WordPress Customization Checklist

If you plan to use WordPress as the platform for your website, there are several things you need to do in order to properly customize your new website. Each step along the way helps ensure your site is unique, easy for your audience to navigate, appealing, and of course, effective and profitable.

#1 I've cleaned the default site:

- ☐ I've deleted all default posts and links including the "Hello World" post, and "Sample Page."

- ☐ I've deleted default categories and tags and created relevant categories and tags, including Description text for each. I've changed the "Uncategorized" to something useful and searchable.

- ☐ I've deleted or deactivated default plug-ins that I'm not using.

#2 I've Installed my chosen theme and header image or I've hired a designer to create or modify a theme. My theme has been activated as well.

#3 I've signed up for a Google Account and followed the wizard to create analytics code for my blog. I've installed analytics code in the Header.php area on my Appearance Editor in the dashboard of my blog.

#4 I've set up a feed burner account with my Google account as well so that I can track subscribers and provide RSS options for my readers.

#5 I've chosen, installed, activated and adjusted the settings on relevant plug-ins to enhance the productivity and effectiveness of my blog. I've researched:

- ☐ Social media
- ☐ Comments

- [ ] SEO – Search Engine Optimization
- [ ] Search/Map
- [ ] Branding, for example Favicon plug-in
- [ ] Subscribe options
- [ ] Email list building
- [ ] Advertising, i.e. Pay Per Click
- [ ] Backup systems

#6 I've modified the general settings to match my needs and goals including:

- [ ] Title
- [ ] Tagline
- [ ] Set Your URL to WWW
- [ ] Membership / Registration
- [ ] Time zone
- [ ] Allowing Comments or Not

#7 I've set up permalink structure that looks professional and is easy to understand and link to, http://www.sample.com/sample-post

#8 I've taken steps to protect my blog, including creating a unique password to log in and a log in lockdown if someone repeatedly tries to log into my blog without the correct information. Deleting the "Admin" account. Deleting the "log in" option from my site's main landing page menu.

#9 I've created unique 404 error pages to help brand my blog and guide visitors when they reach a dead end on my blog.

#10 I've created a blog page structure that supports my business and my visitors. These pages include:

☐ About the website

☐ Privacy policy – there are plug-ins that can help here

☐ Terms and conditions

☐ Disclaimer

Once you're all set, test your blog while logged out and verify that your pages display properly on a wide variety of browsers including: Chrome, Firefox, Internet Explorer, Safari, and mobile devices.