Flipping The Switch On A New Website

BLUE ZOO
A CREATIVE AGENCY

6/23/2018
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
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**

<table>
<thead>
<tr>
<th>Type</th>
<th>Host</th>
<th>Value</th>
<th>TTL</th>
<th>Added By</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>@</td>
<td>64.98.145.30</td>
<td>15 Minutes</td>
<td>Hover</td>
<td>EDIT</td>
</tr>
<tr>
<td>A</td>
<td>*</td>
<td>64.98.145.30</td>
<td>15 Minutes</td>
<td>Hover</td>
<td>EDIT</td>
</tr>
<tr>
<td>CNAME</td>
<td>mail</td>
<td>mail.hover.com.cust.hostedemail.com</td>
<td>15 Minutes</td>
<td>Hover</td>
<td>EDIT</td>
</tr>
<tr>
<td>MX</td>
<td>@</td>
<td>10 mx.hover.com.cust.hostedemail.com</td>
<td>15 Minutes</td>
<td>Hover</td>
<td>EDIT</td>
</tr>
</tbody>
</table>

## Zone File Records

<table>
<thead>
<tr>
<th>Name</th>
<th>TTL</th>
<th>Class</th>
<th>Type</th>
<th>Record</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>nctest.info.</td>
<td>1200</td>
<td>IN A</td>
<td>A</td>
<td>162.213.255.51</td>
<td>Edit, Delete</td>
</tr>
<tr>
<td>mail.nctest.info.</td>
<td>1200</td>
<td>IN A</td>
<td>A</td>
<td>162.213.255.51</td>
<td>Edit, Delete</td>
</tr>
<tr>
<td><a href="http://www.nctest.info">www.nctest.info</a>.</td>
<td>1200</td>
<td>IN CNAME</td>
<td>nctest.info</td>
<td>Edit, Delete</td>
<td></td>
</tr>
<tr>
<td>ftp.nctest.info.</td>
<td>1200</td>
<td>IN A</td>
<td>A</td>
<td>162.213.255.51</td>
<td>Edit, Delete</td>
</tr>
<tr>
<td>webmail.nctest.info.</td>
<td>1200</td>
<td>IN A</td>
<td>A</td>
<td>162.213.255.51</td>
<td>Edit, Delete</td>
</tr>
<tr>
<td>cpanel.nctest.info.</td>
<td>1200</td>
<td>IN A</td>
<td>A</td>
<td>162.213.255.51</td>
<td>Edit, Delete</td>
</tr>
</tbody>
</table>
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?

BLUEZOO
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Thank you!
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YOUR MESSAGE.
OUR PASSION.
WITH PRIDE™.