



The 17-Point Essentials Checklist

Hi, I'm Mynde Mayfield. Thanks for your interest in my checklist. I've discovered along the way, these 17 things are essential for getting started online. Giving each item some consideration & a teensy bit of planning *now* will **help you launch off into your web presencing journey feeling a lot more confident** and lot less like you don't have a clue (because really, you know more *right now* than you think you do).

Yes, the items on the checklist are listed in order. And, no not everything you'll decide along the way is on this checklist. It's not about *that*...

It's always *only* about taking the next step, whatever that is for you. In the direction of the things that make your skin sizzle, your heart sing, and your soul wake-up!

Your special stuff. Out on the web. So here we go...

1

A Launch Plan

All Champagne & No Campaign. I know you've got your eye on getting to your launch finish-line, but what's your *plan*? Besides opening the champagne? What will you actually be doing once your web presence is up & running? It's always a good idea to roll out your web presence with something interesting happening from your world. **Comment contests & other giveaways can encourage people to take a closer look & subscribe** if they like what they see. Really, all today's most successful online product developers are thinking & planning *well in advance* of today; more likely a minimum of six weeks *out*. It's ok to be *where you are* today. And if you haven't, start thinking & strategizing. **Because you will launch. And then what? ::: cork pop :::**

2

DIYing It

On a scale of 1-10, where are you? You'll need to figure it out *fast* and get your support system in place. Most people do a significant amount of DIYing in the beginning, usually because they can't afford to hire a VA, or someone with a skill set to do the things you can't stand doing, technologically speaking. If you need a VA, I recommend checking out [Anastacia Brice's Assistu](#) (<http://www.assistu.com/>). I've also started [a Twitter list of people I'd call](#) if I were shopping for WordPress and/or VA help with my online biz.

3

A Domain Name

Have one. Need one. Want one? Find out what *one* is "technically" & 7 tips for choosing yours [in this post](#).

4

A Web Host

Rent your webspace. What web hosting is & why you need it. [Read this post.](#)

5

A WordPress Theme

Prepare for constant change. Why you need a premium (non-free) theme for your WordPress blog & the one I recommend for web design & usability versatility: [Thesis From DIYThemes.](#)

6

Plugins

[AntiSpam Bee](#), [Bad Behavior](#), [Quick Cache](#), [Google XML Sitemap Generator](#), [Thesis OpenHook](#), [Clean-Contact](#), [WP-DB Manager](#), [Livefyre Realtime Comments](#), [ShareThis](#).
Optional: [Twitter Widget Pro](#), [Simple Social Icons](#) or [Social Media Widget](#), [Maintenance Mode](#)

7

Navigation & Content

Write your heart out. [About page](#), [Contact page](#), Products & Services page, Privacy Policy page, Home page (if you'll be displaying a static homepage "welcome" message instead of your blog. Don't know the difference between a website or blog or which one is right for you? [Read this post.](#))

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The Tagline

Honey for your bees. Your tagline is the most refined essence of your marketing message. It will continually evolve & change so make sure it's easily editable by You (and is not embedded in your header artwork). As you grow, create new products or services, and even decide which kinds of clients you serve best and exactly how you do that—the tagline is a vital part of utilizing the web's language of connection. The tagline starts with you. Being super clear about You and your message. Taglines & the rest of your content development will always be about [progress, not perfection.](#)

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For The Blog

Prepare. 5 backdated posts is a minimum. Set-up auto tweeting & Facebook statusing for your posts. Facebook's [Networked Blogs](#) application does a good job at this. However, I prefer [Twitterfeed](#) because it handles image posting better in Facebook status updates. See 7 above: Practice. Repeat. A minimum of once a week.

10

The Sidebar

Install: a [Subscribe-by-Email feature](#) ([Feedburner](#) , [Aweber](#) or [Mailchimp](#)), mini about intro w/headshot, recent posts & search feature widget. Optional items: [social media icons](#), tweets displayed in a widget, video intros, banners (for your products/services or for affiliate relationships).

11

The Footer

Customize your footer. Add a © copyright symbol with the year and your name or biz name. Add a link to your Privacy Policy (a must-have if you're using Aweber or Mailchimp). If you go with a widgetized footer, decide how many and what goes in 'em (if your clueless what I'm talking about , [m squared](#) currently uses a widgetized footer).

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Gmail

If you're not using Gmail yet, well... it's time to start. And it's really not a very difficult corner to round. Yes, it looks different than traditional email clients you may be used to; but don't let this stop you from realizing the full potential of having Google's search engine technology built right into your Inbox (your email file folder-ing days are over)! Plus, you'll need a Gmail account to set up many free services like Feedburner (see 14) or Google Analytics (see 13). I encourage my clients to create a "branded" gmail account as soon as they choose their domain name (i.e. "[everlastingpresent@gmail.com](#)"). Get started by checking out this [Gmail introductory video](#) on LifeHacker.

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Google Analytics

Measure what's actually happening "down at your online ranch." You can read more about what I mean [in this post](http://myndemayfield.com/google-analytics/) (<http://myndemayfield.com/google-analytics/>). Set-up your free Google Analytics account and add your code snippet to your website so that it can track visits & monitor other useful information. GA also integrates nicely with similar metric-reporting web services like [Sharethis](#).

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Feedburner

Burn your RSS feed at [Feedburner](#). If you can't afford the \$20 bucks a month for Aweber (or aren't quite sure if you need Aweber yet), Feedburner offers a minimal email subscription service for creating your Email Subscription widget in your sidebar. Feedburner is also the leader in compiling the total number of people who access your blog via RSS reader, so no matter what, burn your feed!

15

Get Booked

Accept online appointments. Make it easy for your clients to schedule consulting or coaching sessions. I love [Timetrade](#) (to see Timetrade in action, click any big blue button from a sidebar at m squared). You can find a ton of other similar services with a Google search. I've used [Tungle.me](#) & [Genbook.com](#) but came back to Timetrade for it's ease of use & simple integration with my Google calendar.

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Get Paid

Paypal or E-junkie: [Paypal](#) is the most basic online payment processor and really *the only thing you need in the beginning*. If you plan on delivering a [free value-add giveaway](#) (similar to this *Instant Download* you're reading right now) and it's larger than 1MB (Aweber's PDF size limit), then you'll want to look into [E-junkie](#).

17

Get Social

Set up: your [Facebook Fanpage](#), your [Twitter](#) account and a [Paper.li account](#). Even if you aren't yet active on these social networks, you can use automation to "hold your space" while your grow into leveraging these powerful networks to help extend your online biz reach in unimaginable ways.

Need everything on this checklist explained in more detail?

Discover an **easy-to-navigate** pathway & **success factors** for getting launched plus a practical strategy for creating authentic soulful web content in this 58-page ebook. The technical stuff broken down in my **easy-to-digest** heart & soul approach.

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About Mynde Mayfield



Mynde launched her first personal web presence in 2000 while working for Experian Information Solutions. In 2007, she left Corporate America to pursue her dream of being a full-time entrepreneur.

After helping dozens of other creative women launch their own web presence, this past Christmas Eve, she wrote & launched her first ebook called **Web Presence Essentials**. The ebook's workbook companion explores an in-depth process for helping you reveal **The Six Hidden Layers of Your Content** and is expected Spring 2012.

Find out more about working together [here](#).