

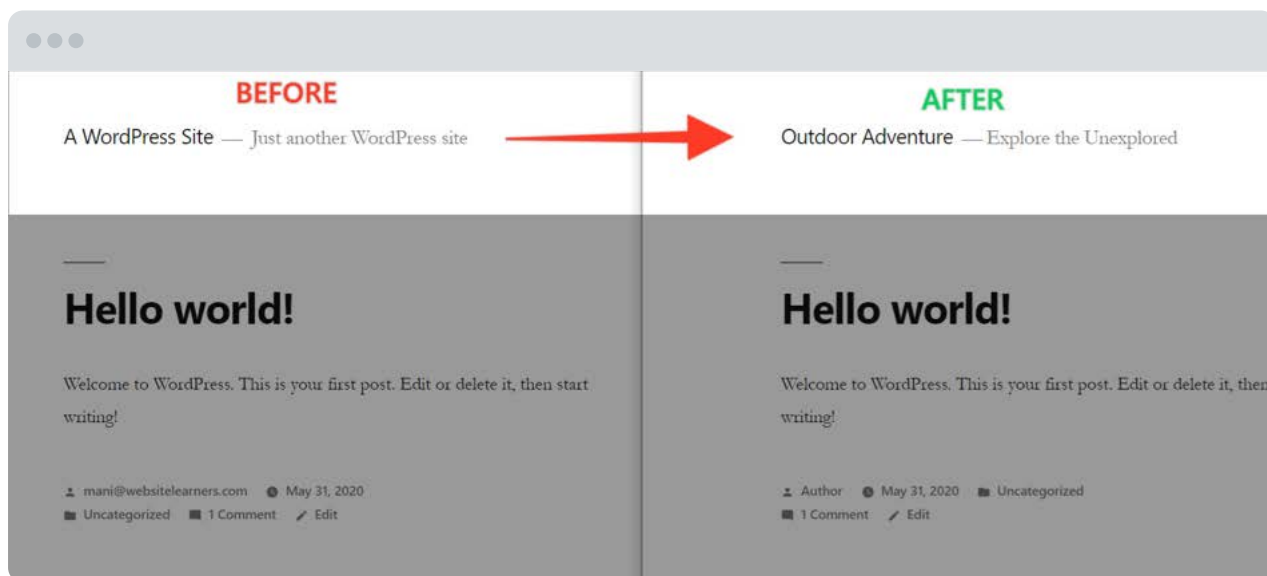
# 7 MUST-DO THINGS AFTER LAUNCHING YOUR

WORDPRESS WEBSITE



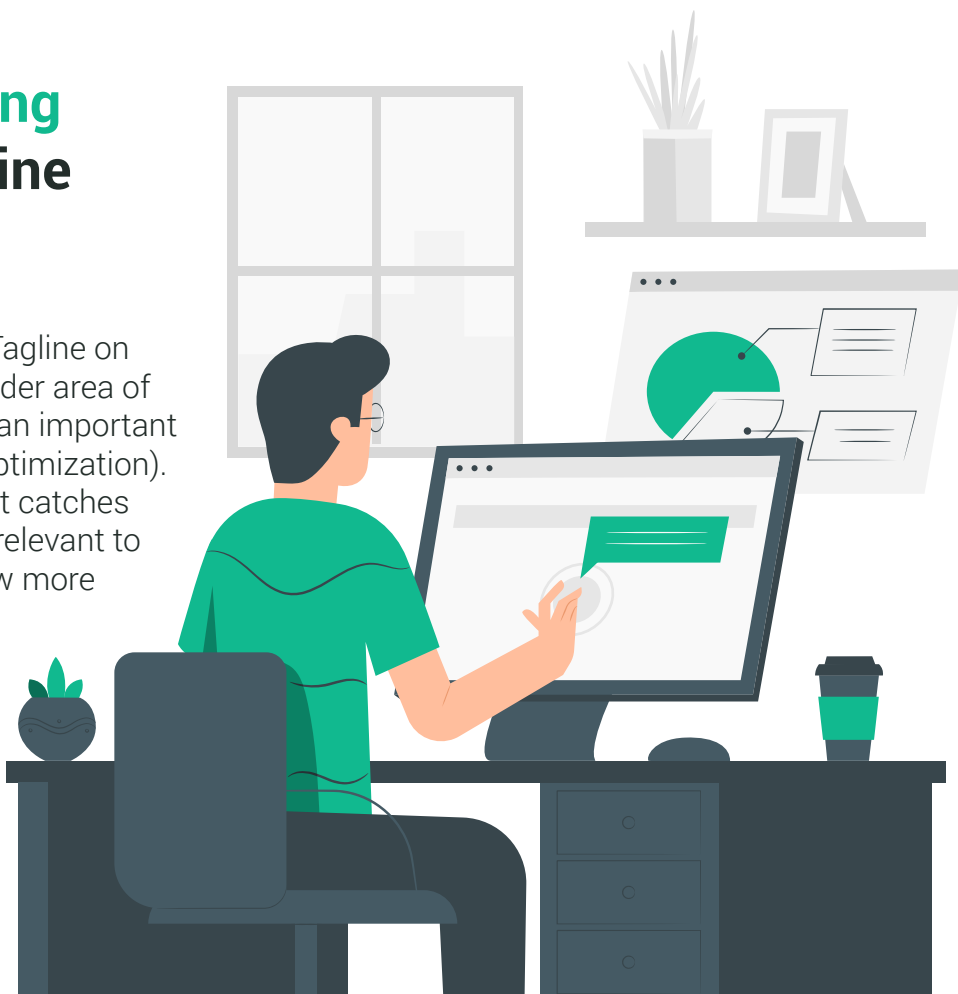
# 1

# CHANGE WORDPRESS Site Title & Tagline



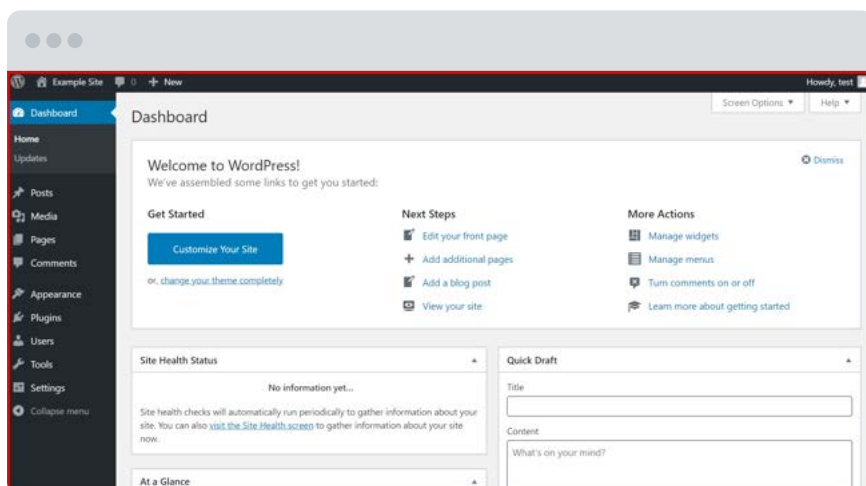
## Benefits of adding Site Title & Tagline in WordPress

Changing the Site Title and Tagline on WordPress, changes the header area of your website and also plays an important role in SEO (search engine optimization). Having a title and tagline that catches readers attention and being relevant to your site will help you to draw more visitors to your website.

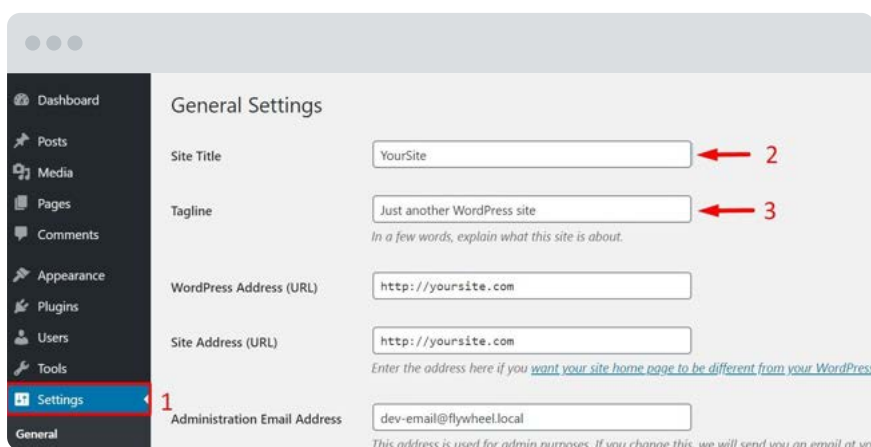




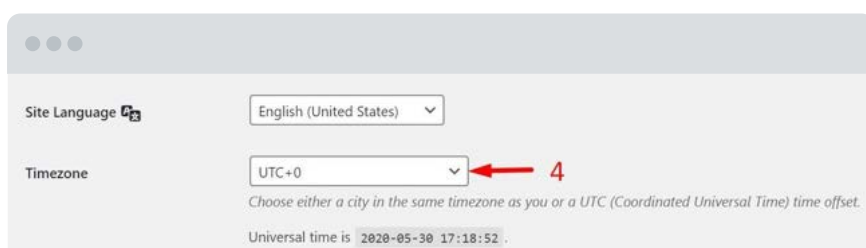
## How to change Site Title, Tagline & Timezone?



**Step 1**  
Go to your WordPress **dashboard**

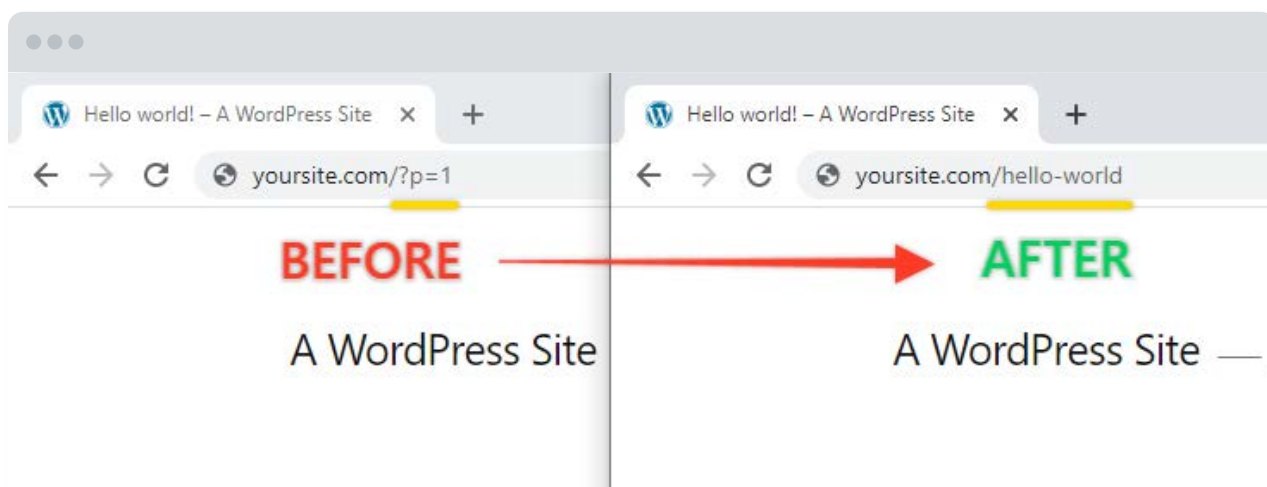


**Step 2**  
Go to **Settings** and within the **General option**, change or edit both your **site title** and WordPress **tagline**.

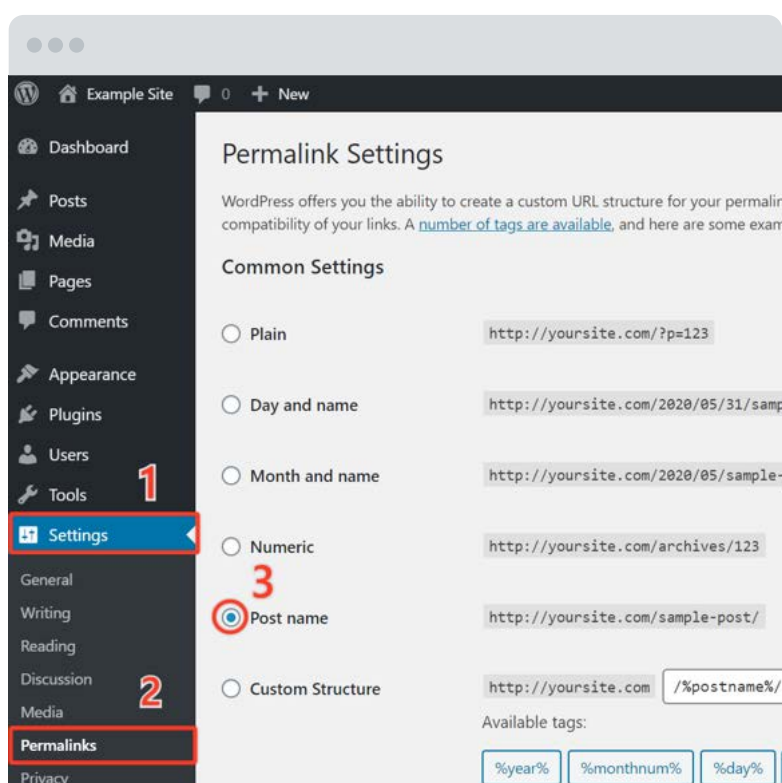


**Scroll down**

- to change the Timezone.
- click **Save**.



*This will change your link from a generic serial number to a more user friendly & readable link, which is also good for ranking on google.*



### Step 1

Go to your WordPress **Dashboard**, click **Settings** and then click **Permalinks**. The Permalink Settings page appears.

### Step 2

Under **Common Settings**, select the permalink structure that you want to use for your pages and posts. Here we prefer Post name.

### Step 3

Click **Save Changes**. WordPress updates the URLs for your posts and pages immediately.

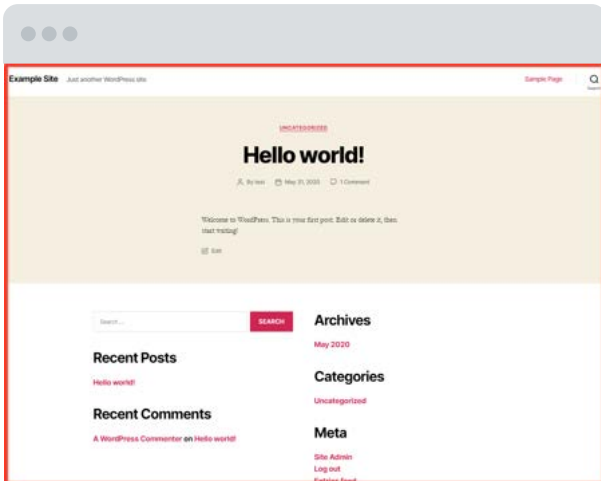
## 3

# CLEAN UP WORDPRESS

Remove Sample pages & posts, Delete Unused Default Themes, Plugins & Widgets



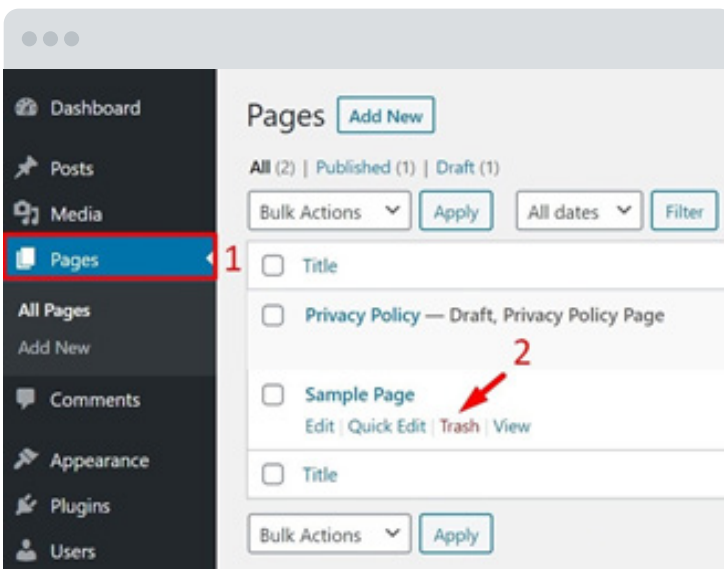
## BEFORE



## AFTER



By default wordpress has a lot of dummy content. To keep everything clean & tidy, this can be removed before adding your own content.



### Step 1

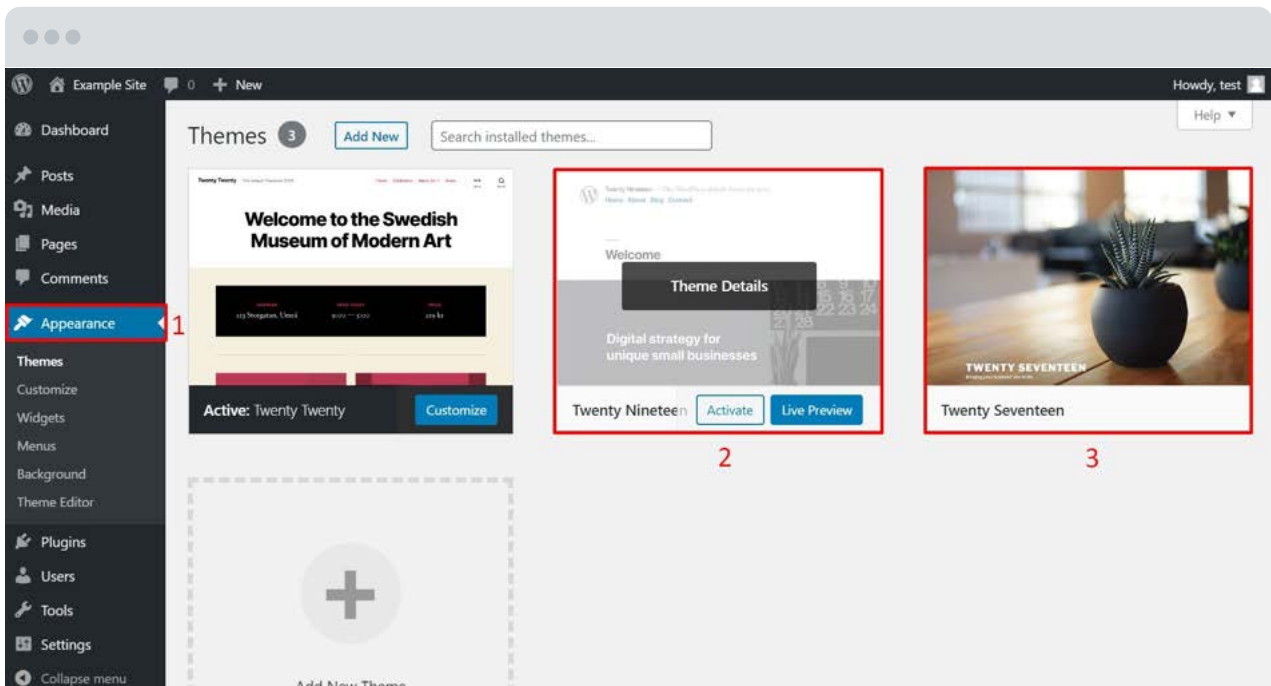
Go to your WordPress **Dashboard**, and click on **All Pages**.

### Step 2

Hover your mouse on the **Sample page** and the **Trash** option will appear. Click it to remove the page.

### Step 3

Now do the same with the sample post by pointing your mouse on **Posts** in the menu and then choosing on **All Posts**.



## ○ Step 4

Under **Dashboard**, click on **Appearance** and then **Themes**.

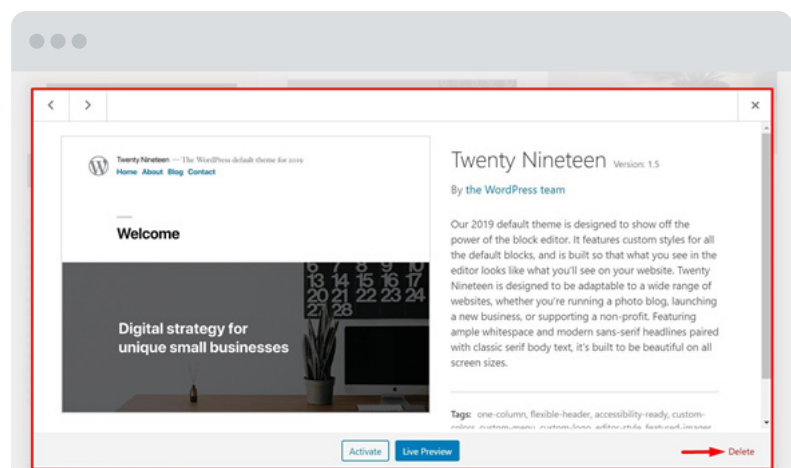
**Note:** Make sure the theme you want to remove is not your current Active theme. (If it is, then make another theme active.)

## ○ Step 5

Hover over it and click the **black rectangle** labeled **Theme Details** to select it.

## ○ Step 6

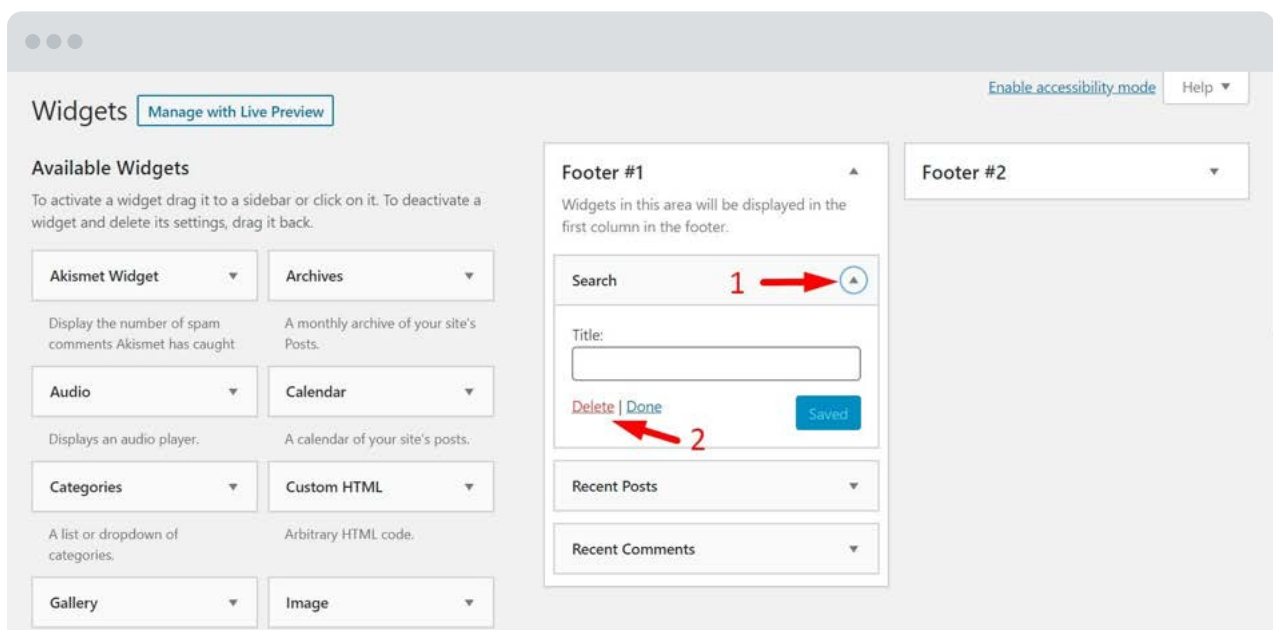
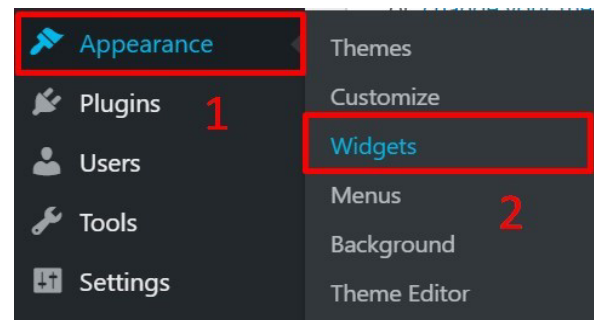
Now you can see the theme details, and at the bottom-right corner is the **Delete** label. Click **Delete** to remove the theme from your WordPress site.



Select OK.

## ○ Step 7

Under **Dashboard**, click on **Appearance** and then **Widgets**.



## ○ Step 8

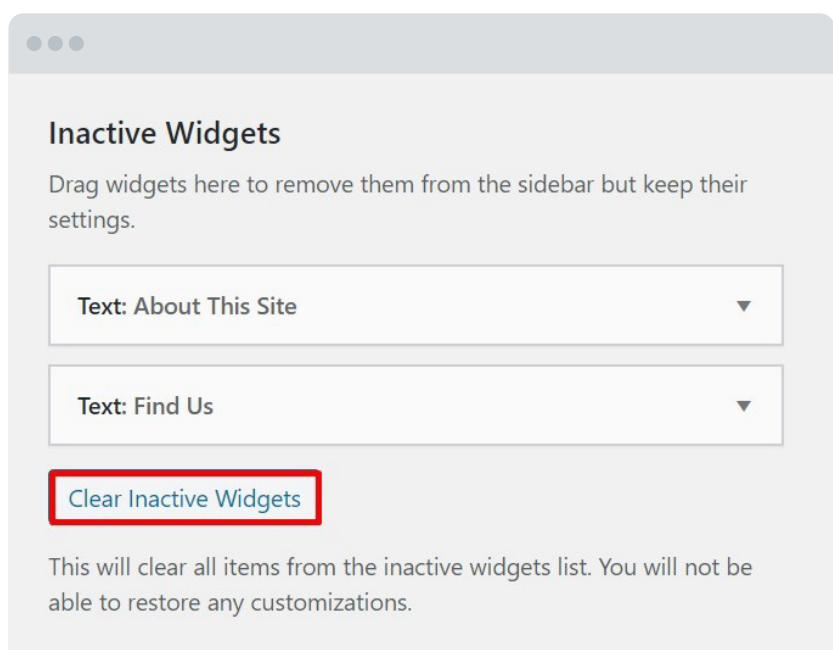
Under **Footer #1**, Expand the **Search** drop down box.

## ○ Step 9

Click **Delete**. Do the same process for the remaining **Widgets**.

## ○ Step 10

Under **Inactive Widgets**, click **Clear Inactive Widgets**.





4

# SEE YOUR WEBSITE TRAFFIC

## by Installing Google Analytics On Wordpress (Google Site kit plugin)



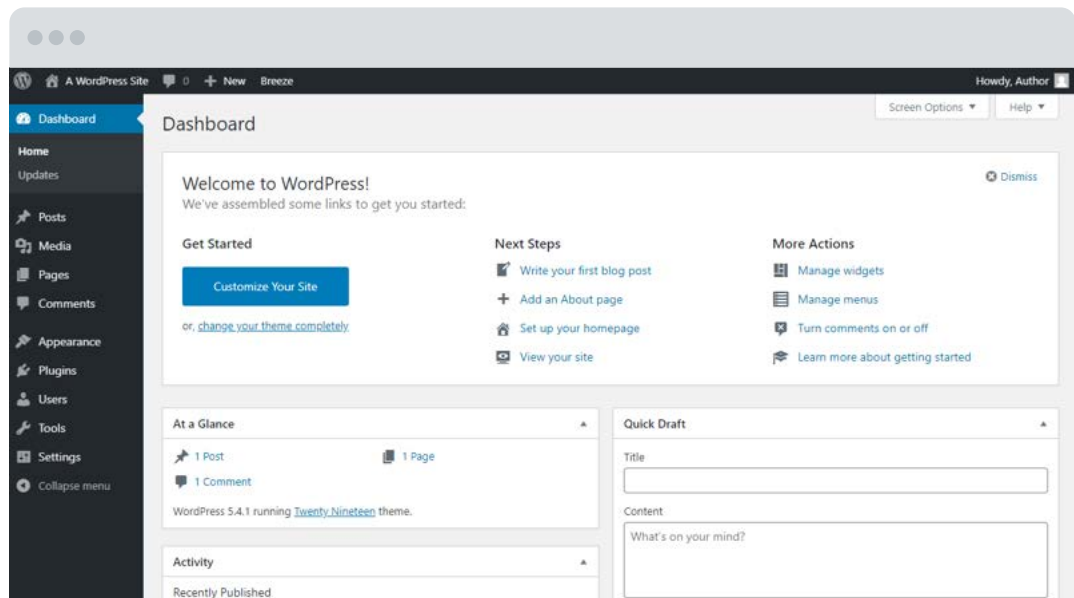
Please watch our recent video on

# YOUTUBE

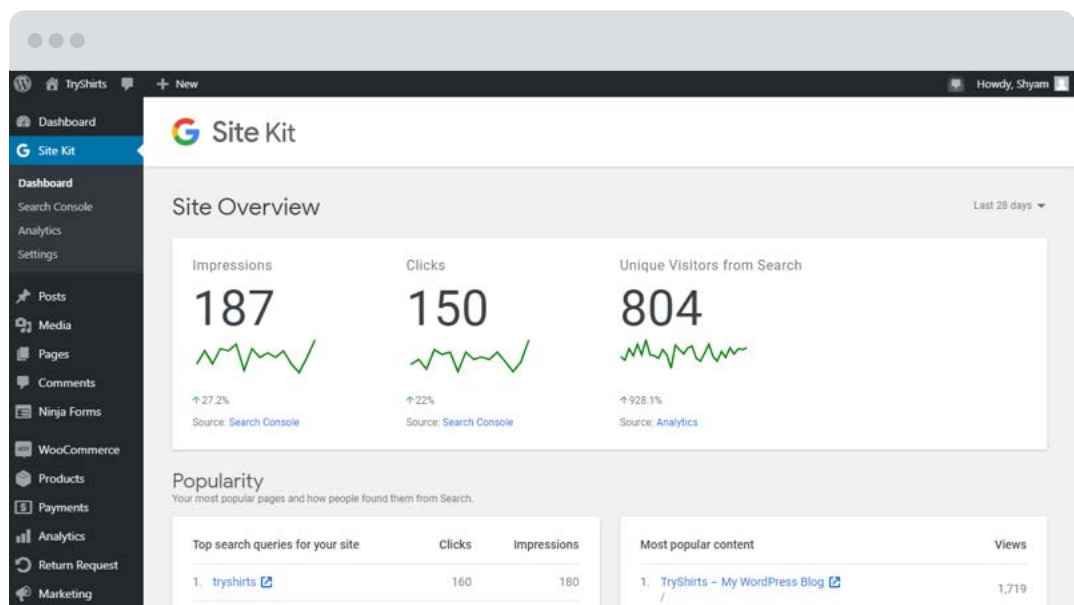
## HOW TO INSTALL GOOGLE ANALYTICS ON WORDPRESS



### BEFORE



### AFTER





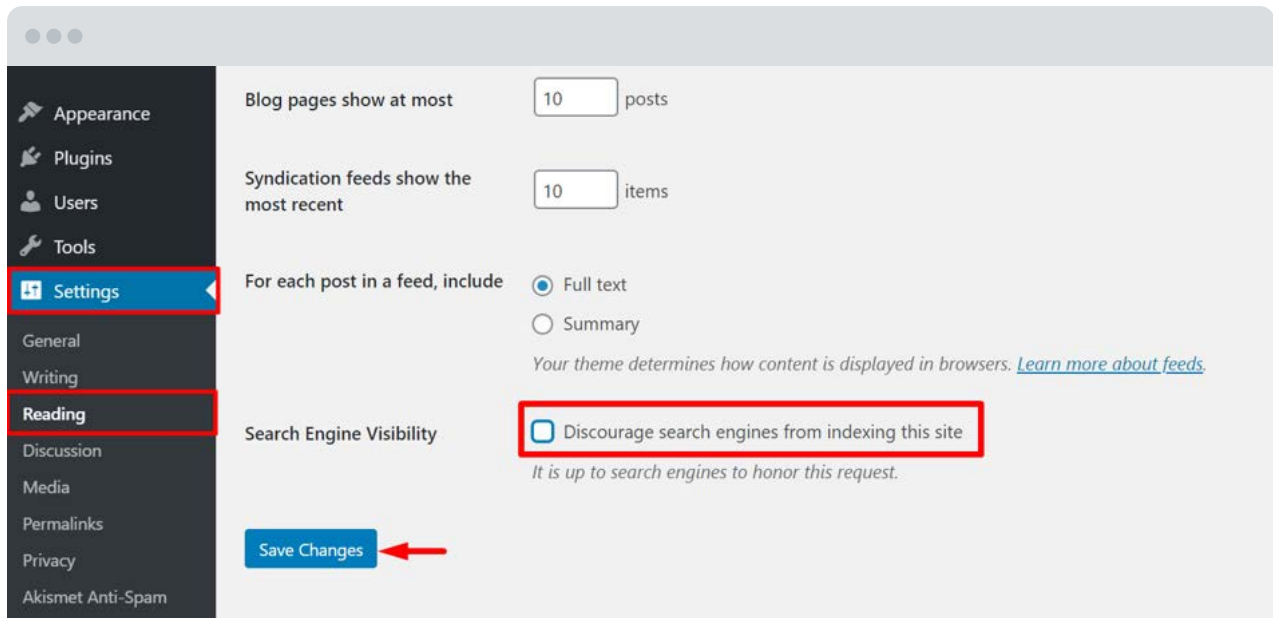
## 5

# SEARCH ENGINE VISIBILITY IN WORDPRESS



## Step 1

Go to your WordPress **Dashboard**, click **Settings** and then **Reading**.



## Step 2

Go to the **Search Engine Visibility** option and there you'll see the WP search engine visibility checkbox. **(Make sure you're visible to search engines) by unchecking it.**



## 6

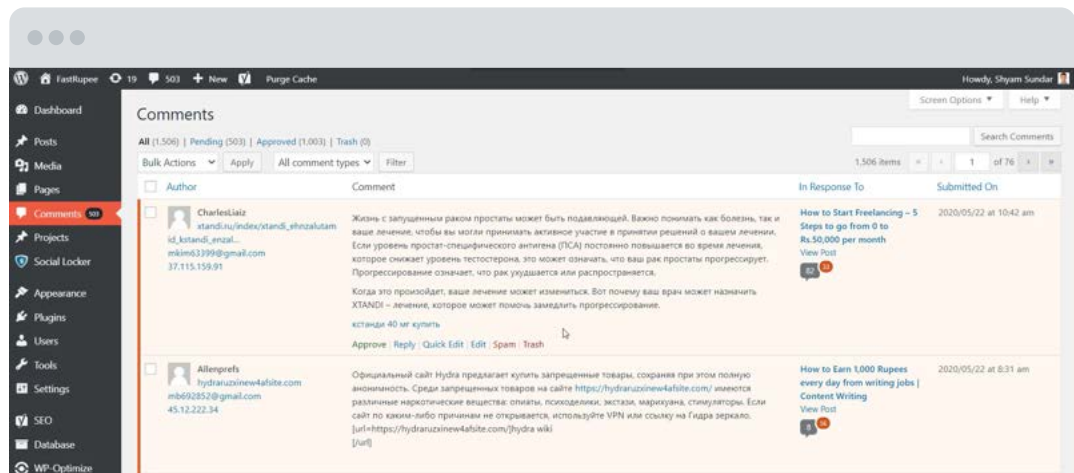
# INSTALL ANTI-SPAM PLUGIN



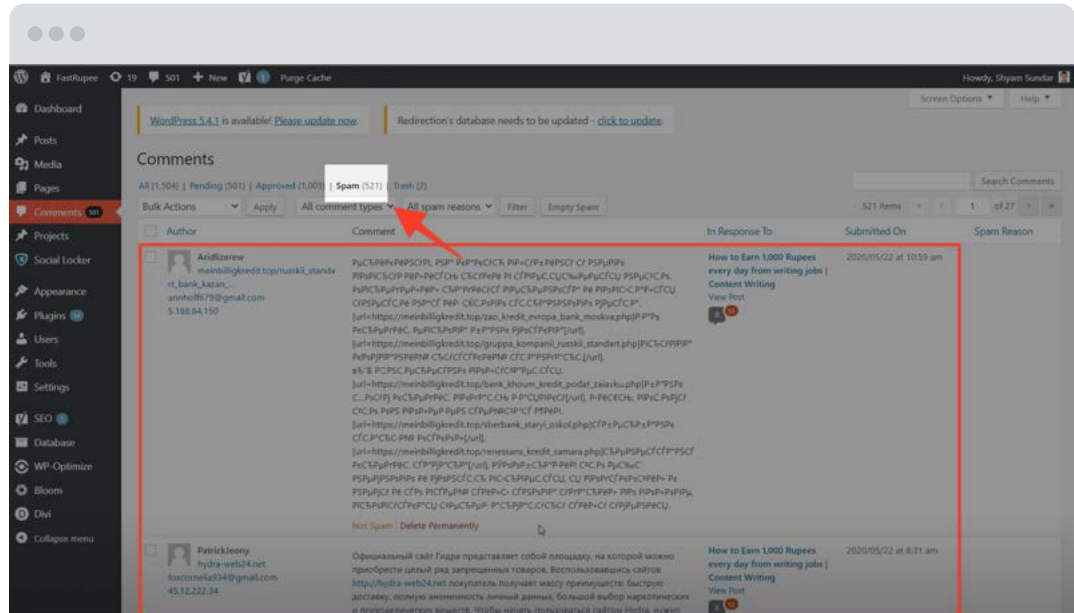
## What is Akismet plugin?

It is a Anti-Spam plugin to remove spam and stop it from showing up on your page. It filters all incoming messages and eliminates the ones that contain spammy words.

## BEFORE



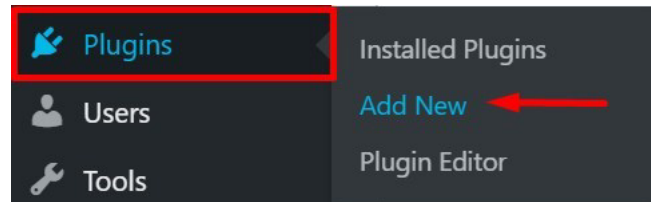
## AFTER



# How to Setup Akismet

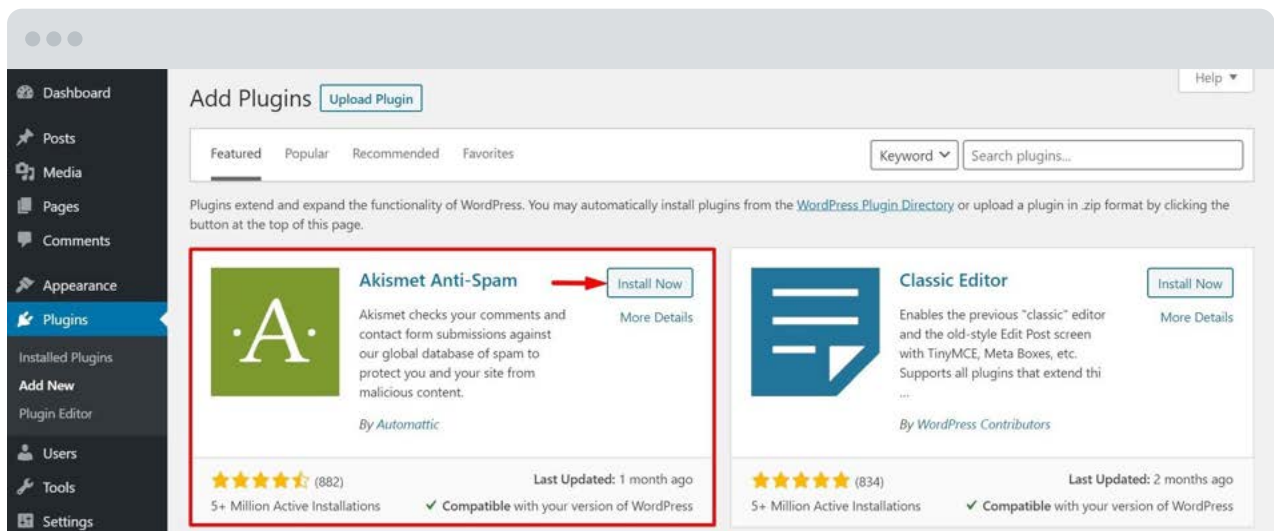
## Step 1

Go to your WordPress **Dashboard** and click **Plugins** menu



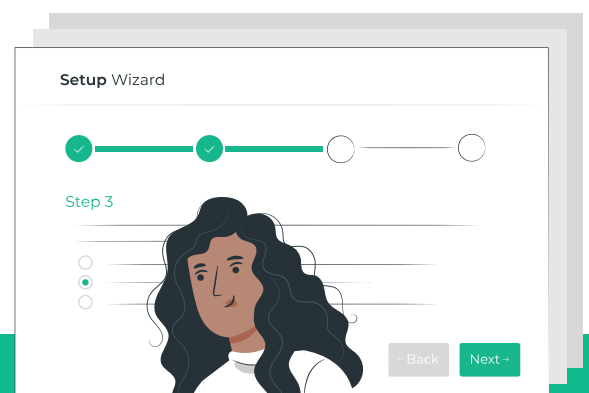
## Step 2

Select **Add New** and type 'Akismet Anti-Spam' on the search bar.



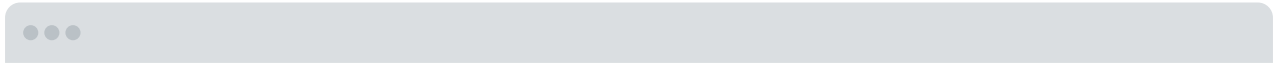
## Step 3

Click on **Install Now**, then click **Activate**.



## ○ Step 4

Set up your Akismet account.




The most powerful anti-spam plugin for WordPress.



## ○ Step 5

Choose a plan.

Simple, Affordable Pricing

PERSONAL	PLUS	ENTERPRISE
<b>Name Your Price</b> Help us fight spam.	<b>\$5</b> Per month, per site	<b>\$50</b> Per month, unlimited sites
Spam protection for personal sites and blogs.	Spam protection for professional or commercial sites and blogs.	Bulletproof spam protection for large networks or multisite installations.
 <b>Get Personal</b>	<b>Get Plus</b>	<b>Get Enterprise</b>
Spam protection	Spam protection	Spam protection
<del>Supports commercial sites</del>	Supports commercial sites	Supports commercial sites
<del>Advanced stats</del>	Advanced stats	Advanced stats
<del>Priority support</del>	Priority support	Priority support



## Step 6

Fill your credentials and click “**Continue with personal subscription**”.

Your Email Address

NON-COMMERCIAL LICENSE

First Name

Last Name

Personal Site URL, where you will use Akismet:

<http://yoursite.com>

Please verify by checking each box:

- ☒ I don't have ads on my site
- ☒ I don't sell products/services on my site
- ☒ I don't promote a business on my site

If your site doesn't meet these qualifications, [choose one of our commercial plans.](#)

**CONTINUE WITH PERSONAL SUBSCRIPTION**

## Step 7

Verify your Email address:

Check your email

We sent you a temporary code to verify your email address. Check the code and enter the code below.

Paste the confirmation code

**Continue**

[Can't find the email? Resend it.](#)

## Step 8

Follow the remaining steps from the screenshot



## Signup Complete

We've sent you an email containing your API key, or you can [log in to view it in your Akismet dashboard.](#)

What's the next step?

1. In your WordPress dashboard, open the Akismet settings. This page can be found by visiting the **Plugins** page and clicking on the **Settings** link in the Akismet plugin section.

<input type="checkbox"/> Plugin	Description
<input type="checkbox"/> <b>Akismet Anti-Spam</b> <b>Settings</b> Deactivate	Used by millions, Akismet is quite possibly the started, just go to <a href="#">your Akismet Settings page</a> Version 4.1.4   By Automattic   <a href="#">View details</a>

2. Click on **Manually enter an API key**.
3. Copy the API key from the email we sent you and paste it into the text field.
4. Click the button labeled **Connect with API key**.

Still need help?

If you are having trouble, [contact our support team](#). We're happy to help!



Please watch our recent video on

## YOUTUBE

### HOW TO BACKUP YOUR WORDPRESS WEBSITE



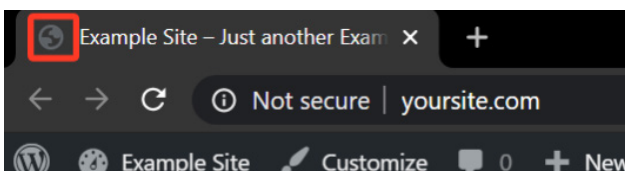
## BONUS 1

### Upload a Favicon “favorite icon”

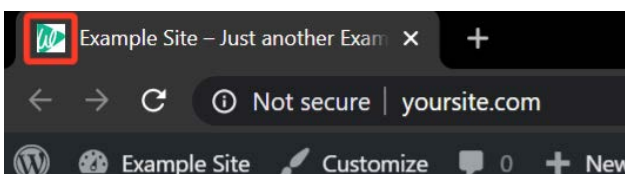
#### ○ What is Favicon?

**Favicon** or **Site Icon** is the tiny image that appears next to your website title in the browser. It helps your users identify your website and more frequent visitors of your site will build an instant recognition for that tiny image. The following steps help you to enable it easily.

#### BEFORE



#### AFTER



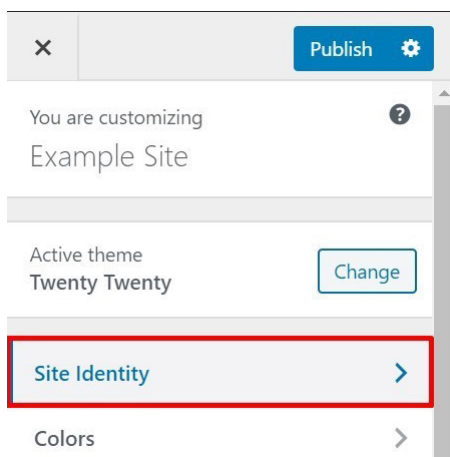
## How to add it?

### ○ Step 1

Go to your WordPress **Dashboard** and go to the **Appearance** menu and click **Customize**.

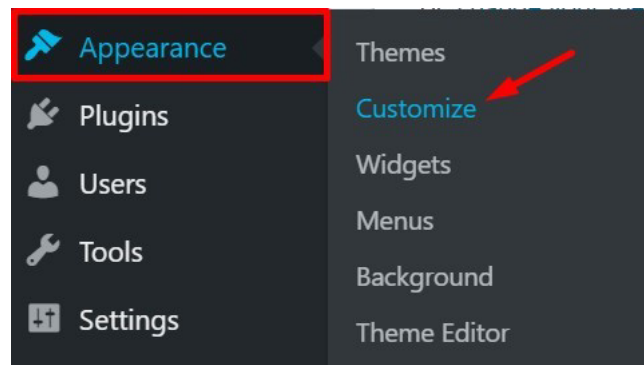
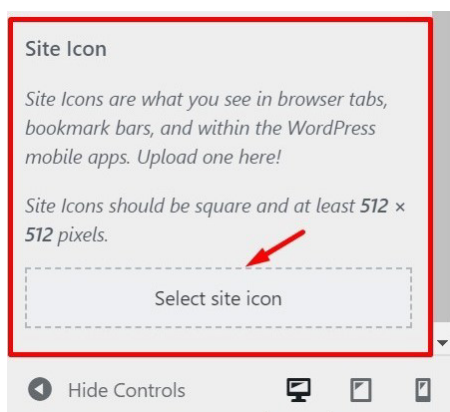
### ○ Step 2

Go to **Site identity**.



### ○ Step 3

Simply click on the **select file** button and then upload the image you want to use as a site icon.



### ○ Step 4

After adding the **Site icon**, click **Publish**.

And that's it, you have uploaded the **Favicon** on your WordPress website.



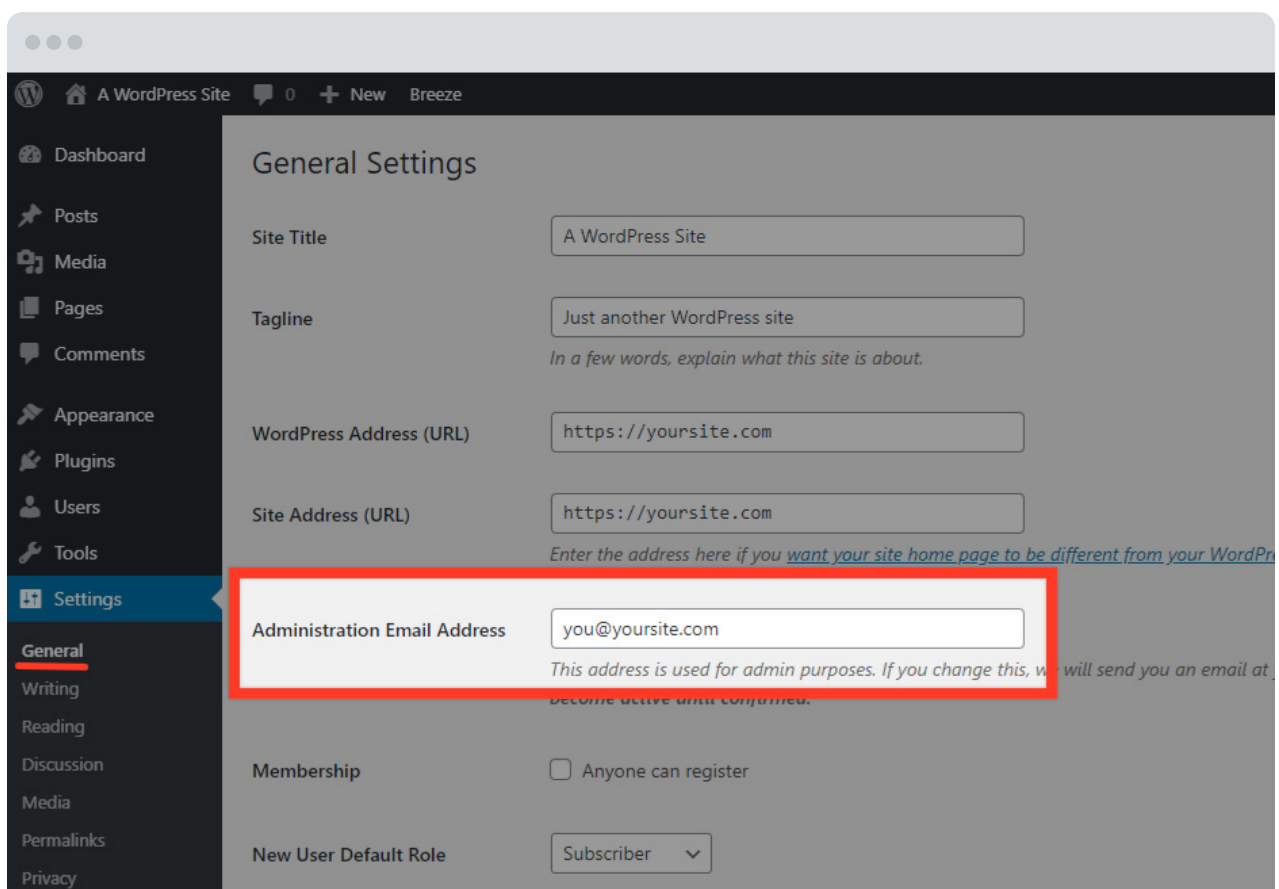


## BONUS 2

### Ensure your Admin Email is correct.

This email is very important to receiving password reset links & other important mails about your wordpress site.

So ensure it is correct.



The screenshot shows the WordPress dashboard with the 'General Settings' page open. The left sidebar contains a menu with 'Settings' highlighted. Under 'Settings', 'General' is selected. The main content area shows various site settings. The 'Administration Email Address' field, which contains 'you@yoursite.com', is highlighted with a red rectangular box. Below this field, a note states: 'This address is used for admin purposes. If you change this, we will send you an email at the new address to become active and confirmed.'

WordPress Dashboard - A WordPress Site

General Settings

Site Title: A WordPress Site

Tagline: Just another WordPress site  
*In a few words, explain what this site is about.*

WordPress Address (URL): https://yoursite.com

Site Address (URL): https://yoursite.com  
*Enter the address here if you want your site home page to be different from your WordPress address.*

**Administration Email Address: you@yoursite.com**  
*This address is used for admin purposes. If you change this, we will send you an email at the new address to become active and confirmed.*

Membership: ☐ Anyone can register

New User Default Role: Subscriber



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# YOUTUBE

## HOW TO CREATE A BUSINESS EMAIL



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