Wordpress without Stress

Start & Launch your site in 2 days or less!

MODULE 4

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Lesson 14

Tasks Before Launching your Wordpress Site

Uncheck the "discourage search engines"

Remember when we first did the set up of WordPress, I had you check this box because we didn't want Google search engine to find your site until it was ready to launch.

Now it's time to let the world know about your beautiful site.

So go to your WordPress dashboard and in the left sidebar, find *Settings -> Reading* and uncheck the box which is all the way at the bottom and **save**.

Change UpdraftPlus settings

Again in your left sidebar, go to *Settings -> UpdraftPlus Backup* and change the schedule to backup weekly and either keep it at 2 copies or change it to one copy if you need space in your Dropbox. **Save**

Add your site to Google Search Console

If you don't already have a Google account, you need to create one…it's free.

To set up your account, go [here to Sign Up for Google](#) and follow the instructions.

Now go to https://www.google.com/webmasters/tools and if you are logged in, you will end up on your Search Console. You need to add your site as a **new property.**

So click on the red button top right, *Add a Property* – in the next window, leave it as website and then add your site URL in full, example: http://wpwithoutstress.com and click add.

If you don't know how to FTP a file (means uploading it using a special software) to your host, then choose **Alternate methods**. Select the *HTML tag* and then copy the meta tag showing in full.

Now go to your WordPress dashboard, under Genesis in the left sidebar, click on *theme settings*, go all the way to the bottom and paste the code you just copied in the **Head Scripts section**, like shown in the picture below. **Save changes.**

Header and Footer Scripts

Header Scripts | `<meta name="google-site-verification" content="SaC_fbekgQry9Uy5NCEHAElwvOmU5oXtroP6trKmEts" />`

Now go back to the Google Search Console page where you got the html code and click the red button **Verify** at the bottom.

You should get an instant response saying *Congratulations, you have successfully verified your ownership of (your site name)* – press continue.

On the next page, in the **Sitemaps** section, click on the **>>** and then the red button **add/test Sitemap**.

Enter sitemap_index.xml into the text box that appears and submit.

Google will start crawling your site.

Your blog is now ready for you to do the following:

- Write your Contact and About Pages if not done yet.

- Write 2 - 3 blog posts

- Create images for each post, as well as a long one for Pinterest

CONGRATULATIONS! YOU MADE IT

You now have a great functional and mobile friendly website, which is the foundation for your business to attract traffic and eventually make money with it.

Still Need Help?

We can work together to make it happen

[Learn More](#)

Tasks you can do after launch

- Set up an email ending with your site's URL, example: name@yourdomain.com (you can find tutorials online)

- Connect that new email address to a gmail account (again do a search for tutorials)

- Set up your email subscription forms using [mailerlite.com](#) **s**o that you can build your email list

Promote your site

- Set up a Facebook page for your new site

- If you don't have a Pinterest business account, it's time to set it

- Join Facebook groups relating to your niche

- Join Pinterest groups relating to your niche

- Set up a marketing strategy for Social Medias

A few resources to help you along the way

Social Media

http://innersocialmedianess.com/facebook-groups-for-bloggers-creatives-and-digital-entrepreneurs/

Graphics & Images

http://ivorymix.com/

https://pixabay.com/

https://canva.com

Email

http://www.mailerlite.com/a/o7lt2ahcdm

http://meerakothand.com/

Follow Me

https://www.pinterest.com/lise_galipeau

https://www.facebook.com/galidesigns/

I hope this course was helpful and I please let me know if I missed anything or something was not clear for you.

And I would love to hear from you with a link to your site once it's live or once you have made changes.

You can do so by going to my form here.

GOOD LUCK!

Lise