Flipping The Switch On A New Website

6/23/2018

BLUE ZOO™

A CREATIVE AGENCY

Launching Can Be Nerve Wracking

- Downtime
- Broken links
- Angry clients

Coming Soon

- Plugin
- Theme

Get Paid!

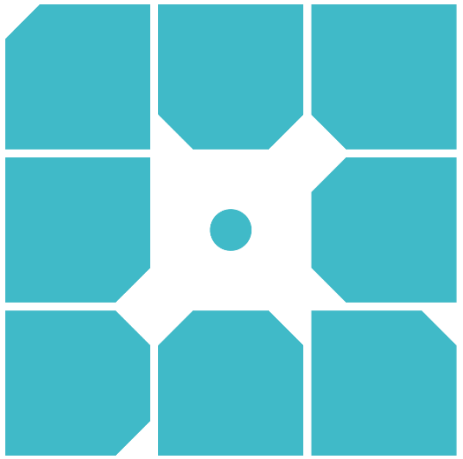
- Launch
- Maintenance
- Future support

Schedule Your Switch

- Have enough time to address any issues after the switch
- Avoid Fridays
- Set client expectations

Back Up

- Free plugin
  - BackWPUp
- Paid plugin
  - VaultPress
- Use a hosting service that has backups built in like WP Engine



WP engine®

Make A Staging Site

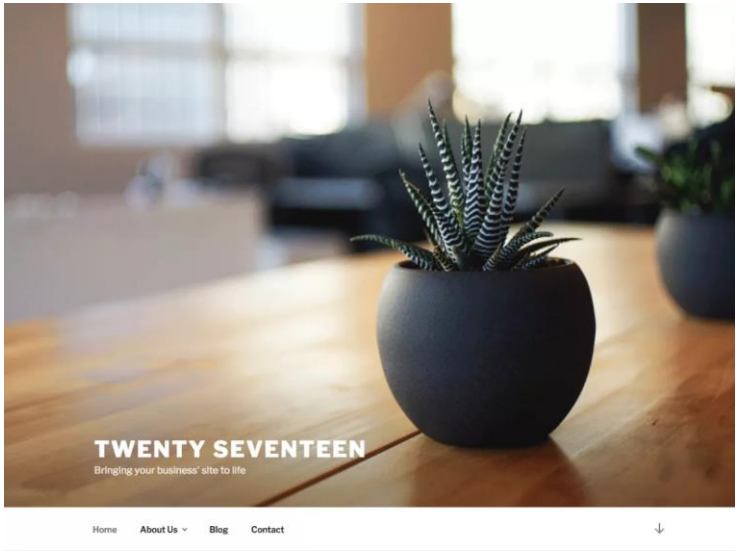
- WP Staging – DB & File Duplicator & Migration

- Use it as a reference to see if something has changed when you switch over

- An extra back up, just in case

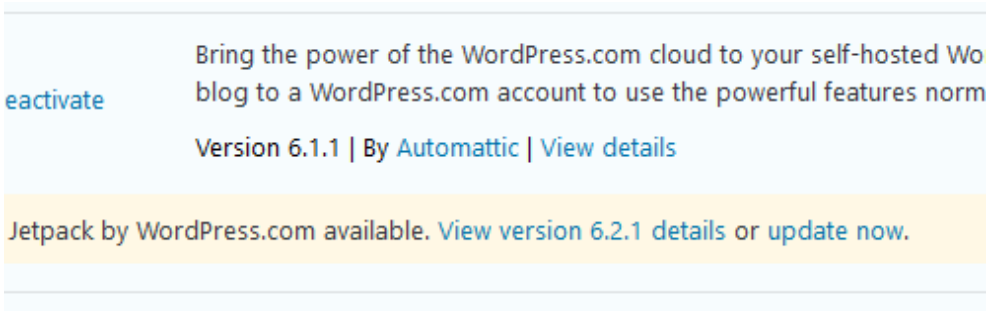
Clean Your Site

- Delete unused themes and plugins
- Make sure all of your remaining plugins are up to date
- Delete any other content you don't need



Update Everything

- Plugins
- WordPress
- Themes



eCommerce

- Analytics
- Customize Emails
- Refund policy
- Caching (again)

Quality Control

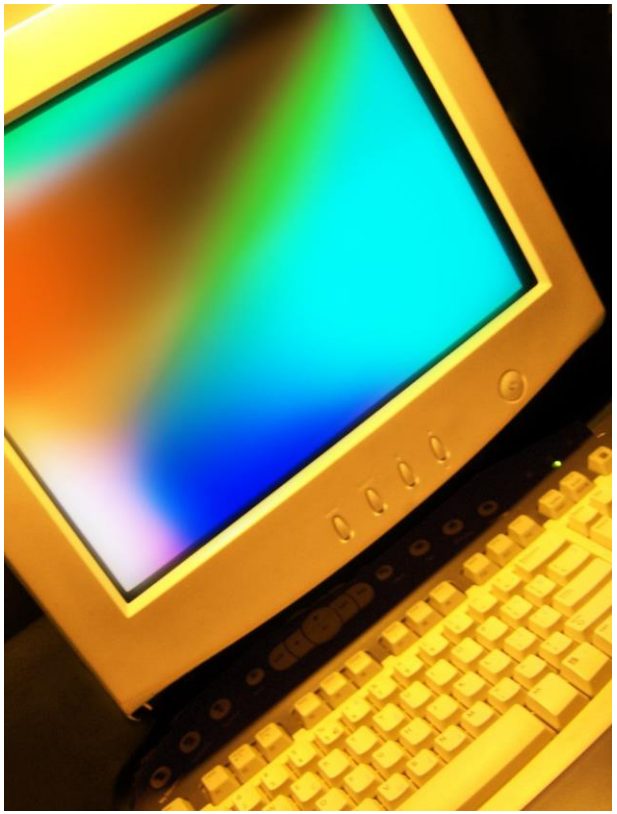
- Check major pages
- Use major browsers
- Check on phone and tablet
- Link check

Switching DNS

- DNS is the phonebook of the internet
- ICANN
- Registrar
- DNS Servers
- Records

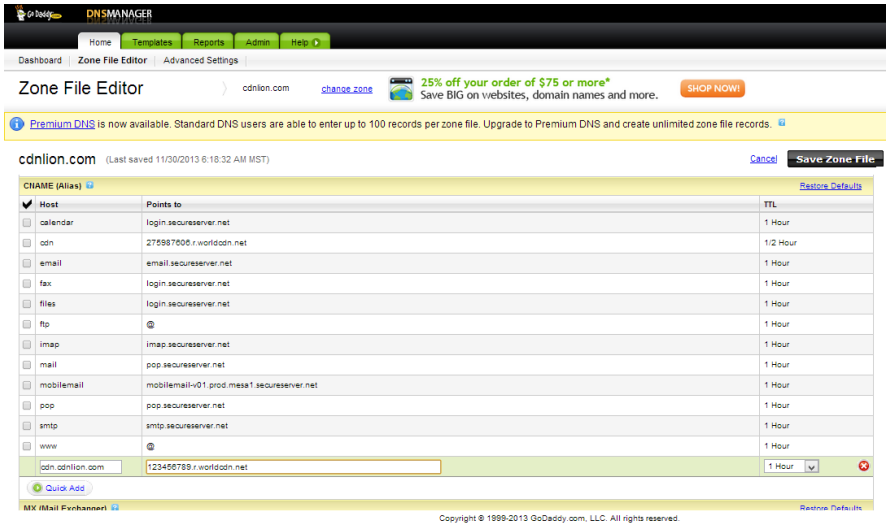
Record DNS Settings

- Take a screenshot of the pre-launch settings
- May need this if you have to switch the DNS settings back



A Records

- www
- @
  - Is anything else using this?
- Check with your host to see if your site is using "www" or not.



Other Registrars

View all domains

divapirate.com

Jump to another domain

OVERVIEW | DNS | CONNECT | FORWARDS | EMAIL | ADVANCED

ADD A RECORD | Filter your records | Bulk edit: Select

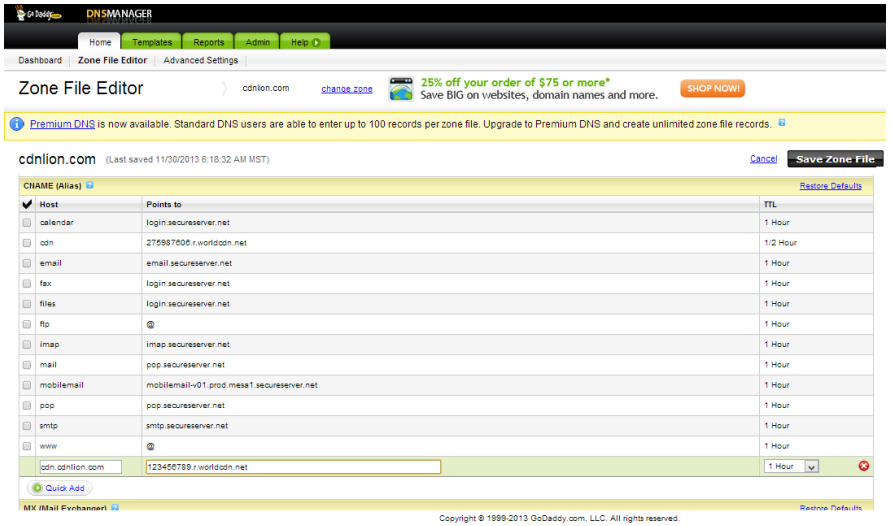
TYPE	HOST ↓	VALUE	TTL	ADDED BY	
A	@	64.98.145.30	15 Minutes	Hover	EDIT
A	*	64.98.145.30	15 Minutes	Hover	EDIT
CNAME	mail	mail.hover.com.cust.hostedemail.com	15 Minutes	Hover	EDIT
MX	@	10 mx.hover.com.cust.hostedemail.com	15 Minutes	Hover	EDIT

Zone File Records

NAME	TTL	CLASS	TYPE	RECORD	ACTION
nctest.info.	1200	IN	A	162.213.255.51	Edit Delete
mail.nctest.info.	1200	IN	A	162.213.255.51	Edit Delete
www.nctest.info.	1200	IN	CNAME	nctest.info	Edit Delete
ftp.nctest.info.	1200	IN	A	162.213.255.51	Edit Delete
webmail.nctest.info.	1200	IN	A	162.213.255.51	Edit Delete
cpanel.nctest.info.	1200	IN	A	162.213.255.51	Edit Delete

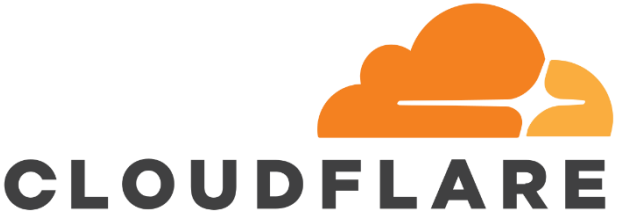
Leave Other Records Alone

- MX
- DNS
- TXT
- Other A records like "mail"



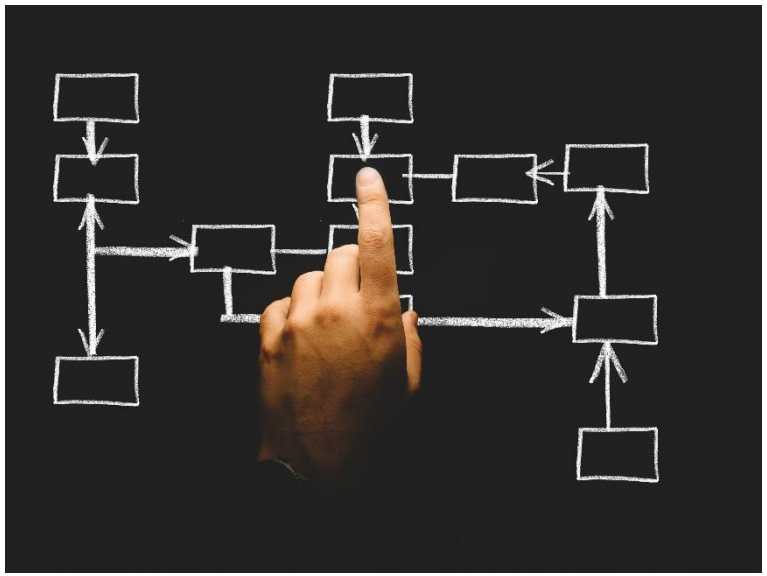
Switching Registrar

- Copies the DNS records
- CDN
- Security
- Downtime protection



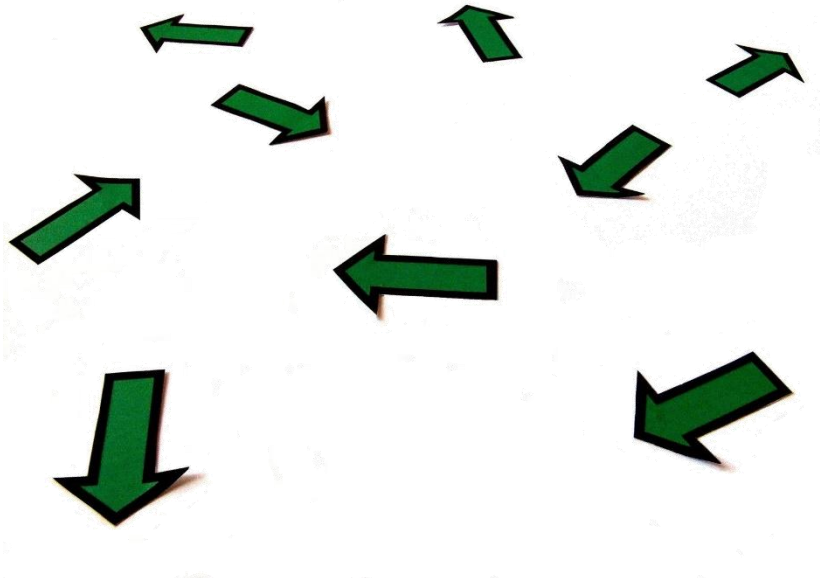
Domain Name Issues

- Is your development name different from your live name?
- Update paths in WordPress database with Interconnect IT's Database Search and Replace Script in PHP



Domain Name Issues

- Two different sites resolving.
- TTL (time to live)
- More than a day, something is wrong



Encryption

- Let's Encrypt SSL at minimum
- Really Simple SSL plugin to encrypt the whole site

Transfer Your Licenses

- Common
  - Google Map
- Some will only let you have on license so make a list

Analytics

- Google Analytics
- Jetpack
- Funnels/Goals

Maintenance

- ManageWP
- InfiniteWP
- Uptime monitor like Uptime Robot

Questions?

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Thank you!

COLLIN CONDRAY
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6/23/2018

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OUR PASSION.
WITH PRIDE.™