

WordPress Project Activity List

Total Activities: 32 **Project Duration:** 20 working days **Project Phases:** 10

Phase 1: Discovery & Requirements (2 days | 10%)

Activity 1: Client Onboarding & Kickoff Call

- **Time Allocation:** 3%
- **Priority:** Critical
- **Description:** Initial client meeting, business objectives documentation, target audience identification, competitor analysis brief
- **Checklist:**
 - Schedule kickoff call
 - Prepare discovery questionnaire
 - Document business objectives
 - Identify target audience
 - Create competitor brief

Activity 2: Requirements Gathering

- **Time Allocation:** 4%
- **Priority:** Critical
- **Description:** Site type determination, feature requirements list, content inventory, third-party integrations identification
- **Checklist:**
 - Determine site type (static/dynamic/e-commerce)
 - Create feature requirements list
 - Inventory existing content
 - List required integrations (CRM, email, payment)
 - Document form requirements
 - Identify membership/booking needs

Activity 3: Technical Scoping

- **Time Allocation:** 3%
- **Priority:** High
- **Description:** Hosting requirements validation, domain & SSL setup planning, performance requirements, security requirements
- **Checklist:**
 - Validate Hostinger cPanel specs
 - Plan domain & SSL setup
 - Define performance requirements
 - Document security requirements
 - Estimate traffic expectations

Phase 2: Planning & Architecture (1.5 days | 8%)

Activity 4: Project Planning

- **Time Allocation:** 3%
- **Priority:** Critical
- **Description:** Milestone definition, resource allocation, communication protocol setup, risk assessment
- **Checklist:**
 - Define project milestones
 - Allocate resources
 - Setup communication channels
 - Create RACI matrix
 - Conduct risk assessment

Activity 5: Solution Architecture

- **Time Allocation:** 3%
- **Priority:** High
- **Description:** Theme selection, plugin stack decision, database structure planning, URL structure & permalink planning
- **Checklist:**
 - Evaluate theme options (Starter/Astra/Custom)
 - Define plugin stack
 - Plan custom post types & taxonomies
 - Design URL structure
 - Plan database schema

Activity 6: Technical Specification Document

- **Time Allocation:** 2%
- **Priority:** High
- **Description:** Sitemap creation, wireframe approval workflow, feature specification sign-off
- **Checklist:**
 - Create sitemap
 - Define wireframe workflow
 - Document feature specifications
 - Get client sign-off

Phase 3: Design (3 days | 15%)

Activity 7: Visual Identity Setup

- **Time Allocation:** 5%
- **Priority:** High
- **Description:** Color palette selection, typography selection, logo placement, design system/style guide creation
- **Checklist:**
 - Select and approve color palette
 - Choose typography (Google Fonts)

- Position logo and branding assets
- Create style guide document

Activity 8: UI/UX Design - Homepage

- **Time Allocation:** 3%
- **Priority:** Critical
- **Description:** Homepage mockup in Figma/Adobe XD with mobile responsive design specs
- **Checklist:**
 - Create desktop homepage mockup
 - Create tablet homepage mockup
 - Create mobile homepage mockup
 - Design hero section
 - Design navigation

Activity 9: UI/UX Design - Inner Pages

- **Time Allocation:** 4%
- **Priority:** High
- **Description:** Inner page templates design, navigation & user flow mapping
- **Checklist:**
 - Design about page template
 - Design services/products template
 - Design contact page template
 - Design blog listing template
 - Design single post template
 - Map user flow

Activity 10: Design Review & Approval

- **Time Allocation:** 3%
- **Priority:** Critical
- **Description:** Client presentation, revision cycles (2 rounds typical), final design sign-off
- **Checklist:**
 - Schedule design review call
 - Present designs to client
 - Document feedback - Round 1
 - Implement revisions - Round 1
 - Document feedback - Round 2
 - Implement revisions - Round 2
 - Get final sign-off

Phase 4: Environment Setup (1 day | 5%)

Activity 11: Hostinger/cPanel Configuration

- **Time Allocation:** 2%
- **Priority:** Critical

- **Description:** Domain pointing, DNS configuration, SSL certificate installation, PHP version configuration, MySQL database creation
- **Checklist:**
 - Point domain to Hostinger
 - Configure DNS records
 - Install SSL certificate
 - Set PHP version to 8.0+
 - Create MySQL database

Activity 12: WordPress Installation

- **Time Allocation:** 2%
- **Priority:** Critical
- **Description:** Fresh WP installation via Softaculous, admin credentials setup, staging environment
- **Checklist:**
 - Install WordPress via Softaculous
 - Configure admin credentials
 - Setup staging URL
 - Configure wp-config.php security
 - Initialize Git (optional)

Activity 13: Development Environment Sync

- **Time Allocation:** 1%
- **Priority:** Medium
- **Description:** Local dev sync (LocalWP/DevKinsta), backup automation setup
- **Checklist:**
 - Setup local development environment
 - Sync with staging
 - Configure backup automation

Phase 5: Backend Development (4 days | 20%)

Activity 14: Theme Setup & Configuration

- **Time Allocation:** 5%
- **Priority:** Critical
- **Description:** Theme installation, child theme creation, theme options, header/footer setup, menu structure
- **Checklist:**
 - Install parent theme
 - Create child theme
 - Configure theme options
 - Setup header/footer
 - Create menu structure

Activity 15: Essential Plugin Installation

- **Time Allocation:** 3%
- **Priority:** Critical
- **Description:** Install and configure: page builder, SEO, forms, security, performance, backup plugins
- **Checklist:**
 - Install Elementor/Gutenberg
 - Configure Yoast SEO
 - Setup WPForms/Contact Form 7
 - Install Wordfence security
 - Configure caching plugin
 - Setup UpdraftPlus backup

Activity 16: Custom Functionality Development

- **Time Allocation:** 6%
- **Priority:** High
- **Description:** Custom post types, custom fields (ACF), shortcodes, custom widgets, API integrations
- **Checklist:**
 - Register custom post types
 - Create custom taxonomies
 - Setup ACF field groups
 - Build custom shortcodes
 - Develop custom widgets
 - Integrate third-party APIs

Activity 17: E-Commerce Setup (WooCommerce)

- **Time Allocation:** 6%
- **Priority:** High
- **Description:** WooCommerce configuration, payment gateway integration, shipping, tax configuration, inventory
- **Conditions:** Applies when Site Type is E-Commerce
- **Checklist:**
 - Install WooCommerce
 - Configure store settings
 - Setup payment gateways (Stripe/PayPal)
 - Configure shipping zones & methods
 - Setup tax configuration
 - Configure inventory management
 - Test checkout flow

Phase 6: Frontend Development (4 days | 20%)

Activity 18: Page Building - Core Pages

- **Time Allocation:** 8%
- **Priority:** Critical
- **Description:** Homepage, About, Services/Products, Contact, Blog template construction
- **Checklist:**

- Build homepage
- Build about page
- Build services/products page
- Build contact page with forms
- Build blog listing page
- Build single post template

Activity 19: Page Building - Secondary Pages

- **Time Allocation:** 5%
- **Priority:** High
- **Description:** Policies, terms, FAQ, landing pages, category/archive templates, 404 page
- **Checklist:**
 - Build privacy policy page
 - Build terms & conditions page
 - Build FAQ page
 - Build landing page templates
 - Build category/archive pages
 - Build 404 error page
 - Build search results page

Activity 20: Responsive Implementation

- **Time Allocation:** 4%
- **Priority:** Critical
- **Description:** Tablet breakpoint adjustments, mobile optimization, touch-friendly navigation
- **Checklist:**
 - Adjust tablet breakpoints (768px-1024px)
 - Optimize mobile layout (<768px)
 - Configure touch-friendly navigation
 - Setup mobile menu
 - Test all device viewports

Activity 21: Animation & Interactions

- **Time Allocation:** 3%
- **Priority:** Medium
- **Description:** Scroll animations, hover effects, loading transitions, micro-interactions
- **Checklist:**
 - Add scroll animations
 - Configure hover effects
 - Setup loading transitions
 - Add micro-interactions
 - Test performance impact

Phase 7: Content Population (1.5 days | 7%)

Activity 22: Content Migration/Entry

- **Time Allocation:** 4%
- **Priority:** High
- **Description:** Text content insertion, image optimization & upload (WebP), media library organization
- **Checklist:**
 - Insert all text content
 - Optimize images (compression/WebP)
 - Upload media assets
 - Organize media library
 - Add alt text to all images

Activity 23: Content Formatting & SEO

- **Time Allocation:** 3%
- **Priority:** High
- **Description:** Typography consistency, spacing alignment, CTA placement, internal linking, meta data
- **Checklist:**
 - Check typography consistency
 - Adjust spacing & alignment
 - Position CTAs properly
 - Setup internal linking structure
 - Add meta titles & descriptions
 - Configure heading hierarchy

Phase 8: Testing (2 days | 10%)

Activity 24: Functional Testing

- **Time Allocation:** 3%
- **Priority:** Critical
- **Description:** All links verification, form submission testing, e-commerce checkout flow, search functionality
- **Checklist:**
 - Test all internal links
 - Test all external links
 - Test form submissions
 - Test e-commerce checkout (if applicable)
 - Test search functionality
 - Test user registration/login

Activity 25: Cross-Browser Testing

- **Time Allocation:** 2%
- **Priority:** High
- **Description:** Chrome, Firefox, Safari, Edge testing on desktop and mobile browsers
- **Checklist:**
 - Test on Chrome
 - Test on Firefox
 - Test on Safari

- Test on Edge
- Test on iOS Safari
- Test on Chrome Android
- Fix browser-specific CSS issues

Activity 26: Performance Testing

- **Time Allocation:** 2%
- **Priority:** Critical
- **Description:** Google PageSpeed (target: 90+), GTmetrix analysis, Core Web Vitals optimization
- **Checklist:**
 - Run Google PageSpeed Insights
 - Analyze with GTmetrix
 - Check Core Web Vitals (LCP, FID, CLS)
 - Optimize images if needed
 - Verify lazy loading
 - Target: 90+ mobile score

Activity 27: Security Testing

- **Time Allocation:** 2%
- **Priority:** Critical
- **Description:** Vulnerability scan, login security verification, file permissions, SSL verification
- **Checklist:**
 - Run Wordfence scan
 - Verify login security
 - Check file permissions
 - Verify SSL across all pages
 - Test brute force protection

Activity 28: SEO Audit

- **Time Allocation:** 1%
- **Priority:** High
- **Description:** Meta titles/descriptions, heading hierarchy, schema markup, XML sitemap
- **Checklist:**
 - Verify meta titles & descriptions
 - Check heading hierarchy (H1-H6)
 - Validate schema markup
 - Generate XML sitemap
 - Submit to search console

Phase 9: User Acceptance Testing (0.5 days | 3%)

Activity 29: Client Review Session

- **Time Allocation:** 2%
- **Priority:** Critical

- **Description:** Guided walkthrough with client, feature demonstration, content accuracy verification
- **Checklist:**
 - Schedule UAT session
 - Prepare demo script
 - Conduct guided walkthrough
 - Demonstrate all features
 - Verify content accuracy
 - Collect feedback

Activity 30: UAT Feedback Implementation

- **Time Allocation:** 1%
- **Priority:** Critical
- **Description:** Punch list creation, minor revisions execution, final approval sign-off
- **Checklist:**
 - Create punch list from feedback
 - Implement minor revisions
 - Re-verify with client
 - Get final sign-off

Phase 10: Deployment & Launch (0.5 days | 2%)

Activity 31: Pre-Launch Checklist

- **Time Allocation:** 1%
- **Priority:** Critical
- **Description:** Favicon, analytics, search console, social meta tags, robots.txt, htaccess review
- **Checklist:**
 - Install favicon
 - Setup Google Analytics
 - Configure Google Tag Manager
 - Verify search console
 - Add Open Graph meta tags
 - Review robots.txt
 - Review .htaccess

Activity 32: Go-Live Execution

- **Time Allocation:** 0.5%
- **Priority:** Critical
- **Description:** Staging to production migration, DNS propagation monitoring, cache purge, final verification
- **Checklist:**
 - Migrate staging to production
 - Monitor DNS propagation
 - Purge all caches
 - Warm cache
 - Final live verification

Activity 33: Post-Launch Handover

- **Time Allocation:** 0.5%
- **Priority:** High
- **Description:** Client handover documentation, admin training session, backup verification
- **Checklist:**
 - Prepare handover documentation
 - Schedule training session
 - Conduct admin training
 - Verify backup system
 - Provide login credentials
 - Close project

Summary Statistics

- **Total Activities:** 33 (Note: Activity 17 is conditional for E-Commerce projects)
- **Critical Priority:** 20 activities
- **High Priority:** 11 activities
- **Medium Priority:** 2 activities
- **Total Time Allocation:** 100%
- **Total Project Duration:** 20 working days

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