YOUR ULTIMATE CHECKLIST AFTER LAUNCHING YOUR WP SITE!!!!

By Patrick Alexander
1: BACK UP YOUR SITE

→ MANUAL (Highly Recommended)
→ Use a Plugin

Manual Backup

Don’t Put All Your Plugins in One Basket!

BY | PATRICK ALEXANDER

Ref: https://www.wpbico.com/backup-slides
2: UPDATE ALL YOUR PLUGINS & WP VERSION

→ Security
3: DISABLE ALL COMMENTS + ENABLE CAPTCHA

→ Prevents Spam
### 3: Disable All Comments + Enable CAPTCHA

**Default article settings**
- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks) on new articles
- Allow people to post comments on new articles

*(These settings may be overridden for individual articles.)*

**Other comment settings**
- Comment author must fill out name and email
- Users must be registered and logged in to comment
- Automatically close comments on articles older than 14 days
- Enable threaded (nested) comments 5 levels deep
- Break comments into pages with 50 top level comments per page and the last page displays older comments at the top of each page

**Email me whenever**
- Anyone posts a comment
- A comment is held for moderation

**Before a comment appears**
- Comment must be manually approved
- Comment author must have a previously approved comment

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3: DISABLE ALL COMMENTS + ENABLE CAPTCHA
4: PERMALINKS

→ User Friendly
→ Key Word Page Ranking

Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them; however, WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A number of tags are available, and here are some examples to get you started.

Common Settings

- Default
- Day and name
- Month and name
- Numeric
- Post name
- Custom Structure
  - http://www.kevinmuldoon.com/%postname%/
5: SEO + SITEMAP

e.g. use Yoast
- Keywords + Meta Tags
- Generate SiteMap
5: SEO + SITEMAP

→ Ensure sitemap is visible / can be crawled by search engines
6: SUBMIT URL + SITEMAP TO SEARCH ENGINES

→ Search Engine Indexing

→ Upload sitemap.xml
→ Google Webmaster Tool
→ Bing Webmaster Tool
7: SITE: WWW.URL.COM

→ Search Engine Indexing results

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TLD, Min. Years, Register, Transfer, Renew. com, 1, $11.00 USD, $12.00 USD, $12.00 USD. net, 1, $11.00 USD, $12.00 USD, $12.00 USD. org, 1, $11.00 USD ...

Plans | WPBICO
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8: QUICK INDEXING (PINGFARM.COM)

→ Forces Search Engines To Index Site

**How This Works**

PingFarm is a service which notifies Search Engines that your blog or website has been updated.

Usage is simple, **paste your URLs in the textarea below** or upload a text based file (1 URL per line).

**Example:**

http://www.url1.com  
http://www.url2.com  
http://www.url3.com

OR Upload a Text Based File:

[Upload a file]
8: QUICK INDEXING (PINGFARM.COM)

→ Forces Search Engines To Index Site

WITH GREAT POWER COMES GREAT RESPONSIBILITY
Site Statics

9: GOOGLE ANALYTICS

Pageviews vs. Select a metric

Pageviews

Pageviews

Mar 22
Mar 29
Apr 5

Pageviews

2,315
853

2,000
4,000

% of Total

2.93% (79,133)
32,018

% of Total

2.86%

Avg. Time on Page

00:01:27
00:01:35
00:10:12
00:10:36
00:10:78

Entrainces

491
34.42%
34.32%
34.32%

Bounce Rate

34.42%
34.32%
34.32%
34.32%
34.32%

% Exit

19.3
19.3
19.3
19.3
19.3

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10: GOOGLE ALERTS

→ Get alerts about interests
BONUS 1: SET UP PROFESSIONAL E-MAIL WITH GMAIL FOR FREE!

how to set up gmail to send and receive emails using your domain name

Select Settings.

1. Click the Accounts and Import tab.
2. Under Send mail as, click Add another email address.
3. In the 'Email address' field, enter your name and alternate email address you own.
4. Enter the SMTP server (e.g. smtp.domain.com), your username on that domain, and your password for that account. ...
5. Click Add account >>

More items...
BONUS 2: MONITOR YOUR SITE

https://uptimerobot.com
THANK YOU!

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Every Tool

1 Price Platform

FREE
Domain Name
Professional Themes
Premium WP Plugins
Top Class Hosting
You@yourbrand.com
Staging Environment

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