadata into the **<head>** section of a WordPress theme.

Usage in **header.php** file:

```
<head>
    <?php wp_head(); ?>
</head>
```

- It loads stylesheets, meta tags, and scripts added by WordPress and plugins.
-

34. How do you schedule posts in WordPress?

1. In the Post Editor, click on the "Publish" button dropdown.
 2. Select "Schedule" instead of "Publish Immediately."
 3. Set the desired date and time.
 4. Click "Schedule."
-

35. How do you prevent spam in WordPress?

- Use Akismet Anti-Spam Plugin
 - Enable reCAPTCHA on forms
 - Limit comments and enable moderation
 - Use a plugin like Antispam Bee
-

36. What is a WordPress nonce?

A nonce (Number Used Once) is a security token used to protect forms and URLs from CSRF attacks.

Example Usage:

```
<?php wp_nonce_field('my_action', 'my_nonce'); ?>
```

To verify the nonce:

```
if (!wp_verify_nonce($_POST['my_nonce'], 'my_action')) {  
    die('Security check failed');  
}
```

37. How do you add custom fields in WordPress?

- Go to Post Editor → Screen Options → Enable Custom Fields.
- Add a new field (name & value).
- Retrieve it using PHP:

```
<?php echo get_post_meta(get_the_ID(), 'custom_field_name', true); ?>
```

38. How do you remove "Powered by WordPress" from the footer?

Method 1: Using Theme Customizer

- Go to Appearance → Customize → Footer.

Method 2: Editing `footer.php`

Locate and remove:

```
<p>Powered by <a href="https://wordpress.org/">WordPress</a></p>
```

39. What is lazy loading in WordPress?

Lazy loading delays image loading until they are visible on the screen, improving website speed.

How to Enable Lazy Loading?

- WordPress has built-in lazy loading (WordPress 5.5+).
 - Use a plugin like Lazy Load by WP Rocket.
-

40. How do you create a sticky post in WordPress?

1. Edit a Post → Open Document Settings.
 2. Under Visibility, select "Stick to the top of the blog."
 3. Click Update.
-

41. What are the best SEO plugins for WordPress?

- Yoast SEO
 - Rank Math
 - All-in-One SEO Pack
 - SEOPress
-

42. How do you create a multilingual WordPress website?

- Use Polylang or WPML plugin.
- Configure languages and add translations for posts/pages.

43. What is the difference between `do_action()` and `apply_filters()`?

- `do_action()` executes custom functions at a specific point.
- `apply_filters()` modifies data before output.

Example:

```
do_action('custom_action');  
apply_filters('custom_filter', $data);
```

44. How do you migrate a WordPress site manually?

1. Backup files and database using phpMyAdmin.
2. Transfer files via FTP.
3. Import the database on the new server.
4. Update `wp-config.php` with new database details.
5. Update URLs in phpMyAdmin (`wp_options` table).

45. How do you backup a WordPress website?

Method 1: Using a Plugin

- Install UpdraftPlus or BackupBuddy.
- Schedule automatic backups.

Method 2: Manually Backup via cPanel

- Download all files via FTP.
 - Export the database via phpMyAdmin.
-

46. What is a multisite in WordPress?

A multisite allows multiple websites to run on a single WordPress installation.

How to Enable?

Add this to `wp-config.php`:

```
define('WP_ALLOW_MULTISITE', true);
```

Then, go to Tools → Network Setup and configure it.

47. How do you handle the white screen of death in WordPress?

Increase memory limit in `wp-config.php`:

```
define('WP_MEMORY_LIMIT', '256M');
```

- - Disable plugins via FTP (`/wp-content/plugins/`).
 - Switch to a default theme (`/wp-content/themes/`).
-

48. How do you limit login attempts in WordPress?

- Install Limit Login Attempts Reloaded plugin.
 - Configure maximum login attempts.
-

49. How do you use `wp_mail()` to send emails?

Use `wp_mail()` to send emails via WordPress:

```
$to = 'user@example.com';  
$subject = 'Welcome!';  
$message = 'Thank you for signing up!';  
$headers = array('Content-Type: text/html; charset=UTF-8');
```

```
wp_mail($to, $subject, $message, $headers);
```

If emails don't work, install WP Mail SMTP plugin.

50. What is XML-RPC in WordPress?

XML-RPC is a protocol that allows remote communication with WordPress (e.g., mobile apps).

Disable XML-RPC for security:

```
add_filter('xmlrpc_enabled', '__return_false');
```

◆ Security & Performance in WordPress

51. How do you harden WordPress security?

- Use HTTPS (SSL Certificate)
- Change the default login URL (Use “WPS Hide Login” plugin)
- Disable XML-RPC
- Limit login attempts
- Use Two-Factor Authentication (2FA)

Disable file editing in `wp-config.php`:

```
define('DISALLOW_FILE_EDIT', true);
```

- - Keep WordPress updated
-

52. How do you prevent brute-force attacks on a WordPress site?

- Install Wordfence or iThemes Security
- Enable reCAPTCHA for login forms

Add `.htaccess` protection:

```
<Files wp-login.php>  
order deny,allow  
Deny from all  
Allow from YOUR_IP  
</Files>
```

-
-

53. How do you increase the memory limit in WordPress?

Add this to `wp-config.php`:

```
define('WP_MEMORY_LIMIT', '512M');
```

54. How do you optimize the WordPress database?

- Use `WP-Optimize` or `WP-Sweep` plugin

Run SQL commands in phpMyAdmin:

```
OPTIMIZE TABLE wp_posts;
```

-

55. How do you reduce the number of database queries in WordPress?

- Use `wp_cache_get()` and `wp_cache_set()`

Implement `transients`:

```
set_transient('custom_query_cache', $query_results, 12 * HOUR_IN_SECONDS);
```

-

56. How do you implement object caching in WordPress?

- Use Redis or Memcached

Add `wp_cache` functions:

```
wp_cache_set('key', 'value');
```

-

57. How do you lazy load images manually?

```

```

58. How do you minify CSS and JavaScript in WordPress?

- Use Autoptimize or WP Rocket plugin
- Manually minify using `wp_enqueue_script()`

◆ WordPress Hooks & Functions

59. What is the difference between an action and a filter?

- Actions (`do_action()`): Run at specific points but do not return data.
- Filters (`apply_filters()`): Modify and return data.

Example:

```
add_action('init', function() { echo "Action Triggered!"; });
```

```
add_filter('the_content', function($content) { return $content . " - Modified"; });
```

60. How do you create a custom WordPress hook?

```
// Define custom action
do_action('custom_action');

// Add function to action
add_action('custom_action', function() { echo "Custom Hook Triggered!"; });
```

61. What is `wp_schedule_event()` used for?

Schedules tasks in WordPress cron jobs.

```
if (!wp_next_scheduled('custom_cron_event')) {
    wp_schedule_event(time(), 'hourly', 'custom_cron_event');
}
```

62. How do you remove a WordPress action or filter?

```
remove_action('wp_head', 'wp_generator');
remove_filter('the_content', 'wpautop');
```

63. How do you create a custom API endpoint in WordPress?

```
add_action('rest_api_init', function() {
    register_rest_route('custom/v1', '/data/', array(
        'methods' => 'GET',
        'callback' => 'custom_api_function',
    ));
});

function custom_api_function() {
    return array('message' => 'Hello, API!');
}
```

◆ WordPress Theme Development

64. How do you create a custom WordPress theme?

- Create a folder in `/wp-content/themes/`
- Add `style.css` and `index.php`

Register theme in `style.css`:

```
/*
Theme Name: Custom Theme
Author: Your Name
*/
```

-
-

65. How do you enqueue a custom stylesheet?

```
function my_theme_styles() {
    wp_enqueue_style('custom-style', get_stylesheet_uri());
}
add_action('wp_enqueue_scripts', 'my_theme_styles');
```

66. How do you add a custom sidebar?

```
function custom_sidebar() {
    register_sidebar(array(
        'name' => 'Custom Sidebar',
        'id' => 'custom-sidebar',
        'before_widget' => '<div>',
        'after_widget' => '</div>',
    ));
}
add_action('widgets_init', 'custom_sidebar');
```

67. How do you create a custom page template?

- Create `custom-template.php`

Add this at the top:

```
<?php
/* Template Name: Custom Page */
```

-
- Use it in Page Attributes → Template.

◆ Advanced Customization

68. How do you create a Gutenberg block?

1. Install `@wordpress/scripts`

Register block in `index.js`:

```
wp.blocks.registerBlockType('custom/block', {
  title: 'Custom Block',
  edit: () => wp.element.createElement('p', {}, 'Hello from block!'),
  save: () => wp.element.createElement('p', {}, 'Hello from block!')
});
```

- 2.
-

69. How do you modify the WordPress admin menu?

```
function custom_admin_menu() {
  add_menu_page('Custom Page', 'Custom Menu', 'manage_options', 'custom-slug',
'custom_page_function');
}
add_action('admin_menu', 'custom_admin_menu');
```

70. How do you add a meta box to posts?

```
function custom_meta_box() {
  add_meta_box('custom_id', 'Custom Meta Box', 'custom_meta_callback', 'post');
}
add_action('add_meta_boxes', 'custom_meta_box');
```

```
function custom_meta_callback($post) {
  echo '<input type="text" name="custom_field" />';
}
```

71. How do you create a custom taxonomy?

```
register_taxonomy('genre', 'post', array(
  'label' => 'Genres',
  'hierarchical' => true
));
```

72. How do you add a settings page in WordPress?

```
function custom_settings_page() {  
    add_options_page('Custom Settings', 'Custom Settings', 'manage_options',  
    'custom-settings', 'custom_settings_html');  
}  
add_action('admin_menu', 'custom_settings_page');
```

◆ Final Advanced Topics

73. How do you optimize WordPress for high traffic?

- Use a CDN (Cloudflare)
 - Enable caching (Redis, WP Rocket)
 - Use a lightweight theme
-

74. What is headless WordPress?

Using WordPress as a backend API with frontend frameworks like React or Vue.

75. How do you disable WordPress auto-updates?

```
define('AUTOMATIC_UPDATER_DISABLED', true);
```

76. How do you integrate React with WordPress?

- Use the WordPress REST API
 - Install wp-react-plugin
-

77. How do you debug WordPress errors?

Enable debugging in **wp-config.php**:

```
define('WP_DEBUG', true);
```

78. What are transients in WordPress?

Transients store temporary data.

```
set_transient('cache_key', 'data', 60 * 60);
```

Here are 22 more advanced WordPress interview questions (78-100) covering performance, security, APIs, headless WordPress, database optimization, and custom development.

◆ WordPress Performance & Optimization

78. How do you optimize WordPress queries for high-performance websites?

- Use **WP_Query** efficiently with **fields => ids** to fetch only necessary data.

Cache queries using **transients**:

```
$posts = get_transient('cached_query');
```

```
if (!$posts) {
```

```
    $query = new WP_Query(['posts_per_page' => 5]);
```

```
    $posts = $query->posts;
```

```
    set_transient('cached_query', $posts, 12 * HOUR_IN_SECONDS);
```

```
}
```

-
-

79. How do you improve TTFB (Time to First Byte) in WordPress?

- Enable full-page caching with WP Rocket or Nginx FastCGI Cache
 - Use Redis or Memcached for object caching
 - Optimize database queries with indexing
 - Enable HTTP/2 and GZIP compression
-

80. How do you remove render-blocking JavaScript and CSS in WordPress?

- Use the Autoptimize plugin to defer JavaScript and optimize CSS

Manually enqueue scripts with **defer**:

```
function add_defer_attribute($tag, $handle) {  
  
    if (!is_admin()) {  
  
        $tag = str_replace(' src', ' defer="defer" src', $tag);  
  
    }  
  
    return $tag;  
  
}  
  
add_filter('script_loader_tag', 'add_defer_attribute', 10, 2);
```

-
-

◆ WordPress Security & Hardening

81. How do you secure WordPress file permissions?

- Set wp-config.php permissions to **400** or **440**
- Set **wp-content/uploads** to **755**

Disable directory listing via .htaccess:

Options -Indexes

-
-

82. How do you disable PHP execution in the uploads directory?

Create an **.htaccess** file in **/wp-content/uploads/**:

<FilesMatch "\.(php|php\.)">

Order Deny,Allow

Deny from all

</FilesMatch>

-
-

83. How do you prevent WordPress user enumeration attacks?

Add this to **.htaccess**:

```
RewriteCond %{QUERY_STRING} author=\d
```

```
RewriteRule ^ - [F]
```

84. How do you disable WordPress REST API for non-authenticated users?

```
function disable_rest_api($access) {
```

```
    if (!is_user_logged_in()) {
```

```
        return new WP_Error('rest_disabled', 'REST API restricted', ['status' => 403]);
```

```
    }
```

```
    return $access;
```

```
}
```

```
add_filter('rest_authentication_errors', 'disable_rest_api');
```

◆ WordPress Database Optimization

85. How do you reduce database bloat in WordPress?

Delete post revisions:

```
DELETE FROM wp_posts WHERE post_type = 'revision';
```

-

Limit post revisions in **wp-config.php**:

```
define('WP_POST_REVISIONS', 5);
```

-

86. How do you delete transients from the WordPress database?

```
global $wpdb;
```

```
$wpdb->query("DELETE FROM $wpdb->options WHERE option_name LIKE  
'_transient_%'");
```

87. How do you remove orphaned metadata from the database?

```
DELETE FROM wp_postmeta WHERE meta_key NOT IN (SELECT DISTINCT meta_key  
FROM wp_posts);
```

◆ WordPress APIs & Headless WordPress

88. What is the WordPress REST API, and how do you fetch posts from it?

The WordPress REST API allows external applications to interact with WordPress.

Fetch posts using JavaScript:

```
fetch('https://example.com/wp-json/wp/v2/posts')  
  
  .then(response => response.json())  
  
  .then(posts => console.log(posts));
```

89. How do you register a custom REST API endpoint?

```
add_action('rest_api_init', function() {  
  
  register_rest_route('custom/v1', '/data/', array(  
  
    'methods' => 'GET',  
  
    'callback' => 'custom_api_callback',
```

```

));
});

function custom_api_callback() {

    return rest_ensure_response(['message' => 'Hello, API!']);

}

```

90. What is GraphQL, and how do you integrate it with WordPress?

- GraphQL allows fetching data using flexible queries.
- Install WPGraphQL plugin.
- Example query:

```

{
  posts {
    nodes {
      title
      content
    }
  }
}

```



♦ Advanced Custom Development

91. How do you create a custom user role in WordPress?

```

function add_custom_role() {

    add_role('custom_editor', 'Custom Editor', array('read' => true, 'edit_posts' => true));

}

```

```
}  
  
add_action('init', 'add_custom_role');
```

92. How do you remove the admin bar for non-admin users?

```
if (!current_user_can('administrator')) {  
    add_filter('show_admin_bar', '__return_false');  
}
```

93. How do you create a shortcode in WordPress?

```
function custom_shortcode() {  
    return "Hello, this is a custom shortcode!";  
}  
add_shortcode('custom_text', 'custom_shortcode');
```

Usage: `[custom_text]`

94. How do you override a parent theme function in a child theme?

- Copy the function to `functions.php` of the child theme.
 - Use `remove_action()` or `remove_filter()` to override it.
-

95. How do you create a custom Gutenberg block?

1. Install `@wordpress/scripts`

Register block in `index.js`:

```
wp.blocks.registerBlockType('custom/block', {
```

```
title: 'Custom Block',

edit: () => wp.element.createElement('p', {}, 'Hello from block!'),

save: () => wp.element.createElement('p', {}, 'Hello from block!')

});
```

2.

Build with **npm run build** and register in PHP:

```
function custom_block_assets() {

    wp_enqueue_script('custom-block', get_template_directory_uri() . '/block.js',
    array('wp-blocks'));

}

add_action('enqueue_block_editor_assets', 'custom_block_assets');
```

3.

◆ Advanced WordPress Optimization & Debugging

96. How do you debug a slow WordPress website?

- Enable Query Monitor plugin

Check PHP error logs in **wp-config.php**:

```
define('WP_DEBUG', true);

define('WP_DEBUG_LOG', true);
```

-
- Use New Relic for performance monitoring

97. How do you disable WordPress auto-updates?

```
define('AUTOMATIC_UPDATER_DISABLED', true);
```

98. How do you implement infinite scroll in WordPress?

- Use `wp_ajax_nopriv_{action}` for AJAX requests
 - Fetch next posts using JavaScript
-

99. How do you handle WordPress downtime?

- Enable a staging environment
 - Use a fallback static HTML version
 - Implement server-level caching (e.g., Varnish, Redis)
-

100. What are the best practices for WordPress scalability?

- Use horizontal scaling (multiple servers)
- Implement object caching with Redis
- Use a CDN (Cloudflare, AWS CloudFront)
- Optimize database queries & indexes
- Enable server-side caching (Nginx, Varnish)

