

Prerequisites

Ensure the client has the [pre-launch expectations sheet](#)

Have [Increasing a Site's Speed](#) on hand for advanced plans.

Checklist

- Google analytics ID
- FB tracking pixel ID
- Favicon active
- Dev domain for ssh:
- Dev ssh password
- Dev ssh username
- Destination Domain:
- Destination hosting provider: cloudways/sbs
- Destination domain registrar: godaddy
- Destination domain host: godaddy
- Has child theme?
- Has plugin woocommerce?
- Using Cloudflare (Y/N)?
- Creating site files git repo?
- WPDB Sync link (intra)
- MainWP Destination Child Key (intra-launch):
- No Login Captcha Keys (intra-launch)
- Site Name / Tagline:

Does the client require a backup of their existing site? If so, do this now.

AUTOMATION PREP - NOT TO BE USED FOR DEPLOYMENT

New app creation

CLI to follow Pre-Launch SOP

Use cloud ways importer to import from site template

Once imported,

set the primary domain name

Set the secondary domain name (www)

Install letsencrypt

Log in to wp cli and follow sop

Pre-Launch

Review the load times of all major pages using the network response tool in-browser

- GTMetrix
- Google Pagespeed Insights

Ensure that CPU usage on destination server is consistently above 60% and proper disk space is available.

Disable and remove the following plugins if they are installed:

NOTE: Do note which plugins were installed; you will reinstall them post-launch.

`Wp plugin remove | parse / format --force`

- Breeze (should not be installed)
- W3 Total Cache (should not be installed)
- Sucuri (should not be installed)
- Wordfence (should not be installed)
- No Captcha Login Recaptcha `wp plugin deactivate login-recaptcha`

Disable any unnecessary plugins

- Ssl insecure context fixer
- Wordpress importer
- Wp cronrol
-

Optimization

Smush images

- Install smush
- Smush all

If there is an existing site back up the prod site - files + db

- if you can do a server-side zip + download do that as well

`Manually Compare file sizes`

`Wp theme remove` Delete all inactive themes EXCEPT the parent theme

Remove sample posts/pages/products

Compare load times for images on home page and major menu pages - reduce image sizes

Launch

Migration

If client is using WPEngine or Cloudways, please migrate using the appropriate migration plugin now; all other steps will be more effective from there.

For Cloudways

Create a new Application on a specific server.

- Name the application the domain name

In Domain Management, set the primary domain to the non-www version of the domain.

- Ensure that no other applications have this domain name as the secondary domain

Add the www version of the domain to the additional domains section.

Use the Cloudways Wordpress migrator in the plugin, and use the server's credentials as the sftp password/username.

Once migrated, change the folder to the application name.

If not Using Cloudways...

install all-in-one wp migration

- *replace the text with the old site/new site*
- *click export to > file*
- *wait for the file to be ready*

On the new server

- *Create a wp installation*
- *Install wp all import*
- *Import the file that was exported in the steps above on the new install*

DNS

wait

Reconfigure dns A records for www and root

If using WPEngine

- see <https://fewerthanthree.com/tutorial/set-dns-website-hosted-wpengine/> and <https://wpengine.com/support/wordpress-best-practice-configuring-dns-for-wp-engine/>
- Set the customer's domain as the primary
- Change the domain settings within wpengine
 - Add the root domain
 - Add the www domain with NO redirect
- Change the wordpress install to use the apex domain (root domain) (with no www)

If the client is hosting email with us

- ensure that the SPF record includes emailsrvr.com

- Set up domain-level email forwarders for admin@ to go to admin@simplebusinesssolutions.org
- Set up domain-level email forwarders for the client to go to their existing email address

Gitium

Perform the following steps only if a user has an extended development plan.

[manual](#)

Create a new repo for the site's files

Merge the new repo with the existing site

Verify that Gitium is still connected, remove it if there are any git errors (Note that gitium does not work on WPEngine or GoDaddy or many shared plans)

To remove it:

- Delete the plugin
- Remove the .git folder from the public_html root
- Try again

Possible Troubleshooting : delete the gitium_options on in the wp_options table

Add this step all the time

If there is an SBS Child Theme (Divi theme), add the FTP credentials for the production server to the git master deployment workflow of the child theme.

Post-Launch

Re-Activate MainWP by

- Disabling the plugin `wp plugin disable mainwp-child`
- Re-enabling the plugin `wp plugin enable mainwp-child`
- Adding the secret key to the mainwp settings `get the secret key`
- Add the production site to mainwp. `ssh mainwp, [add production site via WP CLI]`
 - Ensure backup plugin is installed and configured
- Add the site to uptimerobot via `mainwp add uptimerobot]`
 - Ensure that slack notifications are enabled

Breeze - Cloudways only

- Activate the breeze plugin

PixelYourSite

- Configure PixelYourSite with Facebook Pixel ID

- Configure PixelYourSite with Google Analytics ID
- Install the FB Tracking pixel ID `wp option set _____`

WP-Disable/Optimization.io

- ~~<https://wordpress.org/plugins/wp-disable/>~~
- ~~Disable the plugin `wp plugin disable`~~
- ~~Enable the plugin `wp plugin install/update ; enable`~~
- ~~Import using the string found [here](#)~~
- ~~Remove the google analytics tracking ID to the right sidebar~~
- ~~Disable heartbeat control plugin~~

Wordfence - ONLY ON PREMIUM PLANS

- If using cloudflare (high end hosting package), enable passthrough to prevent cloudflare's ips from being blocked
- Install Wordfence `wp plugin install/update ; enable`
- Import options using the string:
3a4ee9654926816412e9e6a60c48d138c65467de355c4d361c59a244ab11a35262c3fc7daba57bc09c5f8d83982a1fcb38872df4bec533252a0d7ab967f575ca
- Ensure that the firewall is put in "learning" mode and comes off learning mode in 3 months
- If using cloudflare, whitelist the cloudflare ips and re-enable proxy

WooCommerce

- [manual](#)
- If the site does not have Woocommerce, these do not apply
- Ensure all payment gateways are set to live mode
- Ensure all shipping gateways are set to live mode.
- Ensure that checkout process is set to HTTPS (if and only if https is working)

Contact Form 7

- [manual](#)
- If CF7 is installed on the site, check all email integrations to ensure the correct email is being used. CF7 has restrictions on pre-deployment email configurations

No Captcha Login Recaptcha

Install and activate the plugin `wp plugin install/update ; enable`

Create a site key and add it to the settings page

WP DB Sync - ONLY ON PREMIUM PLANS

Configure wp db sync on the production site to be able to accept pull requests only. [Wp option set](#)

Save the connection string to the development site.

Configure a preset on the development site to connect to the development site and pull the database easily.

Configure a preset in the config.simplebusinesssolutions.org application for the local development one-click VV setup using the connection string entry that has been saved to the db in the step above. You will need the db key wpsdb_settings in the database

Email

If email is being migrated, migrate all emails to the new server now
Then change DNS MX

Other

Run GTMetrix and Pagespeed insights - perhaps we can get additional work out of having to maintain these sites

- test each payment gateway with a coupon
- run GTMetrix
- adjust images that are scaled by css
- scale any large images
- disable any plugins with js > 200k

Ensure that the most updated version of [this block list](#) is in htaccess

[Wp option set](#)

Uncheck "discourage search engines from indexing this site"

[Wp option set](#)

Reset permalinks

[Wp option set](#)

Set the Time Zone to UTC-5 (New York)

[Cloudways api](#)

Disable the development site temporarily

[The rest of this section is manual](#)

Run Velvet Blues Update URLs

Ensure a page name and description is set

If using the avada theme

- check the links in all pages - avada encodes as BASE64
- disable.opengraph tags in Settings>Advanced>Theme features

If the client is premium

(choosing a dev-> prod lifecycle environment)

- keep the dev site
- Add this site to dmarcian: <https://us.dmarcian.com>

Decommission the dev site

Verify that the favicon is updated

IF PREMIUM If the new site is on WPEngine and all post-launch tasks are complete, run the wpengine copy to staging on the original domain

Check OpenGraph Tags

Run and review a broken link report

- <https://brokenlinkcheck.com/broken-links.php>

SSL

Activate SSL certificate

Use a wildcard certificate if possible

Enable "Really Simple SSL"

if already enabled, disable and re-enable

As an alternative, try https-redirection

Test all alternatives of urls - http, https, www, no-www and all variants thereof.

Cloudflare

Set up Cloudflare nameservers

Configure https redirect via instructions [here](#)

Install the Cloudflare wordpress plugin

- Optimize for wordpress
- SSL redirects
- Auto-clear cache

Cloudflare Page Cache

Wp Cloudflare super page cache enabled

Use [this config](#) file to import settings

Validate domain in general

Google Analytics

Create a new property in Google Analytics.

~~Wp option set~~

Update the PixelYourSite plugin

Lower CPU Usage - Cloudways only

~~wp plugin install/update ; enable~~

Install W3 Total Cache and follow the guide here:

<https://support.cloudways.com/wordpress-w3-total-cache-configuration-for-optimal-performance/>

If not already installed, Install Redis cache by going to server settings, settings and packages, packages, and instal redis Follow the guide here:

<https://www.cloudways.com/blog/install-redis-cache-wordpress/>

~~Wp option set?~~

~~Disk: Enhanced for Page Cache~~

~~Minification off~~

~~Opcode - Zend Opcache~~

~~Db Cache - Memcached~~

~~Object Cache - Redis~~

~~Browser Cache on~~

~~Reverse proxy - the cloudways cname and port 8080~~

OR

Install Redis and Breeze Plugins in tandem

Monitoring

Add the client site to freshping - <https://app.freshping.io/>

Create a client status page or add the new site to an existing status page

Others - only for advanced dev package

Configure GIT to automatically update the staging site with changes to production (child theme)

NOTE: This step ONLY applies if we have a continuous development contract.

Ensure that FTP access is possible to the staging site.

- FTP For Staging:

Ensure that FTP access is possible to the production site.

- FTP For Production:

Ensure master branch of wp files repo is up to date (note that this will not be possible for WPE)

Add the bitbucket-pipelines.yml file to the master branch of the wp files repo as created in [SOP - Creating a New GIT Repository](#)

Add the environment variables to connect to FTP

Add the environment variables to that connect to FTP

Perform initial push to master to initialize the ftp change

- Change script line to “init” rather than “push” for master

Fast forward develop

Perform initial push to dev to initialize the ftp change

- Change script line to “init” rather than “push” for develop branch

Verify that any themes/plugins that depends on the Google Maps API have been changed.

(NOTE: Divi, Avada, and The Core all depend on the maps api).

Search GIT Source code repository for any hard-coded instances of the dev site

Configure GIT to automatically pull wordpress changes from the production site to the QA site

Configure the repository post-commit hook on the master branch to trigger a pull on the QA site using the URL provided in Gitium - ensure that the child theme directory is excluded.

Configure the wp db sync plugin to be able to pull from the production site only

Cleanup

`Looping script ; wp plugin remove`

Remove all inactive plugins

Remove all inactive themes

Update the site (use mainwp script)

If advanced package Create a staging site and use “qa.[domain].com” as the primary url.

Change and application email from name for autoamted emails in application settings

Notify all developers to remove the staging site url from the repository if the site is being decommissioned.

Add the site to our portfolio list

Email

[Email log](#)

[Email client](#)

Confirm email setup to client spec