ULTIMATE WORDPRESS LAUNCH CHECKLIST

BY WORDPRESS INTEGRATION
to Dashboard >> Settings >> General. Here you can configure some of the initial items for your WordPress site, including the Site Title, Tagline, Timezone, Date Format, etc.

**Site Title**
Enter the name of your blog/site in the Site Title section. As it'll be displayed in the readers’ browser title bar, use a site title that resonates well with your site’s personality and topic.

**Tagline**
Enter your site’s slogan or tagline here. Write a catchy and short tagline, explaining what your site is about.

**Email Address**
Enter the e-mail address to which you want WordPress to send messages regarding the administration and maintenance of your WordPress site.

**Week Starts On**
Select your preferred start date for WordPress.
Whether you're going to create a simple blog or a professional website, having a few basic pages is important to increase user engagement and optimize your site for search engines. Here is a list of must-have pages of your website.

**Home Page**
It is the web page at which users often land on your website. Mostly, for blogs, the home page is dynamic and displays the latest blog posts, but if you have a professional website, you can create a static homepage, displaying all your products and services.

**About Page**
The about page is the web page that lets your users know who you are and what your site is about. It's usually the first page that a user prefers to visit after reading an attractive post on your site. Make sure the copy of this page is authoritative, informative, and intriguing.

**Contact Page**
The contact page makes it easy for your audience to reach and connect with you. You can simply display your email id and phone number on this page or you can create a contact us form using any of these plug-ins: Contact Form 7, WPForms, and Contact Form by BestWebSoft.

**Error 404 Page**
This page handles all 404 errors and is used by WordPress to display custom 404 error messages. So don't forget to add a properly formatted and styled error 404 page to your theme directory.

**Sitemap Page**
To provide your users with a better browsing experience, you can also add a sitemap page to the website footer.

**Other Pages**
Include Privacy Policies, Copyright Statements, and General Terms and Conditions pages in the footer section.
weak some of the default settings and install all the essential plug-ins in order to optimize your new WordPress site.

Activate Akismet
Akismet is arguably the best plug-in to protect your WordPress site from web spam. Fortunately, WordPress automatically installs this plug-in. All you need is to activate it and generate an API key using akismet.com.

Update Default Permalink Structure
By default, WordPress Permalink Structure is something like www.example.com/?p=123, which is bad from the SEO perspective. To make your permalinks both user and search engine friendly, enable a custom permalink structure by going to Dashboard >> Settings >> Permalinks >> Common Settings.

Add a Favicon
To differentiate your website identity from others, add a Favicon to it. You can either add a Favicon through your theme admin panel (if available) or use any of these plug-ins to efficiently add favicon images to your site: All In One Favicon, Favicon by RealFaviconGenerator, and Very Simple Favicon Manager.

Add RSS Buttons
Put RSS buttons above the fold of website pages to help your visitors easily find RSS icon on your blog. Some really good WordPress plug-ins, which you can use to add the RSS feed and RSS button in your website, are WP RSS Aggregator, Social Media Widget, and WP Feedburner Email Subscriber.

Add Social Sharing Buttons
To get your content shared effectively, place social media buttons on every page of the site. Here are few best plug-ins to add social sharing icons to your WordPress site: Social Pug, Share Buttons by AddThis, ShareThis, and WP Socializer.

Update the Copyright Information
If you're using a custom/purchased theme, make sure you've updated the copyright statements. Remove all the references to the name of theme and Development Company, and replace them with your own credentials.
Here are a few tests that you should perform before launching your website. If your website passes all these tests then that would mean you've created a high-quality website.

Spell Check
Use Spell check in every post or website content to avoid spelling mistakes. A few tools that can be used for spell check are Reverso Spell Checker, JSpell, and W3C Spell Checker.

Grammar Check
Use correct grammar to write your website's content and blog posts. Use these tools to check grammatical mistakes in your content: Grammarly, Ginger Grammar Checker, and Online Text Correction.

Check Plagiarism
Make sure that your website's content is 100% original. To check whether your content is unique or not, you can use Copyscape. Also, use < rel= "canonical" > tag to cite already published content.

Check Broken Links
Be sure that there are no broken links on your site. To check for broken links, you can either use the Link Checker plug-in or the W3C Link Checker tool.

Validate Your Website
Keep in mind that your website must adhere to the current W3C web standards. Check your website for W3C HTML Validation and W3C CSS Validation.

Cross Browser Testing
It's crucial whether your website works great across different browsers or not. To check cross-browser compatibility of your site, you can use Browser-shots or CrossBrowserTesting tool.

Test All Your Forms and Rollovers
To make sure your forms and rollovers are working properly, perform unit testing and integration testing multiple times.
Where high-resolution images can slow your website down, on the other hand, using well-optimized images can dramatically improve your website's performance. Here're some best practices that you should follow to optimize your images.

**Image File Size**
As large images can make your website slow, resize your images to the desired size before uploading them.

**Image Format**
Always use a relevant image format with a proper size. If you wish to keep your images smaller, then use JPEGs. Similarly, PNG format is most suitable for transparent backgrounds as it has the ability to hold the transparency.

**Image File Name**
Give your image a relevant and descriptive name, explaining what about it is. Avoid using a single word, generic filename, or words together to name your images. Don’t use underscores/pluses for splitting words, instead use dashes/hyphens.

**Alt Text**
To help your visitors better understand your images, add relevant Alt Texts to them. WordPress gives you an option to add Alt text when you upload an image. Include relevant keywords in the Alt text, but don’t stuff keywords.

**Captions**
To make your images more attractive, add nice and suitable captions to them. However, not using captions will not affect your search engine ranking, but it may be helpful in reducing your website's bounce rate.

**Use Image Optimization Plug-ins**
In addition to the above practices, here're some recommended plug-ins that you can try: WP Smush.it, EWWW Image Optimizer, and Kraken.io Image Optimizer.
To get your WordPress site or blog on top of search engine rankings, you need to optimize it in accordance with search engine guidelines and algorithms. To make your website more search engine friendly, keep following things in mind.

**Install a WordPress SEO Plug-in**
To manage the whole SEO aspects of each post on your website, you can choose from these two best WordPress SEO plug-ins: Yoast SEO, and All in One SEO Pack.

**Create a Sitemap**
Generate an XML sitemap for your website using Google XML Sitemaps plug-in. After that, submit it to Google Webmaster Tools. This will help search engine bots index your website easier and faster.

**Create a Robots.txt File**
Robots.txt is a simple text file that contains specific instructions to inform search engine bots what they can and can’t look at. Create a robots.txt file and upload it to your server root.

**Verify Site Ownership**
To improve your search engine rankings, verify ownership of your site with Google Webmaster Tools and Bing Webmaster Tools.

**Verify Sitemap**
Test, whether or not your sitemap is valid, with Google and Bing Webmaster Tools.
Stats: 47% of consumers expect a web page to load in 2 seconds or less (Ref: http://blog.kissmetrics.com/loading-time/)

According to the latest Google and Bing guidelines, the faster a website’s page load time is, the higher it will rank in search engines. Follow the practices given below to speed up your WordPress site.

**Check Page Load Speed**
Check your web page loading speed using different online tools such as Gtmetrix, Pingdom, and Google PageSpeed Insights, and make necessary improvements accordingly. In addition, you can leverage Google Analytics’ and Google Webmaster Tools’ Site Speed reports for the same.

**Minify Your Code**
For much better results, consider minifying your code.

**Use a CDN (Content Delivery Network)**
To further boost your web page load speed, get started with a CDN such as Cloudflare, StackPath CDN, and KeyCDN.

**Use Caching Plug-ins**
If your site's page load speed is slow, then you should use caching plug-ins. Some of the best WordPress caching plug-ins are W3 Total Cache, WP Super Cache, and Hyper Cache.
Keeping your WordPress site secure is not so difficult. It just requires using several powerful security plug-ins, and a little bit of editing in the codes. To fortify your site's security and protect it from common vulnerabilities, you must follow these best practices.

**Remove the Default Username**
Don't use the default username "admin", as it's very easily guessed by hackers. Change the "admin" username to a different one, which hackers could never guess.

**Keep Everything Updated**
Remember, an update is made for a genuine reason. Ignoring any type of update may lead to numerous security vulnerabilities in your site. So be it WordPress version or a theme or a plug-in, keep everything up to date.

**Use Strong Passwords**
Make your password as strong as possible. While creating a password, use a combination of letters, numbers, and special characters. Here are two great tools to check the password strength: Kaspersky Password Check, and Password Strength Checker. Also, change your passwords regularly.

**Change Database Table Prefixes**
Avoid using "wp_" as your database table name prefix. Instead, use unique database prefixes to increase the user-friendliness and tighten up the security of your database tables. Use the iThemes Security plug-in to change database table prefixes.

**Configure the wp-config.php File**
By default, WordPress creates a file named wp-config-sample.php in the root install directory. Make required changes to the parameters of database name and password inside this file, and then save it as wp-config.php.

**Remove the WordPress Version from the Website’s Header**
By telling hackers which version of WordPress you're running, you're unknowingly inviting them to hack your WordPress site. They can easily take control over your site, especially if the version is outdated. To remove the WordPress version, you can use the Meta Generator and Version Info Remover plug-in. Alternatively, if you want to remove the same manually, insert the following line of code inside your theme's functions.php file.

```php
remove_action('wp_head', 'wp_generator');
```

**Use Plugins to Tighten up Security**
To further enhance your website security, here are some plug-ins that you can use: 6Scan Security, iThemes Security, Wordfence Security, Bulletproof Security, and Sucuri Security.

**Restrict File Permission**
A file has three levels of access: Read, Write and Execute. To make your site more secure, ensure that any other user except you doesn't have access to write to files. You can easily do this by changing the CHMOD values to 644 for files, and 755 for folders.

**Monitor File Changes**
Use the CodeGuard plug-in to keep an eye on any file changes on your site. It acts as a time machine for your website and will notify you via email about all the changes made in the files.
In case something goes wrong, you must have a proper backup to get things back to normal. Here are some great ways by which you can take a back-up of your WordPress site.

**Backup Your Database**
Make it a habit to backup your WordPress database at regular intervals, especially before an upgrade. For doing so, you can use different tools like cPanel X, phpMyAdmin, Straight MySQL Commands, MySQL Workbench, and MySQL GUI Tools.

**Export XML File**
Furthermore, you can also export your WordPress data to an XML file, by going to Dashboard >> Tools >> Export.

**Use VaultPress**
VaultPress, owned by Automattic, is the most reliable online back-up service. It features an intuitive dashboard through which you can easily manage your backups.

**Use Backup Plug-ins**
WordPress offers several plug-ins that let you take backup of your website with ease. Here are a few good ones: BackWPup Free, WP-DBManager, BackupBuddy, and UpdraftPlus.
Here are a few things that you should take care of while launching and promoting your website.

**Have at Least 5 Quality Posts**
Before launching your website, make sure that you have enough and relevant content for your first-time visitors to read on your blog. Launch your website with at least 5 fabulous posts.

**Submit to Directories**
After getting your first content up, submit your blog to reputed blog directories. Here are some good places to start with: Best of the Web, Blogarama, and 9Sites.

**Get Some Comments**
Get a few comments up on your blog posts from your family and friends. If possible, set up Disqus for your WordPress site.

**Set Up Analytics**
Use Google Analytics to analyze the visitor’s behavior on your site. Add Analytics code to each page of your WordPress site. You can do this by using a Google Analytics WordPress plug-in, or you can directly add the analytics code to a web page.

**Inform Your Contacts**
Leverage the power of “Word-of-mouth marketing” for your blog. Tell everybody, including family, colleagues, friends, followers, and your contacts, about your blog.

**Offer E-mail Subscription**
To build a tremendous and loyal readers base through the email list, set up a free email newsletter and allow your visitors to use email subscriptions. For this purpose, you can use trusted services such as Aweber, MailChimp, and ActiveCampaign. Additionally, you can try Jetpack or Subscribe by Email plug-in.

**Advertise Your Blog**
To turn your WordPress blog/site into “a brand”, consider buying some advertising. Advertise your site through reliable advertising services like Google AdWords and Facebook Ads.
PRE-LAUNCH CHECKLIST FOR WORDPRESS BASED SITE

CREATED BY

WordpressIntegration

We've proudly offered the best Wordpress theming service available anywhere. We convert PSD to Wordpress for just $249/2 days. and its backed by our 24/7 support.

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