



# Website Post-Launch Checklist

## 5 Essentials After Hitting Publish

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### 1. Security & Backups

**Set Up Regular Backups:** Choose a plugin that both backs up your site and allows easy restoration. Some recommended options:

- [UpdraftPlus](#)
- [WP Time Capsule](#)
- [BlogVault](#)
- [Duplicator](#)

➔ *Tip: Check if your hosting includes nightly backups or real-time backup capabilities.*

**Enable Automatic Updates:** Keep your plugins up-to-date. Services like [BlogVault](#) can help if you manage multiple websites.

**Create a Staging Site:** Test changes in a staging environment to avoid impacting the live site. Use tools like:

- [InstaWP](#)
- [Local by Flywheel](#)

➔ *Some hosts like WP Engine, Flywheel, or GoDaddy offer seamless staging site options.*

**Enhance Security:** Install and properly configure security plugins like:

- [AIO Security](#)
- [SolidWP](#)

➔ *Both allow setting up [CAPTCHA](#) and enforcing two-factor authentication (2FA) for added security.*

### 2. Measurement & Monitoring

**Install Google Analytics:** Set up [Google Analytics](#) to track website traffic and user behavior.

**Implement Google Tag Manager:** Use [Google Tag Manager](#) to easily add/manage tracking tags, conversion pixels, and monitor events such as clicks or form submissions.

### 3. On-Page SEO

**Optimize Pages for SEO:** Use plugins like:

- [AIO SEO](#)
- [Yoast SEO](#)

➔ *These plugins guide you through optimizing title tags, meta descriptions, and headings. They also generate sitemaps to improve search engine indexing.*

**Claim Your Business on Search Engines:**

- [Google Search Console](#)
- [Bing Webmaster Tools](#)

**After verification, submit your sitemap** and start indexing your site pages.

## 4. Local Listings Management

- Get Listed in Key Directories:** Ensure your business is listed in relevant directories:
    - [Google My Business](#)
    - [Yelp](#)
    - [Manta](#)
- You can also use tools like [Yext](#) or CANI Marketing Group's [Local Distribution Pro](#) and [Listing Sync Pro](#) products to streamline this process.

## 5. Regular Updates & Maintenance

- Update Content Regularly:** Keep your blog, products, and other key pages up-to-date.
- Keep Plugins & Themes Updated:** Always ensure your WordPress installation, plugins, and themes are up to date.
- Check Website Speed & Performance:** Use [Google PageSpeed Insights](#) to monitor how fast your site is loading.
- Ensure Mobile Optimization:** Use browser tools like Google Chrome's "Inspect" function or [Firefox Inspector](#) to see how your site renders across different devices.

## Tools Mentioned:

[AIO Security](#)

[AIO SEO](#)

[BlogVault](#)

[Google Analytics](#)

[Google Tag Manager](#)

[InstaWP](#)

[Local by Flywheel](#)

[SolidWP](#)

[UpdraftPlus](#)

[WP Time Capsule](#)

[Yoast SEO](#)



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