

Website Launcher Checklist
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- Hire @itmistakes_com if you don't want to manage all of this stuff below
- Prepare
 - Register email for a project (GMail, etc.)
 - Configure 2FA
 - Configure application passwords
 - Generate application password for sending email from WordPress
 - Register domain (GoDaddy, etc.)
 - Register hosting or VPS (BlueHost, SiteGround, etc.)
 - Configure domain DNS settings
 - Change NS to hosting provider
 - Configure A-record (if needed)
 - Configure DKIM & SPF (if needed)
- Prepare Website
 - Set up WordPress on hosting or VPS
 - Configure Let's Encrypt SSL or your own SSL certificate
 - Configure 301 redirect from www to non-www
 - Configure 301 redirect from http to https
- Configure 3rd Party Services
 - Google Webmaster (Console) using your project's email
 - Google Analytics using your project's email
 - UptimeRobot (monitoring)
 - Canva
- Configure WordPress
 - Install & activate Maintenance mode plugin
 - Add site title & headline (Settings - General)
 - Remove default content
 - Posts
 - Pages
 - Categories
 - Disable registrations (Settings - General)
 - Configure permalinks (Settings - Permalinks)
 - Configure discussion settings (Settings - Discussion)
 - Configure Search engine visibility (Settings - Reading)
 - Change default email (Settings - General)
- Email
 - Install & activate WP Mail SMTP for Google account
 - Other SMTP
 - Host: smtp.gmail.com
 - Encryption: TLS
 - Port: 587
 - Authentication: On
 - Username: domain.tld@gmail.com
 - Password: use application password
 - Send test emails to multiple addresses from different domains
- Divi
 - Install & activate Divi Builder
 - Activate Divi Updates (Divi - Theme Options - Updates)
 - Disable Divi SEO Settings (Divi - Theme Options - SEO)
 - Add tracking & analytics code (Divi - Theme Options - Integration)
 - Configure project's specific Divi settings
- Content
 - Install & activate Responsive Lightbox & Gallery plugin
 - Set up homepage with "blank" layout using Divi builder
 - Set up blog page
 - Configure homepage settings (Settings - Reading)
 - Prepare template images for social media using Canva
 - Post Image (1280x960)
 - Fallback Image (1280x960)
 - Create a logo for the website
 - Create a favicon for the website (512x512)
- SEO
 - Install & activate SEO Framework plugin
 - Configure homepage SEO tags (SEO - Homepage Settings)
 - Configure Open Graph settings (SEO - Social Media Settings)
- After all
 - Check 301 redirects using curl
 - curl -I http://domain.tld
 - curl -I http://www.domain.tld
 - curl -I https://www.domain.tld
 - curl -I https://domain.tld
 - Configure daily & weekly backups on your hosting or VPS
 - Check for any site health issues (Tools - Site Health)
 - Deactivate & Remove Maintenance mode plugin
- Start blogging & share everything on #buildingpublic community