

Day 7 - Live Deployment and Post-Launch Practices

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Objective

Day 7 marks the **final stage** of the hackathon, where we deployed our marketplace to a **live production environment** and implemented essential **post-launch strategies**. This phase focused on **security, scalability, business growth, and professional career building**.

Deployment Overview

The live deployment involved finalizing **hosting, environment variables, security configurations, and monitoring tools**.

1. Live Production Deployment

- ✅ **Hosting Platform Used:** Netlify
- ✅ **GitHub Repository Connected:** Successfully linked and updated
- ✅ **Environment Variables Configured:** All API keys and sensitive data securely stored
- ✅ **Deployment Status:** Successfully deployed without errors
- 📁 **Live Website:** [Exclusive Tech Shop](#)
- 📁 **GitHub Repository:** [3rd-Hackathon-full-stack](#)

2. Security & Performance Testing

- ✅ **SSL Enabled:** Website is HTTPS secured
- ✅ **Security Testing:** Implemented basic security measures (input validation, API protection)

✓ **Performance Testing:** Maintained previous **GTmetrix B grade** performance

✓ **Monitoring Setup:** Integrated Google Analytics for tracking user activity

3. Disaster Recovery & Backup

✓ **Backup Strategy:** Ensured regular database and asset backups

✓ **DR Plan:** Defined steps for quick recovery in case of failures

Post-Launch Strategies

After launching, focus shifted towards **branding, marketing, and business growth**.

1. Branding & Marketing

✓ **Designed brand identity** for Exclusive (Logo, Social Media)

✓ **Planned marketing campaigns** (discounts, influencer outreach)

✓ **SEO Optimization** to improve search rankings

2. Business Pitch Deck & Resume Submission

✓ **Business Pitch Deck Created:** Covers vision, objectives, financials, and growth strategy

✓ **Resume Updated & Submitted:** Showcasing skills, hackathon experience, and projects

📁 **Pitch Deck & Resume Submitted:** [Google Drive Link] (Add your link here)

Next Steps

- **Scale operations** and introduce more product categories
- **Enhance security measures** with penetration testing tools
- **Optimize website performance** to achieve an **A-grade on GTmetrix**
- **Expand business reach** across **Pakistan and internationally**

Final Notes:

This hackathon journey has been a remarkable experience, from building a tech marketplace to deploying it live. Moving forward, Exclusive will continue to grow, offering **the best gaming and tech products to customers worldwide.** 🚀 🔥