

# Design Alive: Checklist for Launching Your Website

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→ You might like to make a copy of this doc so you can check off the items to ensure you've gotten them all!

## Prepare your website:

- **Delete demo content:** Has all demo content (pages, posts, comments, media) been deleted?
- **Remove unused plugins:** if you have unused plugins or any with duplicate functionality, remove the extras.
- **Remove unused themes.** WordPress recommends leaving 1 extra as backup.
- **Remove unused pages or posts.**
- **Add “alt” tags to media items:** If you haven't already, go through the media library and add descriptions to the “alt” tags.
- **Check for broken links** using <https://brokenlinkcheck.com/>
- Did you add a **favicon?**
- **Install an image optimization plugin** and run it. Recommended options are Shortpixel or Imagify.
- **Responsive design:** You should have been checking all along

→ You can stop here, or, purchase a domain and “launch” your site. Follow the directions below.

## **Launching your website:**

*These instructions are written for websites built on Siteground, transferring to a different domain on a Siteground account. If you are not using Siteground, you may follow a slightly different process.*

1. Login to your Siteground account. In the “Websites” tab, click the orange “New website” button in the upper right corner.
2. You will be asked to choose a domain. Select “New domain” and purchase one. It should be anything you can make up that sounds reasonable for the website you created.
3. Next, choose “Migrate site.” (You do not need to sign up for any extras they may offer you.)
4. This will create a blank new website in your dashboard, and generate a migration token.
5. Open your WordPress site and install the plugin “Siteground Migrator.”
6. Follow the directions. It will ask for the migration token you just created.
7. When the process is complete, if the domain is hosted on Siteground, you should be all done! Check the live domain. If anything does not appear correct, contact customer support.



Your website is up and running! Stop for a moment and feel proud of yourself. Your first website is a tremendous accomplishment!

Next, head to the

**Website handover checklist**

**The following are directions that you can use when you are launching a website for a client. They are not relevant now.**

## Prepare the new hosting account:

- **Check if your client owns a domain.** If they do, get the login credentials for the registrar.
- **Check if your client already has hosting.** If they do, request login credentials.
- **If they do not have hosting,** request that they purchase an account. We recommend [Siteground](#). Their lowest tier should be adequate for most of your clients. **If they don't have a domain,** they should purchase one during checkout, along with their hosting account. Once they have the account, request login credentials.

## Launching your website:

*These instructions are written for websites built on Siteground, transferring to a different Siteground account. If you are not using Siteground, you may follow a slightly different process.*

8. Login to your client's Siteground account. In the "Websites" tab, click the orange "New website" button in the upper right corner.
9. You will be asked to choose a domain. Select "Existing domain" and enter the client's domain.
10. Next, choose "Migrate site." (You do not need to sign up for any extras they may offer you.)
11. This will create a blank new website in your dashboard, and generate a migration token.
12. Open your WordPress site and install the plugin "Siteground Migrator."
13. Follow the directions. It will ask for the migration token you just created.
14. When the process is complete, if the domain is hosted on Siteground, you should be all done! Check the client's live domain. If anything does not appear correct, contact customer support.
- 15. If your client's domain is not registered at Siteground,** you will need to point the domain to the new website. Siteground recommends pointing the nameservers, which you could do. However, if your client has email at their domain, you cannot do that and instead must change the A record. You can do this by contacting customer support at

the domain registrar, and requesting that they change the A record for you. You will need the IP address from the Siteground account.

**If your client is using hosting other than Siteground**, you can use the MigrateGuru plugin. It is excellent and very easy to use! You will need to have WordPress installed on the new domain in order for the plugin to work. The steps are:

1. Obtain ftp credentials for the client's hosting account. You will need them later.
2. Install a blank version of WordPress on the client's domain
3. Install MigrateGuru on your website
4. Follow the instructions to transfer the website to the client's domain. You will likely need the ftp credentials.
5. Delete the migration plugin when complete

→ **Tip:** At this stage, every website in your portfolio is very important. Clients are under contract to use your website for a year, but rather than rely on their keeping the site, we recommend keeping your development copy on your own server. That way, if your client changes their website or stops paying for hosting, you will still have a live portfolio piece.