



Checklist 18: WordPress Final Checks

Project Name: _____ Date: _____

Yes No

404 Pages

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|---|--|--------------------------|--------------------------|
| 1 | Most WordPress Themes include an error 404 template, but in case yours doesn't, you can create your own. Use the 404.php template file from the WordPress Twenty Thirteen Theme. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Copy the file /wp-content/themes/twentythirteen/404.php in the directory of your current theme. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Then edit the error message to the message you want. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | To see if your page works, type in a URL to your website that doesn't exist, and if the page you want is displayed, then you have succeeded. | <input type="checkbox"/> | <input type="checkbox"/> |

Permalinks

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|---|---|--------------------------|--------------------------|
| 1 | These act as a digital address to the content on your website. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Go to the Settings on your WP dashboard. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Then, on the left-hand side of the Settings area, click Permalinks. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Then click on the type of Permalink you want and Save. | | |

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Comments Settings

- 1 To control the comments, go to Settings >> Discussion and check the option of "An administrator must always approve the comment." ☐ ☐
- 2 To allow only registered users to comment, go to Settings >> General and check the option of "Anyone can register" and then go the Discussion section and allow registered users to comment. ☐ ☐
- 3 To enable or disable comments on a single post, go to the post edit area, click the Screen Options and check the Discussion. Scroll down and check or uncheck boxes depending on the settings you want. ☐ ☐

Homepage Settings

- 1 Open your WordPress admin page. Open Settings >> Reading. ☐ ☐
- 2 Click on the "Static page" option in the "Front Page Displays." ☐ ☐
- 3 On the Front Page menu, click the front page from the WordPress pages you like. ☐ ☐
- 4 Use the Posts Page menu to select the page on which you would like the posts to appear on as they will now not be displayed on the front page. ☐ ☐
- 5 Click the Save button. ☐ ☐

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Privacy

- 1 On your Dashboard, go to Settings and then click Privacy. ☐ ☐
- 2 Then, from the menu that appears, choose the settings as to how you want your site to appear. ☐ ☐
- 3 Then click Save Changes to enable the settings you chose. ☐ ☐

Policy and Disclaimer

- 1 In the admin area, go to Pages and then click on Add New. ☐ ☐
- 2 We recommend that you name your page Privacy Policy or Disclaimer so that the users know immediately what the page is about. ☐ ☐
- 3 You can use a plugin called Auto Terms of Service and Privacy Policy to generate content or write your own. ☐ ☐

Pixel Retargeting for Facebook

- 1 Firstly, visit your Facebook account and then go to the Ads Manager. ☐ ☐
- 2 Click Tools and then Pixels, and create the Facebook pixel. ☐ ☐

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| 3 | On clicking the pixel option, a popup will appear. Type in the name you want and then click create a pixel. | <input type="text"/> | <input type="text"/> |
| 4 | A message will appear showing the unique code for your pixel. | <input type="text"/> | <input type="text"/> |
| 5 | Then copy the pixel code that Facebook shows. | <input type="text"/> | <input type="text"/> |
| 6 | In WordPress install the Headers, and Footers plugin goes to Settings >> Insert Header and Footers page. | <input type="text"/> | <input type="text"/> |
| 7 | Copy and paste the pixel code and then save the changes. | <input type="text"/> | <input type="text"/> |

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