

7 MUST-DO THINGS AFTER LAUNCHING YOUR

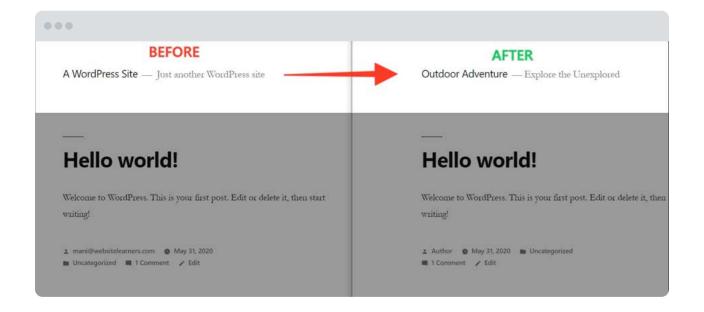
WORDPRESS WEBSITE





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. . . .



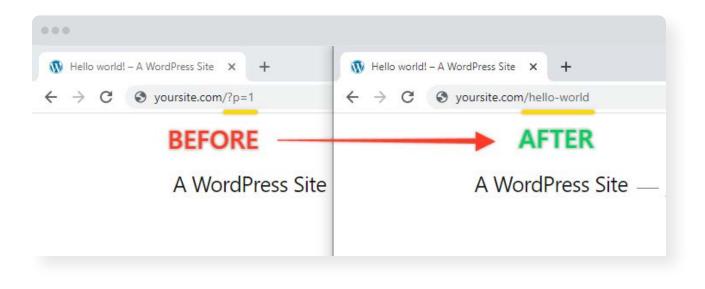
How to change Site Title, Tagline & Timezone?

					Q	Step 1
Home Lipidatis Q1 Madia Pages Comments P Appearance P Plugins Lisers JS Settings Q Calilpoer menu	two bashboard Welcome to WordPress! We've assembled some links to get you star Get Started Customize Your Site or. charge you: theme completely Site Health Status No information yet Site health checks will automatically no periodoully to afe You can also you the Site Mealth spreae to gather is now. At a Glance	Next Steps Edit your front p Add addininal p Add a blog post View your site ather information about your		MoreActions * Help * More Actions Manage widgets Manage widgets Manage merus Turi comments on or off * Actions *		Go to your WordPress dashboard
Dashboard Dashboard Posts Posts Posts Pages Comments Appearance Plugins Users Tools Settings General	General Settings Site Title Tagline WordPress Address (URL) Site Address (URL) Site Address (URL)	dev-email@flywhee	n what this site is abo com com if you <u>want your site</u> Llocal			Step 2 Go to Settings and within the General option, change or edit both your site title and WordPress tagline.
Site Language G	UTC+0 Choose either a ci	~		(Coordinated Universal Time) time offset.	ļ	 Scroll down to change the Timezone. click Save.



MAKE WORDPRESS PermaLinks User-Readable





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.

🚯 🏠 Example Site	🛡 0 🕂 New	
Dashboard	Permalink Setting	s
✤ Posts ♀ Media		y to create a custom URL structure for your permalin umber of tags are available, and here are some exam
📕 Pages	Common Settings	
Comments	O Plain	http://yoursite.com/?p=123
🔊 Appearance		
🖌 Plugins	O Day and name	http://yoursite.com/2020/05/31/samp
👗 Users 🎤 Tools 🛛 🚺	O Month and name	http://yoursite.com/2020/05/sample-
👫 Settings 🔹	O Numeric	http://yoursite.com/archives/123
General	_ 3	
Writing	Post name	http://yoursite.com/sample-post/
Reading Discussion 2 Media	O Custom Structure	<pre>http://yoursite.com /%postname%/ Available tags:</pre>
Permalinks		
Privacy		%year% %monthnum% %day%

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.

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

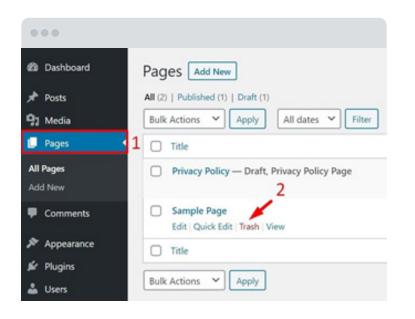


BEFORE

3

entole Ste Just scotter Versifines de		•••	
anipe Site Aut some Hodhess die	Gampin Page Q	A WordPress Site Just another WordPress site	Search
	IIO world!		p
Videoret ti Videoret ti Stat vetagi ili se	Thai is your first poor. Saft or defense it, then,	Like to many before you, you have a great appides boaring in your boarin, and you have a space have to being a stud of of a pool- poonautio for desires. And like how to how port of they were componented to forein, And like how to how port of they for appi- ent processing to desire and even of the tops. While some will advise to have a device and arriver of second some you do not append to have a device and arrivers of second some you do not append to have a device and arrivers of second some you do not append to have a device and arrivers of second some you do not append to have a device and arrivers of second some you do not append to have a device and arrivers of second some you do not append to have a device and a second some you do not append to have a device and a second some you do not append to have a device a second some you do not append to have a device a second some you do not append to have a device a second some you do not append to have a device a second some you do not append to have a device a second some you do not append to have a device a second some you do not append to have a device a second some you do not append to have a device a device a second some you do not append to have a device a second some you do not append to have a device a device a second some you do not append to have a device	
Recent Posts	May 2020	you dur aink is two king Tumes aur tonso of app to haliding programs our there that create helps round and your strains as addred, but the simple tout is with source plausing and methodical work on your part, the parsent field's sample. We're comes up with a share-gast gained with you discough the	cia.
Helio work! Recent Comments	Categories Unaffighted Meta	we recome up was a surry part given to sea a surry or more part support profiling from your big don. Let start at the beginning-	
A WardPress Commenter en Hello worldf	Meta Site Admin Log out	© 2020 A WordPress Site Provend by WordPress	To the top #

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



O Step 1

AFTER

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

O Step 2

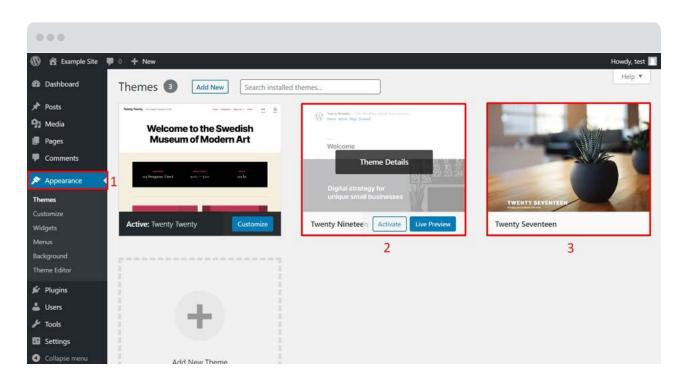
Hover your mouse on the **Sample page** and the **Trash** option will appear. Click it to remove the page.

O 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**.







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

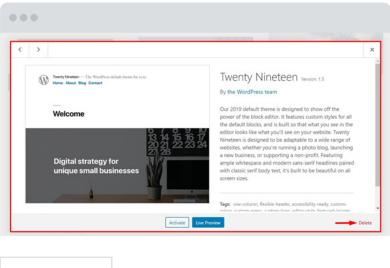
Note: Make sure the theme you want to remove is not your current Active theme. (If it is, then make another theme active.)

O Step 5

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

O 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.

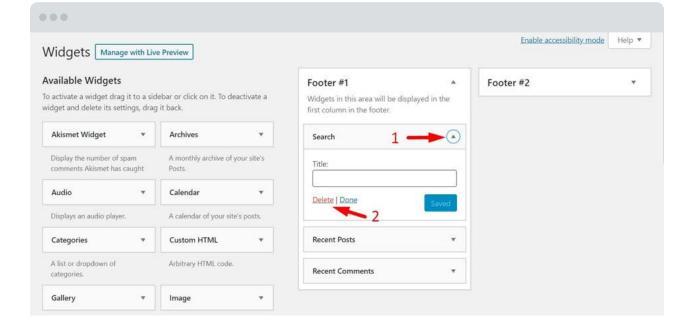






Under **Dashboard**, click on **Appearance** and then **Widgets**.

🔊 Appearance 🛛 🗸	Themes
🖌 Plugins 🚹	Customize
Lusers	Widgets
🖉 Tools	Menus 🤈
	Background
🖬 Settings	Theme Editor



O Step 8

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

O Step 9

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

O Step 10

Under Inactive Widgets, click Clear Inactive Widgets.

...

Inactive Widgets

Drag widgets here to remove them from the sidebar but keep their settings.

Text: About This Site	•
Text: Find Us	▼
Clear Inactive Widgets	

This will clear all items from the inactive widgets list. You will not be able to restore any customizations.



SEE YOUR WEBSITE TRAFFIC

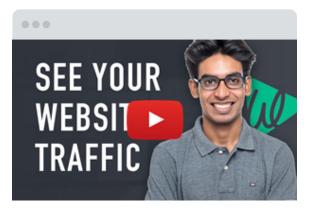


by Installing Google Analytics On Wordpress (Google Site kit plugin)

Please watch our recent video on

YOUTUBE

HOW TO INSTALL GOOGLE ANALYTICS ON WORDPRESS



BEFORE						
	🛞 👩 A WordPress Site	e 🏴 0 🕂 New Breeze				Howdy, Author 📃
	2 Dashboard	Dashboard			Screen Options	• Help •
	Home Updates	Welcome to WordPre We've assembled some link				C Dismiss
	97 Media	Get Started	Next Steps		More Actions	
	📕 Pages	Customize Your Site	Write your fi	rst blog post	Manage widgets	
	P Comments		+ Add an Abou		Manage menus	
	Appearance	or, change your theme completel			Turn comments on or off	
	🖉 Plugins		View your sit	te	Learn more about getting started	
	👗 Users	At a Glance		Quick Draft		
	🖾 Settings	🖈 1 Post	📕 1 Page	Title		
	Collapse menu	P 1 Comment				
		WordPress 5.4.1 running Twenty Nit	neteen theme.	Content		
		Activity		What's on your mind?		
		Recently Published				
AFTER						
	🛞 🐴 TryShirts 🛡	+ New				Howdy, Shyam 📃
	Dashboard G Site Kit	G Site Kit				
	Dashboard Search Console Analytics	Site Overview				Last 28 days 🔻
	Settings	Impressions	Clicks	Unique Visitors from	Search	
	📌 Posts	187	150	801		
	ີ່ 9ງ Media	107	150	004		
	📕 Pages	m	m	mm		
	Comments	↑27.2%	↑22%	1928.1%		
	🔄 Ninja Forms	Source: Search Console	Source: Search Console	Source; Analytics		
	WooCommerce					
	Products	Popularity				

Clicks

160

Impressions

180

Most popular content

1. TryShirts – My WordPress Blog 🖸

Top search queries for your site

1. tryshirts 🖸

Views

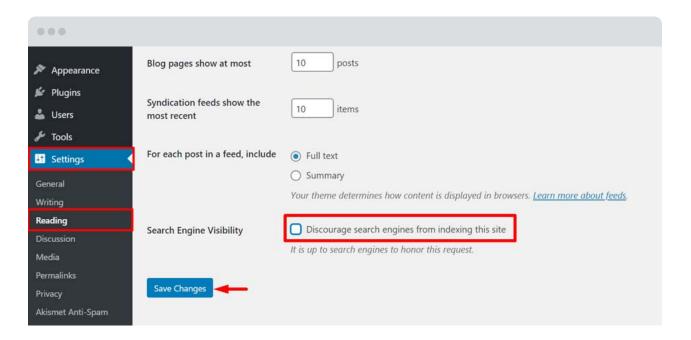
1,719



SEARCH ENGINE VISIBILITY IN WORDPRESS

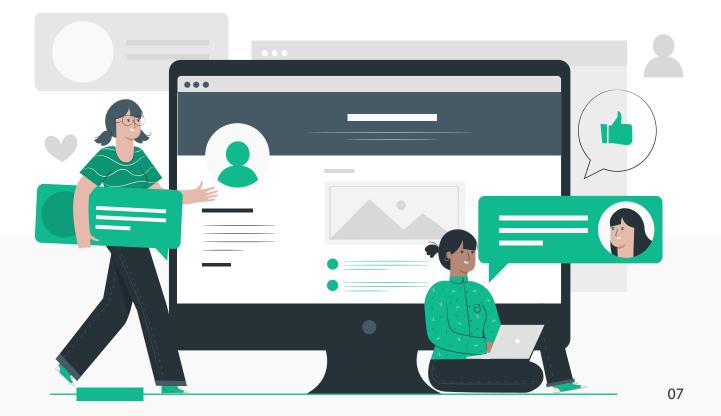
O Step 1

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



O 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.







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

🔞 🛱 FastRupee O	19 🛡 503 🕂 New 🚺 Purge Cache			Howdy, Shyam Sundar 🙎
🙆 Dashboard	Comments		S	treen Options * Help *
🖈 Posts	All (1.506) Pending (503) Approved (1.003) T	ash (0)		Search Comments
😗 Media	Bulk Actions 👻 Apply All comment to	pes 🗸 Filter	1,506 items =	4 1 of 76 4 9
📕 Pages	Author	Comment	In Response To	Submitted On
 Comments (1) Projects Social Locker 	CharlesLaiz stands.tu/index/stands.ehezalutam id_kstands.enzal mkim533098gmail.com 37.115.159.91	Жоль с запушенных раком простать может быть подакляющей. Вакою поничать как болезнь, так и ваше, личение, чтобы вы изглаг принимать актовное участие в принитие решений о вашем илечник, Согли уроевня проста-плацифическая алитека (КСА постояния повышество в ореан личения, которое оникает уроевня техостярова, это кожет овличать, что выш рак простать прогресорует, Прортесторовые сининат, что раку улищется ими ракоространетах.	How to Start Freelancing – 5 Steps to go from 0 to Rs.50,000 per month View Post	2020/05/22 at 10:42 am
 Appearance Plugins Users 		Котда и произодант, вшие лечение кожет клиенитыск. Вот почему вши врач может назначить ХТАНОГ - леченик, которое кожет позно-в закадать прогрессирование. «Специа 40 от кретить Сарточи Пербу СасКС Edit (Edit Spam) Trash		
 ✔ tools ☑ Settings ☑ SEO ☑ Database ☑ WP-Optimize 	Altenprefs hydrauxinew4altite.com mb902520g gmail.com 45.12.222.34	Официальный сайт Нудба предлагает сульть запрещенные товары, сохраняя при этом полную ановилиность. Срада запрещенных товаров на сайте https://tyd/anuzoinew44fibe.com/ инееста различные нарколические вициства: сплаты, посходелияси, эксталь, марикувак, стинулиторы, Если сайт по каким-нарко причинам е отравляется, китопьзуйте VPN или сохваху на Гидра зерелло. Juli-https://tyddauczinew4efile.com/tydda wiki Uurij	How to Earn 1.000 Rupees every day from writing jobs Content Writing View Rost	2020/05/22 at 8:31 am

AFTER

Dashboard	WordPress 5.4.1 is available! Please update ry	Redirection's database needs to be updated - <u>cick to update</u>		Screen Op	tions * Halp *
Posts	MARKETER JALI & MARKETER PROFESSION	and a second constrained and constrained a constrained a constrained and const			
Media	omments	_			
Pages Al	(1.504) Pending (501) Approved (1.00)) Sp	am (521) (Train (2)			Search Comment
Comments 60 6	ulk Actions Y Apply All comme	ent types 👻 All spam reasons 🛩 Filter Empty Spam		- 523 itema (+) +)	1 d(27) >
Projects	Author	Comment	In Response To	Submitted On	Spam Reason
Social Locker Appearance Plagins Inois Stores Social Settings Store Outpathere Decisione Weithore Boorn Doh Doh	Afdianne r Jani Assan, annoficiti gand Log / Lusi L, stands sonoficiti gand Log 5, Lusi A 110	аусстании инферсола, порт Иотаксиск, Мансије замерси си Разријењ пакастиски накачки си сакачки на силарус си систика и инферсола накастика и инферсола сакачки си сакачка и портаки си инферсола накастика и инферсол	Here the Table Table Taplet every day from writing John (Cover table Very table Cover table Tab	300045/22 at 1059 am	
Collapoe menu	Patrickleony hydra-web24.net foxcomels/3349gma1.com 45.12.222.34	Тот Бран - Delete Remainedly	How to Ears 1,000 Rupees every day from writing jobs (Content Writing Vive Patt	2020/05/22 at 8(31 am	

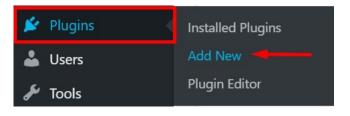




How to Setup Akismet

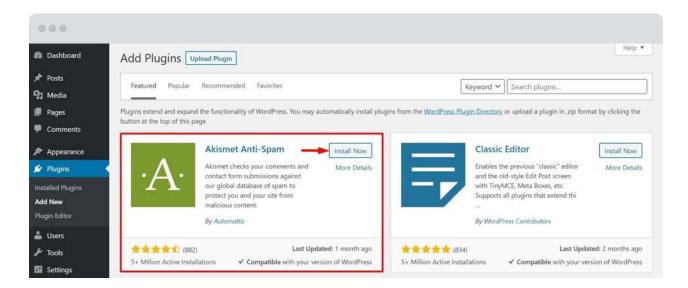
O Step 1

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



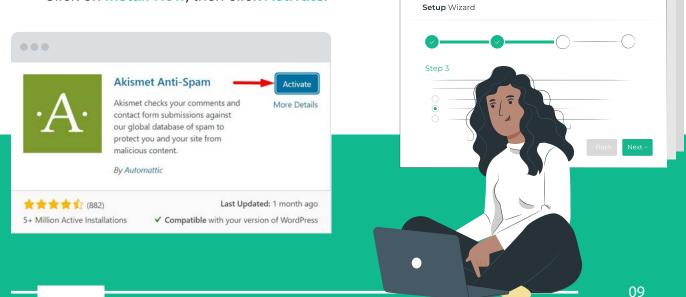
O Step 2

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



O Step 3

Click on Install Now, then click Activate.







Set up your Akismet account.

•••



The most powerful anti-spam plugin for WordPress.

SET UP YOUR AKISMET ACCOUNT

O Step 5

Choose a plan.

SII	nple, Affordable Prici	ng
PERSONAL	PLUS	ENTERPRISE
Name Your Price	\$5	\$50
Help us fight spam.	Per month, per site	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.
Get Personal	Get Plus	Get Enterprise
Spam protection	Spam protection	Spam protection
Supports-commendat-siles	Supports commercial sites	Supports commercial sites
Advanced stats	Advanced stats	Advanced stats
Priority support	Priority support	Priority support





Fill your credentials and click "Continue with personal subscription".

O Step 7

Verify your Email address:

Your Email Address		Akismet Personal change plan
hite at a	····	What is Akismet worth to you?
NON-COMMERCIAL L	ICENSE	
First Name	Last Name	Plan Details
		Spam protection for strictly non-conimercial use.
Personal Ste URL where you	will use Akismet	Want more features or need a commercial subscription?
http://yoursite.com		Choose from our other subscriptions.
Please verify by chec	king each box:	
l don't have ads on	my site	
I don't sell product		
🖬 I don't promote a t	usiness on my site	
	eet these qualifications, choose al plans.	e

	Check your email
	temporary code to verify your email address. Check
	Paste the confirmation code
_	By continuing, you agree to our Terms of Service.
	Continue
	Can't find the email? Resend it.

O Step 8

Follow the remaining steps from the screenshot

```
...
```

Signup Complete

What'	's the next step?		
	your WordPress dashboard, op k in the Akismet plugin section		by visiting the Plugins page and clicking on the Setting
	Plugin	Description	
	Akismet Anti-Spam	Used by millions, Akismet is quite possibly the started, just go to your Akismet Settings page	
	\smile	Version 4.1.4 By Automattic View details	
2. Cli	ck on Manually enter an API l	kev.	

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

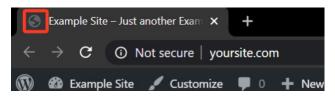


BONUS 1 Upload a Favicon "favorite icon"

O 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

	Exar	nple Site	– Jus	st anoth	ier Exam	×	+			
÷	\rightarrow	G	(Not s	ecure	you	irsite	.con	n	
	2	Example	e Site		Custor	nize	Ţ	0	+	New





How to add it?

O Step 1

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

O Step 2

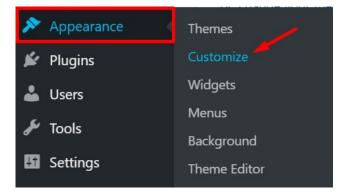
Go to Site identity.

×	Publish 🌣
You are customizing Example Site	0
Active theme Twenty Twenty	Change
Site Identity	>
Colors	>

0	Step	3
	Jieh	J

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

Site Icon			
Site Icons are what you see in browser tabs, bookmark bars, and within the WordPress mobile apps. Upload one here!			
Site Icons should be square and at least 512 × 512 pixels.			
Select site icon			
Hide Controls			



O 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.

🚯 🏾 🏦 A WordPress Site	e 🗭 0 🕂 New Breeze	
🚯 Dashboard	General Settings	
✤ Posts ♀ Media	Site Title	A WordPress Site
PagesComments	Tagline	Just another WordPress site In a few words, explain what this site is about.
AppearancePlugins	WordPress Address (URL)	https://yoursite.com
🚢 Users 🎤 Tools	Site Address (URL)	https://yoursite.com Enter the address here if you want your site home page to be different from your WordPress
General Writing	Administration Email Address	you@yoursite.com This address is used for admin purposes. If you change this, w will send you an email at
Reading		Decome active antit conjumea.
Discussion	Membership	Anyone can register
Media Permalinks Privacy	New User Default Role	Subscriber 🗸





Please watch our recent video on



HOW TO CREATE A BUSINESS EMAIL



THANK YOU FOR DOWNLOADING THIS FREE CHECKLIST FROM WEBSITELEARNERS.

Subscribe to WebsiteLearners on youtube to get more videos about website making.

Join our facebook group to get your doubts cleared & interact with the WL community.

