Standard Build Flow

This document has been created to designate a standard training module to the build flow of a website for optimum, efficient creation of a website and properly releasing from development stage to production stage.

Assignment Flow

After being assigned a website for build, the following should happen.

1. Create a local folder for this website. Title it the name of the company, replacing spaces with _ characters.
2. Go to the CLIENT WEBSITES folder on the Footbridge local server. Find the company folder the website is for. Copy the proof files into your local folder for this website build.
3. Review the info pack for the client. The info pack is in the root of the website company's root folder in CLIENT WEBSITES.
4. Review notes for the company in Highrise to see if there are any specific notes before building the website.
5. Review that the site can launch when you are finished with it. This encompasses being sure you can log in to their domain registrar to make any necessary DNS changes, and determining if they will be migrating emails that have their domain name in it. If they have emails that need migration, please coordinate this with the Account Manager.

Beginning the Build Flow

1. Start an XAMP Apache server. Set the apache config file (Click the Config button in XAMP's control panel, then click the first option "Apache (httpd.conf)". Change the document root to the path leading to your local folder of this website build. **Tip:** Use Ctrl+F and search for "DocumentRoot" and scroll down a few lines to find the *2* locations of the file path you need to change.
2. **From now on, references to files will be referencing the local version of the website you have running from XAMP.**
3. If the file system has index.html in it, change this to index.php. We do not use .html files anymore.
4. Because we use PHP to include template files (I.e., the header, the navigation, the footer, etc.) you need to crop these pieces of code/html out of the index.php file.
5. Create a folder named "inc" or "includes." Create PHP files for each: html head, footer, navigation, and schema. The "schema.php" file should be included as the very first line before the start of any HTML.
6. Go back to your index.php file and setup PHP include lines for the necessary template files.
7. Any generic images with the layout (I.E., logo.png, header.jpg, etc) should be renamed to key phrases. This applies to any images that you add to the website during the main build as well. Their alt attributes should also contain **relevant** keywords.

8. If they have an existing website that is live, perform rewrites or redirects with a 301 HTTP code to any corresponding new URLs. The new URLs are typically written at the top of the writer-provided content for pages.

9. Set the proper schema coalition for the business type in the <html> tag. Choose from the following schema's here: http://marketingboard.biz/623/list-local-business-schema-codes/ **Tip:** set a variable in the schema.php file called $mainSchema = ""; and put the schema coalition in the quotes. Then use <?= $mainSchema; ?> in the actual HTML. This makes it easy to change the schema in one place and it affects the entire website.

10. (Optional) Because Footbridge Media requires that absolute URLs be used on the same domain, it is recommended you get the PHP tools from GitHub. This allows you to include the main PHP library of functions we have to use the following: <?= $baseUrl; ?>. Which will always be the baseUrl of whatever website you are on (also works for localhost). Consult the development department for how to access and set these libraries up.

You are finished cropping the template pieces of the layout and setting up the website for the rest of the build.

Site Build Flow

All written content and meta content (title, description) are written for you. Sometimes an overhaul will simply tell you to use existing content from an old site. This content is either on that old website, or in the CLIENT WEBSITES folder. This is a *recommended* order. You can create the site in any fashion you want if the end result in the same.

1. Begin by creating all the service pages and their landing pages. This is so you can link to these services in the future pages you will be creating.
2. Create the about page.
3. Create the city pages.
4. Create the blog landing page and any blogs given.
5. Create the reviews/testimonials page and create the elements for any reviews or testimonials the client has given, that are on their old site, or that are on any social media platforms you can find.
6. Create the contact page.
7. Create the newsletter and the feedback pages.
8. Create a 404 page for errors.
9. Create a thanks page for the contact us form, the newsletter form, and the feedback form.
10. Write a terms page and a privacy policy page.
11. Finish the content on the home page.
12. Create the PHP sitemap page skeleton (generate the XML one after the site is live).
13. Create a robots.txt file.
14. Verify there is a custom og:title meta for each page.
15. Verify this is a custom og:image meta for each page.

  a. If you are using the PHP tools from the PHP GitHub, there are built in functions to perform the OG tags for you. Consult the development department for access or how to use them to make your life easier.

16. Run a Screaming Frog test on the localhost domain. Check for any missing alt attributes on img elements. Fix any duplicate or missing titles, meta descriptions. Fix any 404 HTTP errors.

17. Verify all images are named with key phrases and are not generically named. This applies to their alt attributes as well.

Site Launch Flow

Site launch is a meticulous stage and needs care to be sure the website launches properly and seamlessly.

1. If we are hosting the website, then go to the Footbridge company profile background on Highrise (https://footbridgemedia.highrisehq.com/companies/48005863-footbridge-media/background). If we are not hosting the website, the client should have provided FTP information for the server they want us to upload to. Skip to step 4.

2. Find the newest server in the background and access the WHM. Login.

3. Create a new shared account and fill out the information it requests. Use service@footbridgemedia.com as the associated email for that account.

4. FTP into the newly created. If there are any files in here that aren't defaults (possibly because the client provided an already made server). Back these files up. Upload the new website files.

5. **Stop.** Before changing any DNS settings, verify what kind of DNS change you need to make.

  a. **A Record Change –** This only affects where site files are hosted. This does not affect email accounts linked to that domain. Propagation is usually instant to 30 minutes.

  b. **Nameserver Change –** This will affect the entirety of that domain's settings. Before performing a nameserver change, be 100% sure there are no email accounts linked to the current location of the domain. If you are unsure, verify with an Account Manager. This propagation can take **up to 24 hours.**

    i. **There are emails –** Speak with the client's Account Manager on backing them up and creating new emails accounts for the client.

    ii. **No emails –** Typically, you are fine to make the change then. Be wary of the propagation time.

6. Once the site is live on the new host or server, perform a dead link check. Fix any dead links.

7. Verify that all WuFoo forms have a proper thanks page on the correct domain.

8. Verify that all WuFoo form email notifications are going to the proper location.

9. Make sure the WuFoo **email subject line** is valid for that form and company

  a. To get here, click Edit -> Add Notifications -> Customize Notification Email (next to the Save button in the "to My Inbox" box)

10. Generate an XML sitemap and update the PHP sitemap if necessary. For most sitemaps, ask the development department about the built-in sitemap generator. Usually this will work and make life 100x easier.

11. Update the sitemap full URL in the robots.txt file.

12. Verify that, if they had a previous website, any redirects from the old URLs to corresponding new URLs are in place.
13. Perform a Google PageSpeed Insights test on the home page and optimize any images that display as uncompressed.
14. Perform a visual inspection on the website. Look out for the following:
    a. H1 errors, such as duplicates from other pages.
    b. Breadcrumb errors such as incorrect naming or misspellings.
    c. Pages with incorrect or duplicate meta content (should have been caught by Screaming Frog).
    d. Home page "lorem filler" text has all been replaced.
    e. Footer links are all valid (city page links, social media, resource links)
15. Send out an office email of the site launch. Congratulations. You have finished.