LAUNCH

Alright, the time has come to put your site out there. This is the moment you have been waiting and probably worked towards for weeks. So, take a deep breath and make it happen!

* DISABLE “DISCOURAGE SEARCH ENGINES”
  + In the WordPress dashboard, under Settings > Reading uncheck the box that says “Discourage search engines from indexing this site.” Otherwise you can wait a long time for any organic traffic to show up.
* INSPECT ROBOTS.TXT
  + In the same vein, if you have set up a robots.txt file, make sure to delete or reconfigure it so that search engines aren’t kept out of the live site.
* BUILD SITEMAP
  + If you haven’t done so while checking your SEO settings, now is the time to create a sitemap. Afterwards, be sure to submit it to any search engine you care about ranking on.
* PROMOTE YOUR SITE
  + Finally, it’s time to tell everyone about the site. Post your launch content on social media, email everyone you know, shout it from the rooftops – you have earned it!