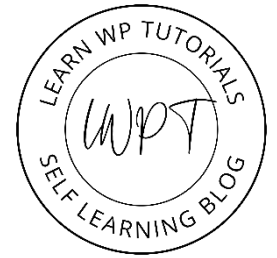


WordPress Setup

INITIAL CHECKLIST

The [Initial WordPress Setup](#) Steps to build a better **WordPress** site.



THE PROBLEM

You're not doing the most basic required steps.

Usually, while starting a new WordPress project, We tend to forget some steps that is the most required for every website.

You miss crucial steps which might save your life in future.

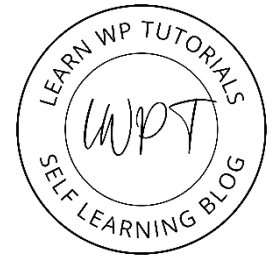
Building WordPress websites the correct way can help in making the sites faster, profitable and fun. But only with the right foundation in place.

THE ANSWER

A WordPress Initial Setup Checklist – the perfect foundation

Having a WordPress initial setup checklist means shaving hours off development time in future when there is an error. Use these steps to make the sites foolproof from various security, performance issues.

It's the key to build a better foundation for your WordPress sites.



THE BIG PICTURE

Before we start, here's the introductory overview.

ONE-TIME SETUP IN EACH NEW PROJECT

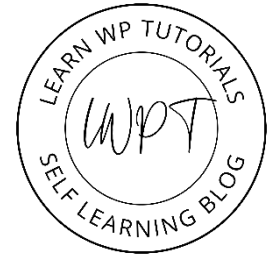
1. Install a fresh copy of WordPress

You can install WordPress on your website using the hosting cPanel. 1-click installer like Softaculous is available in hosting panel for easy setup.

You can [contact us](#) if you face any issues. After Installation, Login to your Dashboard using your credentials you entered during installation of WordPress.

2. Follow Initial Set up Checklist

A ONE TIME process every time you can do to make a foundation for your website, which will have a fast, smooth workflow ahead and everything entirely in place. It might take you about 30 minutes max. Once you are well versed, it might take lesser time too. Instructions on the next page.



INITIAL SETUP CHECKLIST

1. Fix WordPress's Settings

There are various WordPress settings you can change, but some definitely need tweaking for maximum effect.

SETTINGS > PERMALINKS

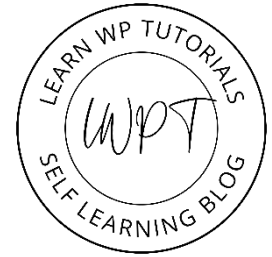
- Select the 'Post Name' option. Best Option for SEO purpose.
(Default in WordPress is 'Day and Name' as permalink structure)
TIP: if you change this once a site is live, you'll have to redirect all old URLs to the new ones for search engines.

SETTINGS > GENERAL > TITLE

- Set Title Correctly.
- Set Tagline Correctly.
- Also, Below you can choose either a city in the same timezone as you or a UTC.
E.g., For India, you can choose Kolkata or UTC +5:30

SETTINGS > READING

- Set 'Your homepage displays' to 'A static page'.
- Choose your home page and blog page. Create them now—blank pages are fine for now.



INITIAL SETUP CHECKLIST

2. Install and Configure Your Theme

- Choose a **page builder-friendly theme**. I recommend [Astra](#) or [GeneratePress](#). Both are superb. You'll need the paid versions to get the best out of them. Initially, you can try the Free versions and later climb up the ladder with premium paid plans.

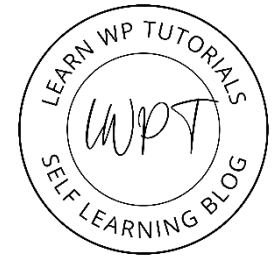
CONFIGURE THEME OPTIONS

- You'll find these in each theme's control panel (E.g., For Astra Theme – Appearance > Astra Options). Activate only those options which are required.
- Also, Go To Appearance > Customization and do the basic settings of setting up the colours, typography, etc.
- Also Check the sidebar widgets and remove the unnecessary ones from Appearance > Widgets.

3. Install 2 Plugins (Alternative for Child Theme)

Usually, everyone used to create a child theme to avoid your changes being overwritten by new theme updates. Not anymore. These two amazing plugins do the same job:

- [Simple CSS](#) (for adding any custom bits of CSS)
- [Header Footer Code Manager / Code Snippets](#) (for adding any custom bits of code)



INITIAL SETUP CHECKLIST

4. Install Six Essential Plugins

In WordPress, there's certain standard functionality you must-have on every single site you build. So we install those now in our site.

1. SECURITY & ANTI-SPAM

I like [Wordfence](#) for security. You can activate it to get email notification on someone logging into the WP Dashboard. You can also activate the 2FA system.

2. ANTI-SPAM

I love [Akismet Spam Protection](#) for stopping spam in its roots. It prevents your site from publishing malicious content.

3. BACKUP

I like [UpdratPlus](#) for backups. Set up an automated backup schedule to Google Drive/Dropbox right now. You'll thank me later.

4. WP MAIL SMTP

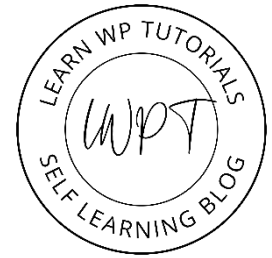
Installing [WP Mail SMTP](#) fixes your email deliverability by reconfiguring WordPress to use a proper SMTP provider when sending emails to ensure your emails reach the inbox.

5. SEO

Install [RankMath SEO](#). It makes WordPress much more search engine friendly. Also, if you are using Elementor page builder then you will love RankMath for its compatibility with the Elementor Page Builder plugin.

6. IMAGE COMPRESSION

The very best image compression plugin is [TinyPNG's](#). It reduces the size of your images right down automatically for faster page load speeds.



INITIAL SETUP CHECKLIST

5. Install Google Analytics & Google Search Console

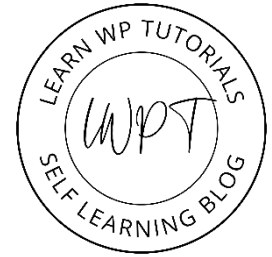
If you want to know your user perspective related stats from your website and if you want to know the search-related stats then signup and configure the below on your website.

1. GOOGLE ANALYTICS

- **Google Analytics** is **user-oriented**, providing data related to those who visit and interact with your website. You can check stats like how many visitors visited your website, new vs returning customers, conversion and event tracking, to name a few can be seen in Google Analytics. Must to Use Plugin for WordPress.

2. GOOGLE SEARCH CONSOLE

- **Google Search Console**, on the other hand, is **search-engine focused**, providing tools and insights that can help site owners improve visibility and presence in the SERPs. **Submit your sitemap** in google search console to get your website pages and posts listed on Google.



INITIAL SETUP CHECKLIST

QUESTION - Why no page speed plugin in Initial Setup?

I often see people advise: “Just install [insert name of] page speed plugin”.

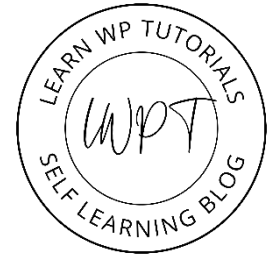
Although this seems a desirable solution to a slow site. Unfortunately, it’s not that simple.

If you don’t know what the settings do, or how they affect YOUR particular situation, just installing a page speed plugin can do more harm than good.

Too many factors to explain here. Page speed is a complex topic.

MY ADVICE:

1. Use the best hosting you can afford. This is a huge factor. I recommend the **TMD Hosting**.
2. Use an excellent image compression plugin. As said in the previous slide – **TinyPNG**.
3. Page speed plugins like **WP Rocket** are great. The default settings work great, and I use the same, but...
4. Check if your hosting provides page caching on the server. If it does, don’t have a plugin doing the same.



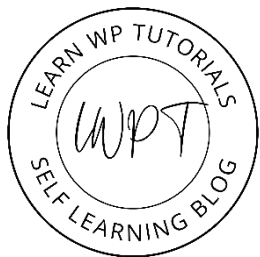
CONGRATULATIONS

And we're done.

You now have a rock-solid, best practice starting point, ready to start developing immediately.

Enjoy your new, stable foundation WordPress site prepared for the future! In the next slide, you can get all the points with a checklist in one overview. You can print or save it for your future reference and check every time you start developing a website.

Hope you like the checklist. Thank you for supporting. If you like this kind of checklist then **[Subscribe to My Newsletter](#)** to receive notification on new articles, checklist, latest deals etc....

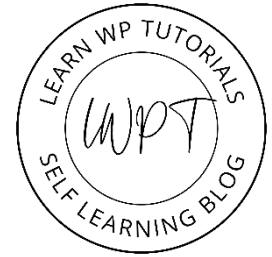


Jackson Monichan

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INITIAL WORDPRESS SETUP CHECKLIST



1. Fix Wordpress's Settings

1. Settings > Permalinks > Set As Post Name
2. Settings > General > Set Title, Tagline, Timezone
3. Settings > Reading > Set A Static Page

2. Install and Configure Your Theme

1. [Astra](#) or [GeneratePress](#)
 1. Theme Options Setting
 2. Theme Customization
 3. Edit Sidebar Widgets

3. Install 2 Plugins (Alternative for Child Theme)

1. [Simple CSS](#)
2. [Header Footer Code Manager](#) / [Code Snippets](#)

4. Install Essential Plugins

1. Malware & Security - [Wordfence](#)
2. Anti-Spam - [Akismet Spam Protection](#)
3. Backup - [UpdraftPlus](#)
4. SMTP - [WP Mail SMTP](#)
5. SEO - [RankMath SEO](#)
6. Image Compression - [TinyPNG](#)

5. Install Google Analytics & Google Search Console

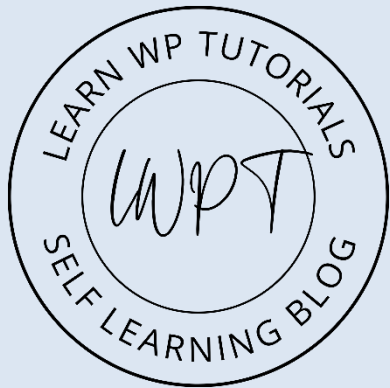
1. [Google Analytics](#)
2. [Google Search Console](#)

6. Install Page Speed or Caching Plugin

1. [WP Rocket](#)

Any questions?

Don't hesitate to ask!

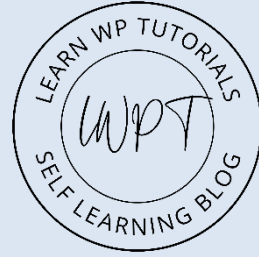


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