

# Flipping The Switch On A New Website

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6/23/2018

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A CREATIVE AGENCY

# Launching Can Be Nerve Wracking

- Downtime
- Broken links
- Angry clients

**404 Not Found**

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nginx/1.0.15

# Coming Soon

- Plugin
- Theme



# Get Paid!

- Launch
- Maintenance
- Future support



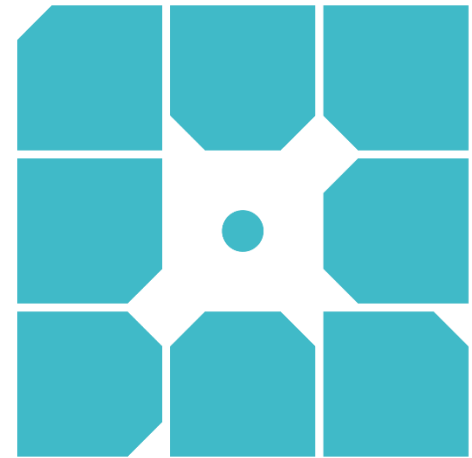
# Schedule Your Switch

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



# Back Up

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



**WP**engine®

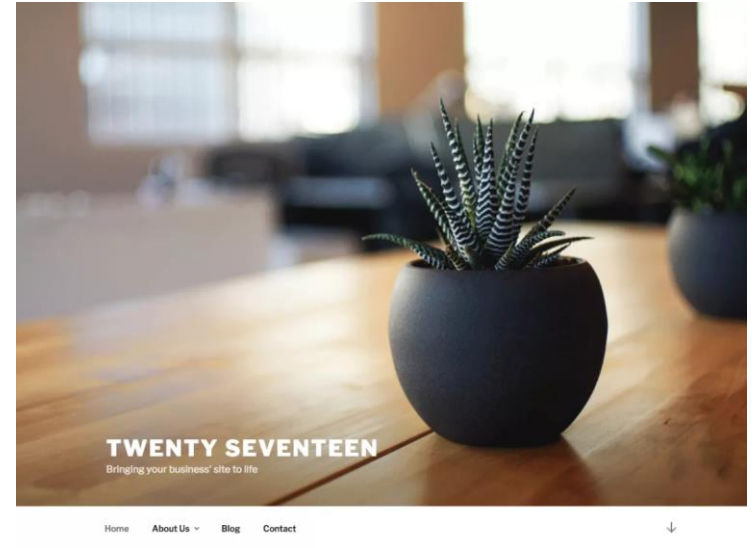
# Make A Staging Site

- 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

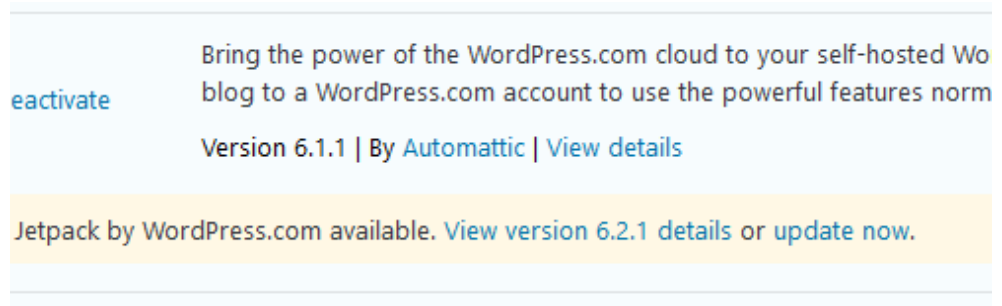
- Delete unused themes and plugins
- Make sure all of your remaining plugins are up to date
- Delete any other content you don't need





# 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



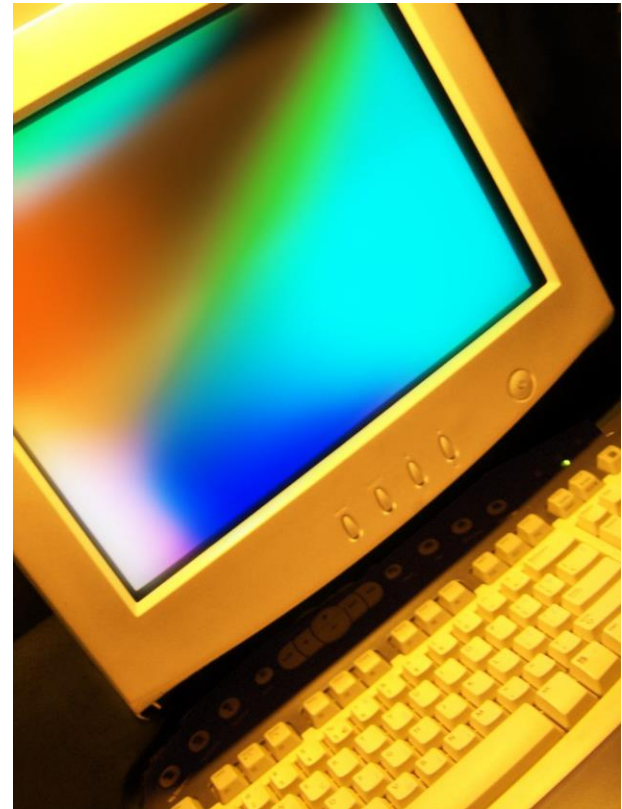
# Switching DNS

- 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.

Zone File Editor | cdnlon.com | change zone | 25% off your order of \$75 or more\* | SHOP NOW!

Premium DNS is now available. Standard DNS users are able to enter up to 100 records per zone file. Upgrade to Premium DNS and create unlimited zone file records.

cdnlon.com (Last saved 11/20/2013 6:18:32 AM MST) | Save Zone File

CHNAME (Alias)	Points to	TTL
▼ Most		
<input type="checkbox"/> calendar	login.secureserver.net	1 Hour
<input type="checkbox"/> cdn	278987000.r.worldcdn.net	1/2 Hour
<input type="checkbox"/> email	email.secureserver.net	1 Hour
<input type="checkbox"/> fax	login.secureserver.net	1 Hour
<input type="checkbox"/> files	login.secureserver.net	1 Hour
<input type="checkbox"/> ftp	@	1 Hour
<input type="checkbox"/> imap	imap.secureserver.net	1 Hour
<input type="checkbox"/> mail	pop.secureserver.net	1 Hour
<input type="checkbox"/> mobilemail	mobilemail-v01.prod.mesa1.secureserver.net	1 Hour
<input type="checkbox"/> pop	pop.secureserver.net	1 Hour
<input type="checkbox"/> smtp	smtp.secureserver.net	1 Hour
<input type="checkbox"/> www	@	1 Hour
<input type="checkbox"/> cdn.odnlon.com	123456789.r.worldcdn.net	1 Hour

Quick Add | MX (Mail Exchangers) | Restore Defaults

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# 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		
<input type="checkbox"/>	A	@	64.98.145.30	15 Minutes	Hover	EDIT ✕
<input type="checkbox"/>	A	*	64.98.145.30	15 Minutes	Hover	EDIT ✕
<input type="checkbox"/>	CNAME	mail	mail.hover.com.cust.hostedemail.com	15 Minutes	Hover	EDIT ✕
<input type="checkbox"/>	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”

Zone File Editor

cdnlon.com [change zone](#) **25% off your order of \$75 or more\*** Save BIG on websites, domain names and more. [SHOP NOW!](#)

**Premium DNS** is now available. Standard DNS users are able to enter up to 100 records per zone file. Upgrade to Premium DNS and create unlimited zone file records.

cdnlon.com (Last saved 11/20/2013 6:18:32 AM MST) [Cancel](#) [Save Zone File](#)

CHNAME (Alias)	Points to	TTL
calendar	login.secureserver.net	1 Hour
cdn	278987000.r.worlddn.net	1/2 Hour
email	email.secureserver.net	1 Hour
fax	login.secureserver.net	1 Hour
files	login.secureserver.net	1 Hour
ftp	@	1 Hour
imap	imap.secureserver.net	1 Hour
mail	pop.secureserver.net	1 Hour
mobilemail	mobilemail-01.prod.mesa1.secureserver.net	1 Hour
pop	pop.secureserver.net	1 Hour
smtp	smtp.secureserver.net	1 Hour
www	@	1 Hour
cdn.odnlon.com	123456789.r.worlddn.net	1 Hour

[Quick Add](#)

[MX \(Mail Exchangers\)](#)

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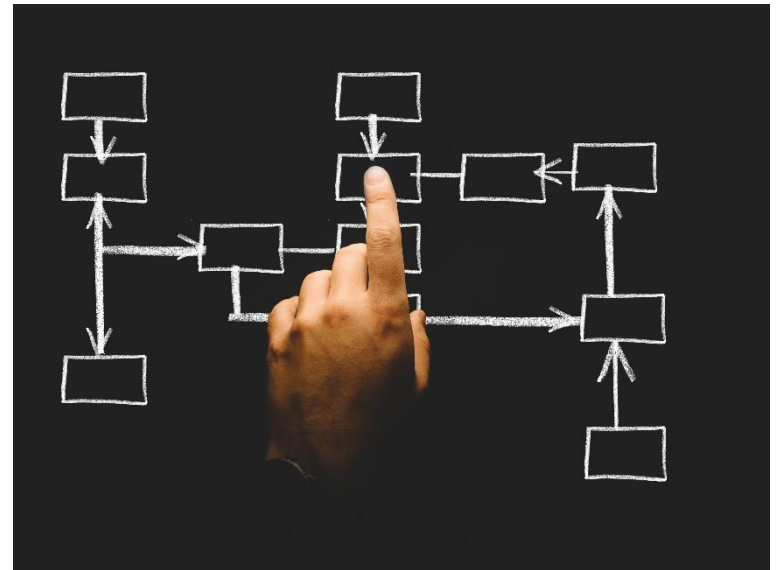
# Switching Registrar

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



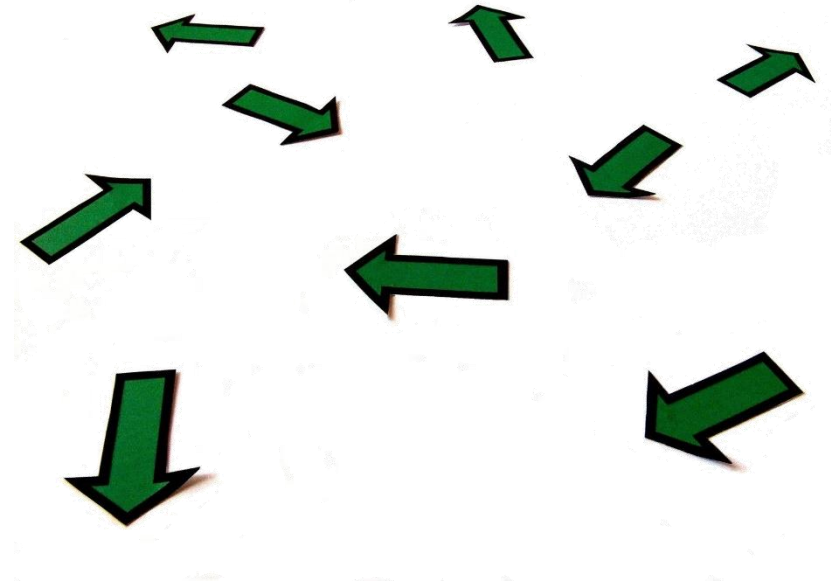
# Domain Name Issues

- 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



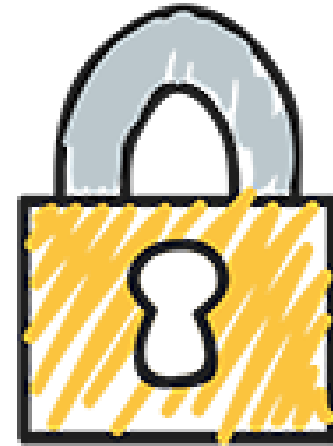
# Domain Name Issues

- 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 one 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!

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6/23/2018

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