Day 7 - Live Deployment and Post-Launch Practices

Deployment Document for e commerce website

Introduction

This document outlines the steps and best practices followed during the live deployment and post-launch activities of our e-commerce website. The project has been successfully deployed to a live production environment, and this document serves as a comprehensive guide to the processes involved.

Learning Outcomes

1. Successfully deploy a fully functional marketplace to a live production environment.
2. Implement best practices for production deployment, including security, monitoring, and disaster recovery (DR) planning.
3. Understand the importance of post-launch activities such as branding, marketing, and investor partnerships.
4. Learn about contracts and agreements with investors, ensuring alignment with business goals and legal standards.
5. Prepare for future AI Agent implementation in the marketplace.
6. For job-oriented students, develop a strong portfolio and coding interview skills.

Go Live Practices

- Production Deployment

Environment Setup:

- Configuration of Production Environment Variables: All environment variables were securely configured, ensuring that sensitive data such as API keys and database credentials are encrypted and stored securely.
- Secure Hosting: The website is hosted on a reliable platform (AWS/Azure/Vercel) with HTTPS enabled for all traffic using SSL certificates.

Codebase Management:

- Repository Security: The production repository is kept private to protect trade secrets and sensitive code.
- Environment Separation: Separate staging and production repositories were maintained for better environment management.

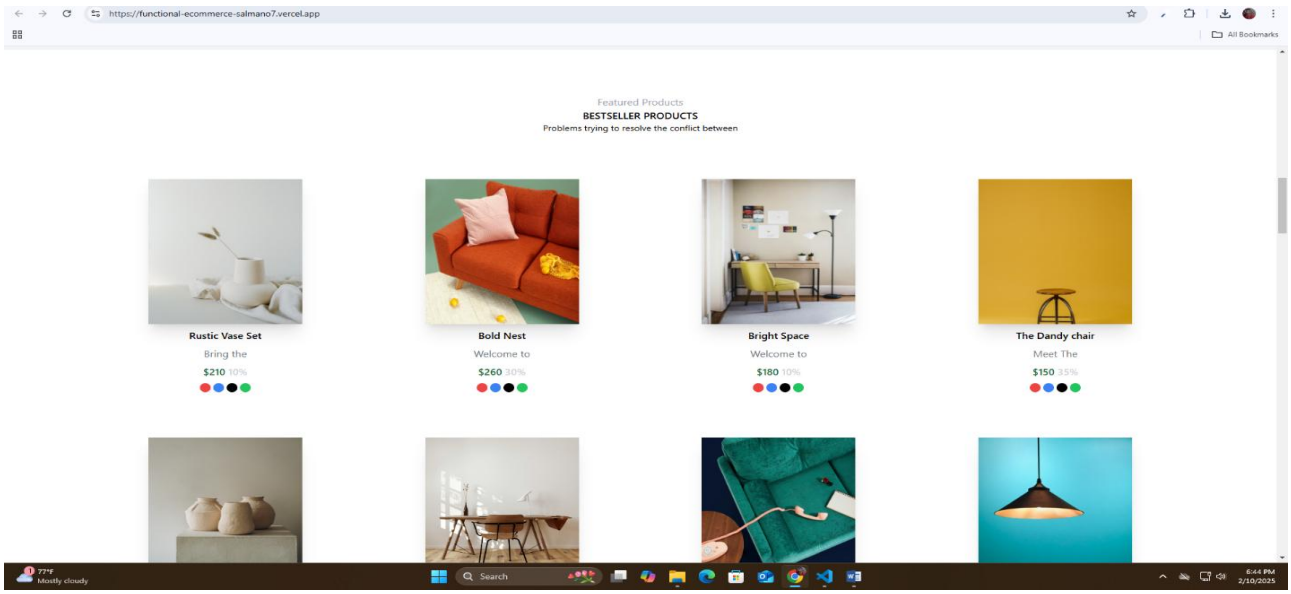
- Documentation: Each step of the deployment process was documented for future reference and ease of replication.

Branding and Marketing:

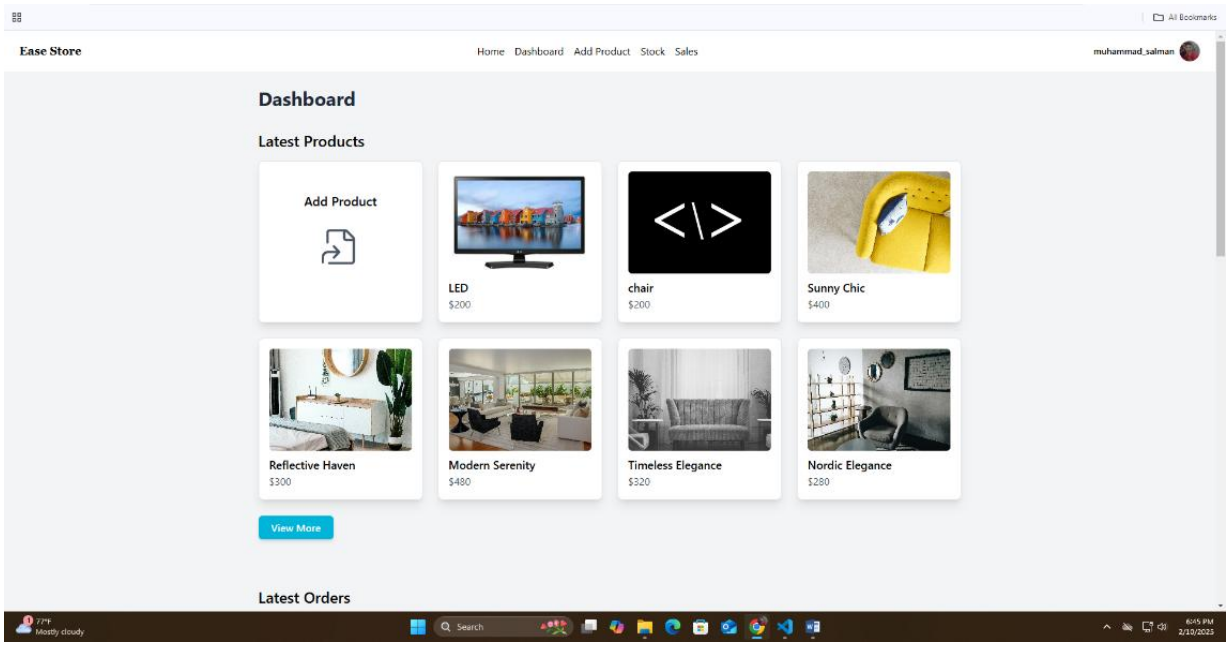
- Branding: Established a consistent brand identity across all platforms.
- Marketing Campaigns: Initiated marketing campaigns to drive traffic and increase user engagement.

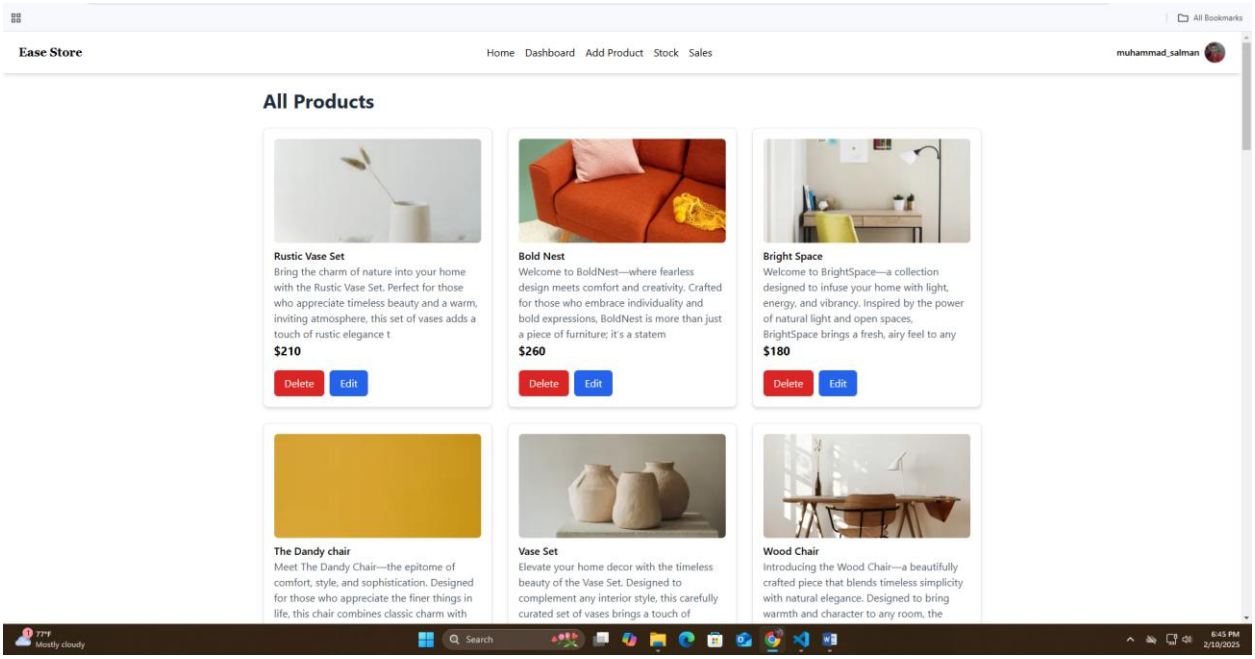
Project Screenshots

- Featured Products: Display of bestseller products with pricing and discounts.
- Basic Vase Set: Highlighted product with pricing details.
- Right Space: Featured product with pricing and description.

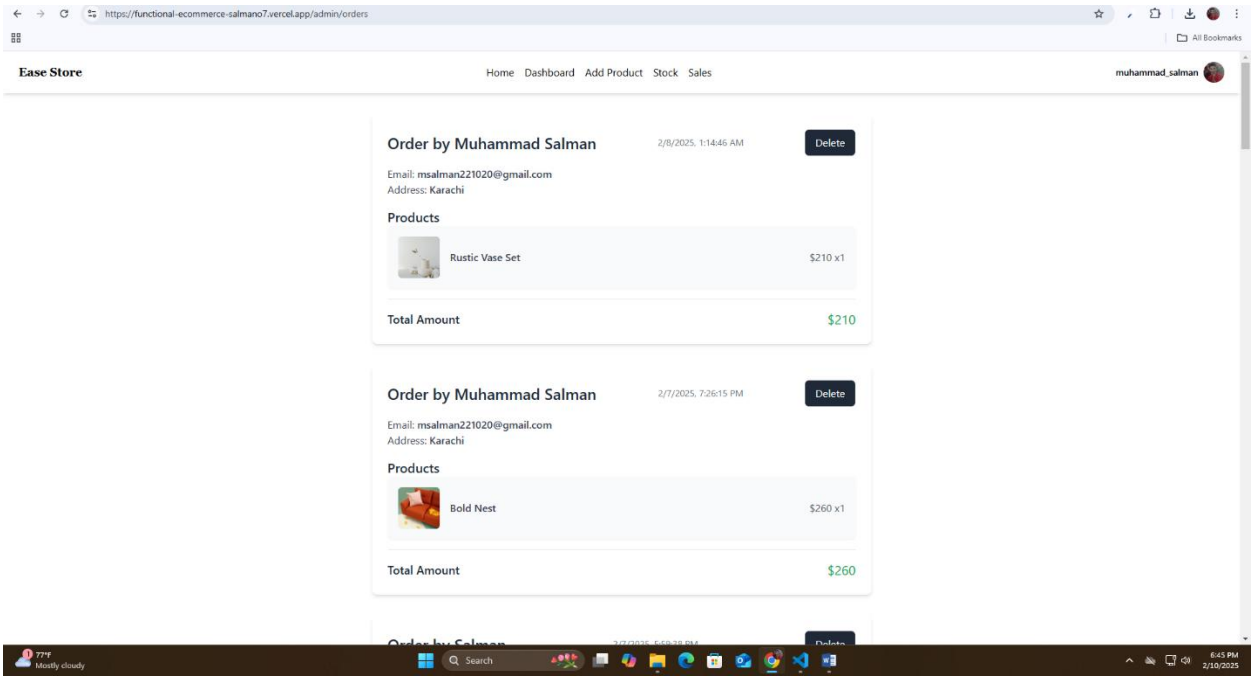


- Dashboard: Overview of latest products and orders.
- Add Product: List of products with pricing.





- Order Details: Specific orders placed by customers with total amounts.



Conclusion

The deployment and post-launch activities were executed successfully, adhering to best practices and ensuring a secure and efficient production environment. This project has not only enhanced our technical skills but also provided valuable insights into the operational aspects of running an e-commerce platform.

Prepared by: **Muhammad Salman**
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