

# WordPress Developer Checklist

Version 1.0

[WordPress.tv](#) is a great video resource for "All Things WordPress" with it's extensive [How-To help and tutorials](#) for beginners and experts alike.

The following WordPress Developer Checklist is divided into the following five stages totaling 72 individual steps:

- **Install:** Basic methods of WordPress installation.
- **Secure:** Securing WordPress installation.
- **Configure:** Setup, Adjust & Managing WordPress settings.
- **Connect:** Connecting WordPress to various online services.
- **Optimize:** Adjust WordPress performance.

While this checklist is a fairly good start, it's by no means complete and is certainly a work in progress. Being much like a website, as it will never be "done" since WordPress is constantly evolving with newer and better solutions, features and plugins constantly being developed.

Also, the accompanying spreadsheet was designed to be used in tandem and help you with this more detailed checklist with the ability to make notes, track your progress and add to your knowledge base.

As you get further into WordPress you will find your own preferred methods of doing things. As you do, I would be glad to hear from you (<mailto:stlane@imapgrouop.com>) about what you find works best for you in your own WordPress development journey and what your opinion is in regard to improving and updating this checklist.

Step	Stage	Task	Description
1	Install	Get Required Tools	<p>It may be useful to download and install the following free software as they will be useful for the rest of the installation (unless you have alternative software installed already):</p> <ul style="list-style-type: none"><li>• A good text editor such as <a href="#">Notepad++</a></li><li>• An FTP client such as <a href="#">FileZilla</a></li><li>• An image editing program such as:<ul style="list-style-type: none"><li>• <a href="#">Adobe Photoshop</a> (free trial available)</li><li>• <a href="#">Adobe Fireworks</a> (free trial available)</li><li>• <a href="#">MS Paint</a> (Comes with Windows)</li><li>• <a href="#">GimpShop</a> (free open source image manipulator similar to Photoshop. <a href="#">GimpShop fix to "make the GIMP look like Adobe Photoshop".</a>)</li><li>• <a href="#">Smush.it</a> (free)</li><li>• <a href="#">Google's Picasa</a> (free)</li><li>• <a href="#">PNG Gauntlet</a> (free)</li><li>• <a href="#">Riot</a> (free)</li><li>• <a href="#">Pinta</a> (free)</li></ul></li></ul>
2	Install	Domain and Hosting	<p>Buy a domain and hosting account for your WordPress website.</p> <p>For examples of hosting companies, see the WordPress.org <a href="#">recommended webhosting companies</a>.</p>

			<p>Your host should meet the <a href="#">minimal requirements for WordPress</a>.</p> <p>Once you have created your web hosting account, be sure to note your web hosting provider's technical support contact details so that you may reference them later as needed.</p> <p>Find out more about <a href="#">domain names</a> and <a href="#">web hosting</a>.</p>
3	Install	Email Account Setup	<p>Set up an email address using your new domain for using in the rest of the WordPress installation (unless you have another email address you wish to use of course).</p> <p style="text-align: center;">youremail@yourdomain.com</p> <p>Contact your hosting company if you are unsure how to do this.</p> <p>Try out the excellent open source <a href="#">Mozilla Thunderbird email client</a>. It costs nothing, is very intuitive and has <a href="#">many add-ons, extensions</a> like <a href="#">Lightning</a> for integration and management of multiple calendars, daily to do lists, etc.</p>
4	Install	FTP Account Setup	<p>Set up an FTP address using your new hosting account for using in the rest of the WordPress installation.</p> <p>Contact your hosting company if you are unsure how to do this.</p> <p>Find out more about <a href="#">FTP</a> here.</p>
5	Install	Google Account Creation	<p>Set up a <a href="#">new Google Account</a> for using with Google integration for your WordPress website.</p> <p>This will be used for Feedburner, Google Analytics, Google Webmaster Tools and also for GMail if you wish.</p>
6	Install	GMail Account Integration	<p>If you wish to take advantage of <a href="#">GMail's powerful features</a>, you can <a href="#">set your new email address to use GMail</a>.</p>
7	Install	Feedburner Account Creation	<p>Set up a <a href="#">Feedburner</a> account using your Google account.</p> <p><a href="#">Every WordPress website includes an RSS feed by default.</a></p> <p>FeedBurner provides custom RSS feeds, statistics and management tools for your WordPress RSS feed.</p> <p>Find out more about <a href="#">RSS feeds</a> here.</p>
8	Install	Mailing List Setup	<p>Set up an email list for using with your new WordPress website.</p> <p>This list will help broadcast your content.</p>

			<p>You will need an account with a recommended email marketing provider, for example:</p> <ul style="list-style-type: none"> <li>• <a href="http://www.aweber.com/">http://www.aweber.com/</a></li> <li>• <a href="http://www.mailchimp.com/">http://www.mailchimp.com/</a></li> <li>• <a href="http://www.getresponse.com/">http://www.getresponse.com/</a></li> </ul> <p>Once you have set up your account, you can set up an email list for your new WordPress website.</p> <p>Find out more about <a href="#">email marketing</a>.</p>
9	Install	Website Monitoring Account Setup	<p>Set up an account with <a href="http://mon.itor.us">the free website monitoring service mon.itor.us</a>.</p> <p>A website monitoring service is used to ensure that your site is live and responding.</p> <p>Find out more about <a href="#">website monitoring</a> here.</p>
10	Install	Prepare for WordPress Install	<p>You are now ready to install WordPress. You should check out your options for installing WordPress.</p> <p>There are several ways to install WordPress:</p> <ul style="list-style-type: none"> <li>• By <a href="#">downloading the latest WordPress version</a> and using the famous <a href="#">Five Minute WordPress install</a>.</li> <li>• By using CPanel and Fantastico as provided by your web hosting company (<a href="#">see here for an example</a>).</li> <li>• Using other means as provided by your web hosting company (such as <a href="#">SimpleScripts</a>).</li> </ul> <p>If you are unsure, you should check which one is appropriate for you by contacting your web hosting company. Many hosting companies provide a one-click install (<a href="#">Dreamhost example</a>) that provides an option to automatically create the database and connection without you having to do it manually.</p>
11	Install	Create Database and Database User	<p>If you download and install WordPress yourself, you will need a database and a database user defined to install it correctly. You can create a database and database user in the following ways:</p> <ul style="list-style-type: none"> <li>• <a href="#">Create a database and database user with CPanel</a></li> <li>• <a href="#">Create a database and database user with PHPMyAdmin</a></li> </ul> <p>If you have trouble with creating a database and a database user, contact your web hosting provider.</p>
12	Install	Administrator Account Security	<p>When installing, do not use 'admin' as the username for the administrator account as this can be a security risk.</p>

			<p>Try something like your site name initials + ‘admin’ – ‘My Awesome Blog admin’ becomes ‘mabadmin’. This is less obvious but still easy to remember.</p> <p>Don’t panic – this can also be changed after installation if you wish. Refer to Step 27 for more info on the <a href="#">'Admin renamer extended' plugin</a>.</p>
13	Install	Install WordPress	<p>You should decide whether you want WordPress at the root of your domain:</p> <p><a href="http://www.yourdomain.com/">http://www.yourdomain.com/</a></p> <p>or in a folder:</p> <p><a href="http://www.yourdomain.com/foldername">http://www.yourdomain.com/foldername</a></p> <p>Once you have decided and using the information obtained earlier from your web hosting company, you should install WordPress on your hosting account as appropriate.</p>
14	Install	Logon as Administrator	<p>After the install, you can now logon using the administrator account.</p> <p>The logon screen can be found by appending ‘wp-login.php’ to the end of the URL to your WordPress installation as below:</p> <p style="text-align: center;"><a href="http://www.yourdomain.com/wp-login.php">http://www.yourdomain.com/wp-login.php</a></p> <p>or</p> <p style="text-align: center;"><a href="http://www.yourdomain.com/foldername/wp-login.php">http://www.yourdomain.com/foldername/wp-login.php</a></p> <p>This will give you access to the <a href="#">WordPress Administration Screens</a>.</p>
15	Install	Check the WordPress Address and Site Address	<p>You can check the WordPress Address and Site Address settings by using the Settings→General Settings menu item.</p> <p>These may be fine for you as they are, but sometimes you may wish to add the ‘www’ here to each URL. Make your changes and click the ‘Save Changes’ button. You may have to logon again after any changes.</p> <p>Find out more about the <a href="#">General Settings screen</a>.</p>
16	Install	Check the Site Name and Site Tagline.	<p>On the General Settings screen, you can also set your Site Name and Site Tagline.</p> <p>These may be set during installation. You can leave the tagline blank if you wish. Make your changes and click the ‘Save Changes’ button.</p> <p>Find out more about the <a href="#">General Settings screen</a>.</p>
17	Install	Check Timezone	<p>On the General Settings screen, you can also check your Site Timezone.</p>

			<p>This will be set during installation. Make your changes and click the ‘Save Changes’ button.</p> <p>Find out more about the <a href="#">General Settings screen</a>.</p>
18	Install	Set Ping Services	<p>WordPress can automatically notify popular Update Services that you've updated your blog by sending a ‘ping’ message each time you create or update a post. This helps increase traffic to your site.</p> <p>You can set the Update Services to use on the base of the Settings Writing Screen using the Settings→Writing menu item. Make your changes and click the ‘Save Changes’ button.</p> <p>You can find out more about <a href="#">Update Services here</a>.</p> <p>Find out more about the <a href="#">Settings Writing Screen</a>.</p>
19	Install	Delete the Sample Content or leave it there until you're more familiar with WordPress and then delete it.	<p>You can clean up the sample content provided in the basic WordPress installation.</p> <ul style="list-style-type: none"> <li>· Delete the sample comment using <a href="#">the Comments Screen</a>.</li> <li>· Delete the first post using <a href="#">the Posts Screen</a>.</li> <li>· Delete the blogroll using <a href="#">the Links Screen</a>.</li> </ul>
20	Install	Set Permalinks	<p>By default WordPress uses URLs which have question marks and numbers in them which look ugly. However WordPress offers you the ability to create a custom URL structure for your permalinks (short for "permanent link").</p> <p>Go to the Settings Permalinks Screen using the Settings→Permalink menu item. Make your changes and click the ‘Save Changes’ button.</p> <p>Tip: A simple and useful permalink structure is</p> <p><code>/%postname%-%post_id%</code></p> <p>This will provide good SEO benefits and performs well.</p> <p>Find out more about the <a href="#">Settings Permalinks Screen</a>.</p>
21	Install	Check Uploads Path	<p>You can upload images, video, recordings, and files when using WordPress. These files are known as ‘Media’.</p> <p>You can check the location and structure of the upload directory on the the Uploading Files section in the Settings Media Screen. This is reached by using the Settings→Media menu item.</p>

			<p>Tip: You can probably leave most of the settings here alone, but unchecking the setting at ‘Organise my uploads into month- and year-based folders ’ will make your files easier to find. Make your changes and click the ‘Save Changes’ button.</p> <p>Find out more about the <a href="#">Settings Media Screen</a>.</p>
22	Install	Check Robots.txt	<p>The robots.txt protocol is a convention to prevent web crawlers (software used by search engines to categorise and archive web sites) from accessing all or part of a website which is otherwise publicly viewable. This is done by producing a text file on your website that the web crawlers can read.</p> <p>Install a plugin for WordPress to help with this called <a href="#">PC Robots.txt</a>.</p> <p>Find out more about <a href="#">the robots.txt protocol</a>.</p>
23	Install	Create Logo	<p>You should consider creating a website logo at this stage as you can use it later in the installation process.</p> <p>Good places to start:</p> <ul style="list-style-type: none"> <li>• Free logo design at <a href="http://www.tweak.com/">http://www.tweak.com/</a></li> <li>• Free logo designer at <a href="http://cooltext.com/">http://cooltext.com/</a></li> <li>• Cheap logo designs at <a href="http://99designs.com/">http://99designs.com/</a></li> </ul>
24	Install	Set Favicon: while this is not necessary it can aid in the branding your site.	<p>A favicon is an image file associated with your particular website. Your web browser can display it in bookmarks and links to your website. You can easily create a favicon with your logo by using the <a href="#">Dynamic Drive favicon tool</a>.</p> <p>Once you have created a favicon, you can then add it to your website using the <a href="#">All in One Favicon</a> plugin.</p> <p>Find out more about <a href="#">favicons</a>.</p>
25	Install	Burn RSS Feed	<p>If you created a Feedburner account earlier in the installation process, you can now setup your WordPress RSS feed to use Feed burner.</p> <p>You can do this by <a href="#">installing a plugin</a> or <a href="#">doing the process manually</a>.</p>
26	Install	Check Visual Editor Settings	<p>The Visual Editor in WordPress is what you type your text into to publish it on your website. Many advanced users do not like using the Visual Editor as it can add extra HTML when typing.</p> <p>You can turn off the Visual Editor by going to the Users-&gt;Your Profile menu item and checking the ‘Disable the visual editor when writing’ item.</p> <p>You can also disable it globally for all users by <a href="#">installing a plugin</a>.</p> <p>Alternatively, you can also install a plugin that <a href="#">stops the automatic</a></p>

			<p><a href="#">formatting by WordPress.</a></p> <p>That said, many people like using a Visual Editor since it facilitates and simplifies formatting, updating and maintenance of site content.</p> <p>If you have non-technical clients who are updating their own site they'll certainly appreciate having one.</p> <p><a href="#">CKEditor</a> is a WYSIWYG editor that is very similar to using word processing software.</p> <p>There are many others available. For a list search on "WYSIWYG visual editor" when you click on the "add new" link in the plugins section.</p>
27	Secure	Change Administrator Account Name	<p>If you have used 'admin' as the username for the administrator account this can be a security risk.</p> <p>You can now change this to something different using the '<a href="#">Admin renamer extended</a>' plugin.</p> <p>Try something like your site name initials + 'admin' – 'My Awesome Blog admin' becomes 'mabadmin'. This is less obvious but still easy to remember. You may have to logon again after making this change.</p>
28	Secure	Check Administrator Account Password and Nickname	<p>Check that the administrator account password is secure.</p> <p>You can visit the <a href="#">Strong Password Generator</a> website for guidelines and a tool to produce strong passwords.</p> <p>You can change the administrator account password using the Users→Your Profile menu item. You can also change the administrators account nickname from 'admin' here also (the nickname is the visible name of the user on a WordPress website).</p>
29	Secure	Update Unique Keys	<p>Unique Keys makes your site harder to hack and access harder to crack by adding random elements to the password. These secret keys are stored in the wp-config.php file.</p> <p>You can update these unique keys by installing the <a href="#">Update Unique Keys plugin</a>. This plugin will automatically set and/or update the Authentication Unique Keys in the wp-config.php file.</p>
30	Secure	Delete WordPress Installation Files	<p>The following files can be deleted using your FTP client:</p> <ul style="list-style-type: none"> <li>• install.php file in the wp-admin folder of your WordPress website</li> <li>• readme.html in the root folder of your WordPress website</li> </ul> <p>These files can be a security risk and do not need to be there for your WordPress website to function correctly.</p>



			<p><i>NOTE: Be sure to save them to your hard drive before deleting them just in case something goes wrong!</i></p> <p>You may also want to confirm with your hosting company to make certain they don't see an issue with deleting the files.</p>
31	Secure	Move wp-config.php	<p>You can move the wp-config.php file to the directory above your WordPress install. This means for a site installed in the root of your webspace, you can store wp-config.php outside the web-root folder and it will not be available to the web.</p> <p>Note that wp-config.php can be stored ONE directory level above the WordPress (where wp-includes resides) installation folder. Use your FTP client to move wp-config.php.</p>
32	Secure	Remove WordPress Version	<p>WordPress will automatically insert the current WordPress version into the head section of every web page. This can be useful information for hackers .</p> <p>Install the <a href="#">WP-Secure Remove WordPress Version</a> plugin to remove this information.</p>
33	Secure	Stop SQL Injection Attacks	<p>SQL injection is a hacking technique that exploits security vulnerabilities occurring in the database layer of a web site.</p> <p>Install the <a href="#">WordPress Firewall 2 plugin</a> to identify and stop the most obvious SQL injection hacking attempts against WordPress.</p> <p>Find out more about <a href="#">SQL Injection</a>.</p>
34	Secure	Change WordPress Database Prefix	<p>You can check the security of your WordPress installation by downloading and installing the <a href="#">Better WP Security plugin</a>.</p> <p>This plugin will fix many issues already identified in your installation, so you may not need all the fixes. However, you should at least consider using this plugin to rename the default WordPress database prefix away from 'wp'.</p>
35	Secure	Update Htaccess Settings	<p>A htaccess file is used by a web server to set permission and security. Your WordPress installation contains one of these files and can be used to increase security on your website.</p> <p>Install the <a href="#">BulletProof Security plugin</a> for a fast way to check the security of your htaccess file.</p> <p>Find out more about <a href="#">htaccess files</a>.</p>
36	Secure	Add File Monitoring Scan	<p>If a hacker does gain access to your WordPress website, they can make changes to your website that may not be detectable even when you login.</p>



			<ul style="list-style-type: none"> <li>• Install the <a href="#">WP-Malwatch</a> plugin and it will run a nightly scan for hacked files in your WordPress files.</li> <li>• Install the <a href="#">WordPress File Monitor</a> plugin and it will email you when files are added/deleted/changed.</li> </ul> <p>Many of the reports may be false positives, but the information is useful. If you do get hacked, you will be alerted quickly.</p>
37	Secure	Stop Comment Spam	<p>Comment spam is endemic on the internet. Install a plugin to filter the spam comments from the real comments.</p> <ul style="list-style-type: none"> <li>• <a href="#">Akismet</a> is the standard plugin for protecting WordPress comments from spam. You will need a WordPress.com API to use the plugin and it is only free for non-commercial use.</li> <li>• <a href="#">Antispam Bee</a> is a free WordPress antispam plugin that comes highly recommended.</li> </ul> <p>Find out more about the problem of <a href="#">spam in blogs</a>.</p>
38	Secure	Check Comment Settings	<p>The Settings Discussion Screen allows you to set the options concerning comments (also called discussion). You can find this on the Settings-&gt;Discussion menu item. It is here the administrator decides if comments are allowed and what constitutes Comment Spam.</p> <ul style="list-style-type: none"> <li>• You can also install the <a href="#">Subscribe to Comments</a> plugin which allows a commenter(s) to subscribe to e-mail notifications for subsequent comments.</li> <li>• The <a href="#">Thank Me Later</a> plugin will send an email to anybody who comments.</li> </ul> <p>Find out more about the <a href="#">Settings Discussion Screen</a>.</p>
39	Secure	Prevent Brute Force Password Discovery	<p>A brute force attack involves systematically checking all possible passwords until the correct one is found.</p> <p>You can prevent brute force attacks against your WordPress website by installing the <a href="#">Login Lockdown plugin</a>.</p> <p>Find out more about <a href="#">brute force attacks</a>.</p>
40	Secure	Create Backup Plan	<p>There are many different ways to backup your WordPress installation and files. WordPress websites need two separate backup types:</p> <ul style="list-style-type: none"> <li>• On demand backups of your database before upgrades.</li> <li>• Automated, scheduled off-site backups.</li> </ul> <p>These options should be considered:</p> <ul style="list-style-type: none"> <li>• The <a href="#">WP-DB-Backup plugin</a> which will allow you to</li> </ul>

			<p>create instant on demand backups of your database.</p> <ul style="list-style-type: none"> <li>• The <a href="#">BackWPup plugin</a> which can be set to schedule an off-site backup to your FTP account.</li> <li>• The commercial plugin <a href="#">BackupBuddy</a> allows you to schedule off-site backups.</li> <li>• <a href="#">siteautobackup.com</a> offer a commercial fully automated website backup service.</li> </ul> <p>Find out more about <a href="#">WordPress backups</a>.</p>
41	Configure	Plan Site Taxonomy	<p>A site taxonomy is a grouping mechanism for content. There are two default ways to group content in WordPress:</p> <ul style="list-style-type: none"> <li>• Categories which group posts together. Categories can be placed in hierarchies. Think of categories as your site's table of contents. Your categories should help identify what your site is about.</li> <li>• Tags are keywords related to your posts. Tags have no hierarchy. Tags are your site's index words. Your tags allow micro-categorization of your site's content.</li> </ul> <p>You can manage your <a href="#">tags</a> and <a href="#">categories</a> from within WordPress Administration. Most sites will work fine with these taxonomy types.</p> <p>That said, you are not limited to just two types of taxonomy in WordPress. You create <a href="#">custom post types</a> and <a href="#">custom taxonomies</a> to organize your content as you wish i.e., create a job taxonomy for a jobs website or a movie taxonomy for a movie review website.</p> <p>Find out more about <a href="#">taxonomies</a> and <a href="#">custom post types</a>.</p>
42	Configure	Improve 404 Errors	<p>404 errors happen when a page is requested that does not exist.</p> <p>WordPress can handle these errors fine but you can make your 404 pages much better by installing the <a href="#">Smart 404 plugin</a>.</p> <p>This plugin will perform a search of the site using keywords from the requested page and attempt to redirect the user to relevant content.</p>
43	Configure	Configure Related Content	<p>Once your visitors have finished reading one piece of content, it's sometimes a good idea to show them related content.</p> <p>You can do this automatically by installing the <a href="#">Contextual Related Posts plugin</a>. This will display a list of contextually related posts for the current post.</p>
44	Configure	Install Maintenance Plugin	<p>Before you start adding pages or at times while working on your website and not want the general public seeing your unfinished work.</p> <p>Subsequently, you may want to install the <a href="#">WP Maintenance Plugin</a> so that</p>

			<p>your visitors will only see a maintenance page while you finish the setup or whatever work you are doing.</p> <p>If it's content to pages you're working on you'll want to utilize the "Status" options of "Pending Review" or "Draft" on the page(s) you're producing.</p>
45	Configure	Add Contact Page	<p>Adding a contact form plugin such as <a href="#">Fast Secure Contact Form</a> makes adding a contact form very simple. Here are some additional contact forms you may want to consider:</p> <ul style="list-style-type: none"> <li>• <a href="#">Contact Form 7</a></li> <li>• <a href="#">Gravity Forms</a></li> </ul> <p>Install the plugin and create a contact page.</p> <p>NOTE: Be sure to protect your forms with either <a href="#">CAPTCHA</a> or <a href="#">reCAPTCHA</a> if it's not already built into your contact form plugin.</p> <p><a href="#">Learn more</a> about reCAPTCHA and CAPTCHA.</p>
46	Configure	Add Utility Pages	<p>Most websites will have pages for the following:</p> <ul style="list-style-type: none"> <li>• About the website</li> <li>• Privacy policy – there are <a href="#">plugins that can help here</a></li> <li>• Terms and conditions</li> <li>• Disclaimer</li> </ul> <p>These pages can be created with dummy content if needed using the <a href="#">Just Add Lipsum plugin</a> and excluded from menus using the <a href="#">Exclude Pages plugin</a>.</p> <p>Google <a href="#">may require sites using AdSense</a> to have some of these pages.</p>
47	Configure	Add HTML Sitemap	<p>Some website visitors like to be browse a map of the entire site.</p> <p>Install the <a href="#">Atlas HTML Sitemap Generator plugin</a> and it will create a sitemap page for you automatically by using a shortcode (a special code that produces an effect when typed into a WordPress post or page).</p>
48	Configure	Install a WordPress Theme	<p>Installing a WordPress theme is easy, choosing one is much more difficult!</p> <p>The following criteria should be kept in mind when choosing a theme:</p> <ul style="list-style-type: none"> <li>• Will a <a href="#">Free</a> theme or <a href="#">premium</a> theme better do the job?</li> <li>• What number of columns do you need?</li> <li>• Does the theme have widget and menu support?</li> <li>• Do you need <a href="#">AdSense</a> or Ad-serving features or support?</li> <li>• Is a demo available?</li> <li>• Do you need a <a href="#">magazine layout</a>?</li> </ul>

			<ul style="list-style-type: none"> <li>• Is the theme supported with a forum and updated regularly?</li> </ul> <p>For a general needs business website with many customization features and a good number of available sub-themes, you may want to consider the <a href="#">Weaver II</a>, theme. Here are some additional direct links for Weaver II:</p> <ul style="list-style-type: none"> <li>• <a href="http://themes.weavertheme.com">http://themes.weavertheme.com</a></li> <li>• <b>User Contributed Themes:</b> <a href="http://themes.weavertheme.com/contributed/media-demo">http://themes.weavertheme.com/contributed/media-demo</a></li> <li>• There is also a paid <a href="#">Personal and Professional Version</a> with additional features and support.</li> </ul>
49	Configure	Configuring the WordPress Theme	<p>Once installed you must configure your WordPress theme.</p> <p>The following list of options is by no means complete but is a useful start:</p> <ul style="list-style-type: none"> <li>• Edit the theme CSS in the <a href="#">WordPress Theme Editor</a> or create a <a href="#">child theme</a> for your changes.</li> <li>• Upload <a href="#">your logo</a>. Whatever theme you choose may also have specific features and methods for uploading a logo.</li> <li>• Configure your <a href="#">site menus</a>.</li> <li>• Add <a href="#">site widgets</a>. – <a href="#">WordPress.TV</a> has an <a href="#">extensive list of widget how-to videos</a>.</li> <li>• Install the <a href="#">Theme My Login</a> plugin so that your login page is also themed.</li> <li>• For better tools try the <a href="#">Mozilla Firefox browser</a> and install the following add-ons: <a href="#">Web Developer Toolbar</a>, <a href="#">Firebug</a>, <a href="#">MeasureIT</a> and <a href="#">ColorZilla</a>.</li> </ul>
50	Configure	Test WordPress Theme with Sample Content	<p>If you wish to test your theme , you can import the test data supplied at <a href="#">WordPress.org</a> and <a href="#">run through some of the suggested tests</a>.</p> <p>Once you have finished with the test data you can use the <a href="#">Bulk Delete plugin</a> to delete it all.</p>
51	Configure	Add Mobile Support	<p>If you wish to add mobile support for your WordPress website you have many choices of mobile themes. The following plugins may be of benefit although you may want to first check to see if it's really necessary. Many newer developed themes will render fine without installing a plugin for smartphones:</p> <ul style="list-style-type: none"> <li>• <a href="#">WordPress Mobile Pack</a> will give your website a simple mobile theme that will work on most phones.</li> <li>• <a href="#">WPTouch</a> will make your website look well on iPhones and Android smartphones but older phones may not work.</li> <li>• You can also install the <a href="#">iPhone Webclip Manager</a> plugin which will give your website it's own iPhone icon.</li> </ul>

			<ul style="list-style-type: none"> <li>You can test how your site will look by using the <a href="#">mobiReady testing tool</a>.</li> </ul>
52	Connect	Configure Google XML Sitemaps	<p>An XML sitemap is a list of pages of a web site accessible to a search engine. You can install the <a href="#">Google XML Sitemaps plugin</a> will do this for you automatically. This will help your website get indexed more quickly and allow you to see how Google sees your site.</p> <p>Once you have installed and configured your plugin login to <a href="#">Google Webmaster Tools</a> using your Google account created earlier and <a href="#">submit your sitemap</a> after verifying your site with Google.</p> <p>Find out more about <a href="#">sitemaps at Wikipedia</a>.</p>
53	Connect	Configure Google Analytics	<p>Web analytics is the measurement and analysis of website visitor data so that you can Optimize your website. The best free tool for this is <a href="#">Google Analytics</a> which you can sign up for using your Google account.</p> <p>Once you have created the necessary code for your website, you can install the <a href="#">Google Analyticator</a> plugin and add your code.</p> <p>Find out more about <a href="#">web analytics</a>. Or additional <a href="#">analytics at Wordpress.org</a></p>
54	Connect	Install WassUp Realtime Analytics	<p>If you want to see what your visitors are up to in realtime, you can install the <a href="#">WassUp Realtime Analytics</a> plugin.</p> <p>This will give your a simple view of visitor interactions with your website as they browse through. Very useful and fascinating to watch.</p> <p>Please note that this plugin cannot be used with certain caching plugins used to increase performance.</p>
55	Connect	Configure Twitter Integration	<p>Using your email address created earlier, you can create a <a href="#">Twitter</a> account. You should then <a href="#">customise your Twitter profile picture</a> and <a href="#">customise your Twitter page</a> to match your website. Once your Twitter account is setup, the following plugins will integrate Twitter into WordPress:</p> <ul style="list-style-type: none"> <li>The <a href="#">WP to Twitter plugin</a> will post to your Twitter account when you update your WordPress website using your chosen URL shortening service such as <a href="#">bit.ly</a>.</li> <li>The <a href="#">Twitter Widget Pro</a> plugin will add your Twitter feed to a widget that can be displayed on your site.</li> <li>If you want very deep integration between your site and Twitter, then the <a href="#">Simple Twitter Connect</a> set of plugins is for you. This will allow login and commenting using Twitter credentials and auto-linking to Twitter accounts.</li> </ul>
56	Connect	Configure Facebook Integration	<p>Using your email address created earlier, you can now create a <a href="#">Facebook</a> account. Once your account is created, you should customise your profile and <a href="#">add a Facebook page</a> to advertise your website. The following plugins</p>

			<p>can then be used to integrate Facebook into your WordPress website:</p> <ul style="list-style-type: none"> <li>• The simplest integration is to add a Facebook Like button using the <a href="#">Facebook Like</a> plugin.</li> <li>• The <a href="#">Facebook Like Box Widget</a> will display a list of people who liked your website page on your website.</li> <li>• The <a href="#">Facebook Page Publish</a> plugin will publish your posts to your Facebook Wall or Page.</li> <li>• You can use the <a href="#">Facebook Tab Manager</a> plugin to <a href="#">create a Facebook app for your WordPress website</a>.</li> <li>• If you want very deep integration between your site and Facebook, then the <a href="#">Simple Facebook Connect</a> set of plugins is for you. This will allow login and commenting using Facebook credentials and much more Facebook integration.</li> </ul>
57	Connect	Configure LinkedIn Integration	<p><a href="#">LinkedIn</a> is a business-oriented social networking site. If you are in business, it can be useful to link your WordPress Website to your LinkedIn profile. This can be done using the following plugins:</p> <ul style="list-style-type: none"> <li>• The <a href="#">LinkedIn SC</a> plugin will parse your LinkedIn profile and allow you to display it on any page or post using shortcodes.</li> <li>• The <a href="#">LinkedIn Share Button</a> will add a LinkedIn share button to posts and pages, allowing your visitors to share your content with their LinkedIn network.</li> </ul> <p>Find out more about <a href="#">LinkedIn</a>.</p>
58	Connect	Add Social Media Integration	<p>There are many <a href="#">social media WordPress plugins</a> available. Here are some that may be useful:</p> <ul style="list-style-type: none"> <li>• The <a href="#">Social Media Page</a> plugin will add a list of links to your social media profiles on a page or post of your choice.</li> <li>• The <a href="#">Digg Digg All-in-One Social Buttons</a> plugin will integrate popular social buttons into WordPress easily.</li> <li>• The <a href="#">ShareThis</a> plugin allows users to share your content through email and 50+ social networks.</li> <li>• <a href="#">Submit your RSS feed to RSS directories</a> to increase backlinks</li> </ul> <p>Find out more about <a href="#">social media</a>.</p>
59	Connect	Add Mailing List Integration	<p>Using your mailing list provider account setup earlier, you can now add integrate a subscribe box for your mailing list to your WordPress website. The following plugins may help:</p> <ul style="list-style-type: none"> <li>• A simple way to add one or more AWeber email subscription forms to your sidebar is to use the <a href="#">Aweber</a></li> </ul>

			<p><a href="#">integration</a> plugin. Don't forget you can also send your posts automatically to your list by setting up a <a href="#">blog broadcast</a>.</p> <ul style="list-style-type: none"> <li>• The <a href="#">GetResponse Integration</a> plugin allows you to quickly and easily add a signup form for your site.</li> <li>• The <a href="#">MailChimp plugin</a> allows you to quickly and easily add a signup form for your MailChimp list.</li> </ul> <p>Please check with your mailing list provider for more information. Don't forget that you can add an email form to a text widget if no plugin is available.</p>
60	Connect	Configure AdSense and Other Advertising	<p>If you use <a href="#">Google AdSense</a>, you can now integrate your adverts into your website. There are <a href="#">numerous plugins available</a> to help with AdSense if you wish.</p> <p>There are other options for advertising on your WordPress website.</p> <ul style="list-style-type: none"> <li>• The <a href="#">Advertising Manager</a> plugin will allow integration with many advertising networks, including AdSense.</li> <li>• <a href="#">MyADManager</a> will manage 125×125 pixel adverts on your website with automatic activation and deactivation of adverts using PayPal.</li> </ul>
61	Connect	Connect to Web Monitoring Service	<p>Using your the free account with <a href="#">the free website monitoring service mon.itor.us</a> created earlier, you should now add your site to the service so that you uptime can be monitored.</p>
62	Optimize	Configure WordPress SEO	<p>There are many plugins to improve WordPress SEO.</p> <p>The plugins below should provide coverage for most installations.</p> <ul style="list-style-type: none"> <li>• <a href="#">SEO Ultimate</a> – This SEO plugin gives you control over title tags, meta tags and more.</li> <li>• <a href="#">All in One SEO Pack</a>- This plugin automatically Optimizes your WordPress SEO.</li> <li>• <a href="#">SEO Friendly Images – This plugin improves the SEO on your images.</a></li> <li>• <a href="#">SEO Smart Links</a> can automatically link keywords and phrases in your posts and comments with corresponding posts, pages, categories and tags on your website.</li> <li>• The <a href="#">Headspace2 plugin</a> – Advanced SEO for every aspect of your WordPress installation. For advanced users only.</li> </ul> <p>Find out more about <a href="#">SEO</a>.</p>
63	Optimize	Add Popup to Advertise Mailing List or Products	<p>Adding a popup window to your website can increase subscriptions and is a great way to announce new products or services to your visitors.</p> <ul style="list-style-type: none"> <li>• The <a href="#">SlideIn Popup</a> plugin will create a discrete but</li> </ul>



			<p>effective free popup at the base of every page.</p> <ul style="list-style-type: none"> <li>• There are also numerous <a href="#">commercial popup plugins</a> available.</li> </ul>
64	Optimize	Add a New Visitor Greeting	<p>New visitors often appreciate some context and background information about your site.</p> <p>You can offer them a special welcome and invite them to become permanent subscribers using the <a href="#">What Would Seth Godin Plugin Do</a> (WWSGPD).</p> <p>Find out more about <a href="#">the background to this plugin</a>.</p>
65	Optimize	Add Your Sales Pages	<p>Your sales page is where you present your products or services to your customer. A sales page can be added using any theme with some work, but there are several commercial themes that can help with sales pages directly:</p> <ul style="list-style-type: none"> <li>• <a href="http://www.flexsqueeze.com">http://www.flexsqueeze.com</a></li> <li>• <a href="http://www.optimizepress.com/">http://www.optimizepress.com/</a></li> </ul> <p>You should also consider <a href="#">your copy writing skills</a> when designing your sales pages.</p> <p>Find out more about <a href="#">sales pages</a>.</p>
66	Optimize	Integrate Payment or Ecommerce Provider	<p>Now you want to get paid!</p> <p>WordPress makes it extremely easy to integrate your payment processor or ecommerce functionality into your site. There are many plugins available:</p> <ul style="list-style-type: none"> <li>• Integration for <a href="#">Paypal</a>, <a href="#">Google Checkout</a> and other <a href="#">payment providers</a>.</li> <li>• A large choice of <a href="#">shopping carts plugins</a>.</li> <li>• A large choice of <a href="#">ecommerce plugins</a>.</li> </ul> <p>You can also do <a href="#">recurring billing</a>, <a href="#">invoicing</a> and <a href="#">paid membership areas</a> from within WordPress also.</p>
67	Optimize	Cleanup	<p>You may now have multiple unused themes and plugins in your WordPress website.</p> <p>You should now deactivate and delete any unused themes and plugins from your website. Unused themes and plugins which are not updated can be a security risk.</p>
68	Optimize	Increase the Performance of WordPress	<p>You can improve the performance of WordPress using a caching plugin. The most highly recommended one is the <a href="#">W3 Total Cache</a> plugin.</p> <p>This plugin also has transparent content delivery network (CDN) integration which allows your content to be spread across high performance servers to increase performance.</p>

			Find out more about <a href="#">web caching</a> and <a href="#">content delivery networks</a> .
69	Optimize	Test Your WordPress Configuration	<p>Now that your website is almost complete, you should test the WordPress configuration to see if there are any issues:</p> <ul style="list-style-type: none"> <li>• Make a few test posts and make sure that your website passes <a href="#">the suggested tests</a> on the WordPress.org website. This is important to make sure all your plugins work together with your theme.</li> <li>• <a href="#">Validate your HTML/XHTML</a> to make sure it is correct.</li> <li>• <a href="#">Validate your CSS</a> to make sure it is correct.</li> <li>• <a href="#">Check for dead links</a>.</li> <li>• Check the <a href="#">accessibility level</a> of your website. You can add an <a href="#">accessibility plugin</a> if you wish to improve the website.</li> <li>• Check the <a href="#">speed of your website</a> – A slow site can annoy your visitors and impact on your search engine results.</li> </ul>
70	Optimize	Test Your Website Using Different Browsers	<p>It is a good idea to know how your website is displayed to your visitors.</p> <p>If you sign up for the free service at <a href="#">BrowserShots.org</a> which will allow you to test your website in various browsers on different operating systems.</p> <p>You should see how it looks in the following combinations:</p> <ul style="list-style-type: none"> <li>• Internet Explorer / Windows</li> <li>• Firefox / Windows</li> <li>• Firefox / Macintosh</li> <li>• Chrome / Windows</li> <li>• Safari / Macintosh</li> <li>• Firefox / Linux</li> <li>• Opera / Windows</li> </ul>
71	Optimize	Run a Final Security Scan	<p>Running the following plugins may identify security issues that have been missed by any steps so far:</p> <ul style="list-style-type: none"> <li>• The <a href="#">Ultimate Security Checker</a> plugin will find WordPress security issues.</li> <li>• The <a href="#">Threat Scan plugin</a> will find Javascript security problems.</li> </ul> <p>Some of the issues identified will be false positives, but the scan is very useful.</p>
72	Optimize	Add Content and Publicize	Once you have done your <a href="#">keyword research</a> and created <a href="#">your first content</a> then you should let the world know about your new website by creating a <a href="#">press release</a> .