



Fresh WordPress Installation Check List

When I install WordPress on a new domain for the first time, I like to make sure I have it set up exactly how I like it. So I use this check list to make sure I have not forgotten anything 😊

1. Set a secure database user name and password for your WordPress database. Don't use usernames like 'admin' or 'myblogname_admin'.
2. Don't set the Admin user name to 'Admin' when you run the WordPress installation wizard. If you need to change it from 'Admin' to something else, you will need to add a new user with admin rights and then delete the Admin user.
3. Set the display name for the Admin user. Go to 'Users->Your Profile' to change this. Add at least a First Name to your user profile, then set this to display publicly.
4. Activate the Akismet to reduce comment spam. This should be included in your install. You need to [sign up for an Akismet key](#) for this to work and then save the key in the Akismet configuration page.
5. Set permalinks configuration in Settings->Permalinks. I like to use just `/%postname%/`
6. Set the blog's Tagline in Settings->General. Make it relevant to your blog topic in case your theme is outputting it anywhere.
7. Set the date and time formats in Settings->General. This is how WordPress will format the date if it is being output anywhere in your theme. You may also want to set your time zone while you are here.
8. Enable threaded comments. This promotes discussion in your comments and is now built into WordPress, so no need for a plugin. It should be enabled to nest comments 5 deep – You can check in Settings->Discussion.
9. Install 'Subscribe to comments' plugin. This allows your visitors to be notified when someone comments on a post that they have already commented on and can increase your traffic. Download here - <http://wordpress.org/extend/plugins/subscribe-to-comments/>
10. Install 'WordPress stats'. Even though I also use Google Analytics, WordPress stats gives me live stats for when I need them. You will need an [API key](#) for this plugin. Download the plugin here -

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<http://wordpress.org/extend/plugins/stats/>

11. Install Google Analytics. I usually add them to the themes footer, but you can also use any of a number of plugins here <http://wordpress.org/extend/plugins/search.php?q=google+analytics>.
12. Set up a contact page and install a contact form plugin. I like the Contact Form 7 plugin as it is highly configurable - <http://wordpress.org/extend/plugins/contact-form-7/>
13. Set up Google XML sitemaps plugin and submit the blog to Google Webmaster Tools if needed - <http://wordpress.org/extend/plugins/google-sitemap-generator/>
14. Install the GoCodes plugin in case you want to track and/or cloak links - <http://www.webmaster-source.com/gocodes-redirection-plugin-wordpress/>
15. Add some kind of Social Media sharing to the theme. The [Sharedaddy plugin](#) makes this very simple.
16. Add your RSS feed to [Feedburner](#). Once you have done this, you will need to make sure that your theme is configured for reader to subscribe properly by publishing this link on your blog instead of the WordPress default feed. Change any links on your theme and also make sure that you have the correct feed URL in the <head> tags:


```
<link rel="alternate" type="application/rss+xml" title="Feed Title" href="FEED_URL" />
```
17. If not installing any more plugins, make sure all of the present plugins are up to date. Also, consider deleting any that are not being used.
18. Set up Twitter account – If I am not even going to start using Twitter for the blog straight away, I will try and grab a brandable Twitter account name.
19. Set up FaceBook page – Same for FaceBook.
20. Setup YouTube channel – Same for YouTube.

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