

Live Deployment and Post-Launch Practices Report

1. Live Deployment

Deployment Platform: Vercel

- Why Vercel?
 - Optimized for Next.js applications.
 - Automatic CI/CD with GitHub.
 - Custom domains and environment variable support.
 - Fast global edge network for quick load times.

Deployment Steps

1. Prepare the Project

- Ensure your Next.js project is ready for deployment.
- Run the build locally to confirm there are no errors:
`npm run build`
- Commit all changes to GitHub.

2. Connect to Vercel

- Go to Vercel (<https://vercel.com/>) and log in.
- Click New Project and select your GitHub repository.
- Vercel will auto-detect it as a Next.js project.

3. Configure Deployment Settings

- Set the Framework Preset to Next.js.
- Add Environment Variables (if required) under the "Settings" tab.
- Click Deploy to start the process.

4. Post-Deployment Verification

- Once deployed, visit the Vercel dashboard to get the live URL.

- Verify:
 - All pages load correctly.
 - API calls to Sanity CMS work as expected.
 - Cart and user authentication function properly.

2. Post-Launch Practices

After deploying your website, it's crucial to implement best practices to ensure optimal performance, security, and user experience.

Monitoring and Analytics

- Performance Monitoring
 - Use tools like Vercel Analytics to monitor site performance.
 - Regularly check metrics such as load times, server response times, and error rates.
- User Behavior Analytics
 - Integrate analytics tools (e.g., Google Analytics) to understand user interactions.
 - Track metrics like page views, bounce rates, and conversion rates.

Security Measures

- HTTPS
 - Ensure your website is served over HTTPS to encrypt data between the server and users.
- Regular Updates
 - Keep all dependencies and libraries up-to-date to patch security vulnerabilities.
- Environment Variables
 - Securely manage sensitive information using environment variables in Vercel.

Continuous Deployment

- Automated Deployments

- Set up automatic deployments for changes pushed to the main branch.
 - Use Vercel Preview Deployments to test changes before going live.
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- Rollback Strategy
 - In case of issues, revert to a previous commit on GitHub.
 - Utilize Vercel's Deployment History to roll back to a stable version.

User Feedback and Support

- Feedback Channels
 - Provide users with a way to submit feedback or report issues.
 - Monitor feedback to identify areas for improvement.
- Support
 - Offer support channels (e.g., email, chat) to assist users with any problems.

SEO Optimization

- Meta Tags
 - Ensure all pages have appropriate meta tags for titles, descriptions, and keywords.
- Sitemap
 - Create and submit a sitemap to search engines to improve indexing.
- Performance
 - Optimize images and assets to improve load times, which can affect SEO rankings.

By following these deployment and post-launch practices, your Nike Store website will be well-positioned for success, offering users a secure, efficient, and enjoyable shopping experience.