

# WordPress Project Activity List

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**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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