



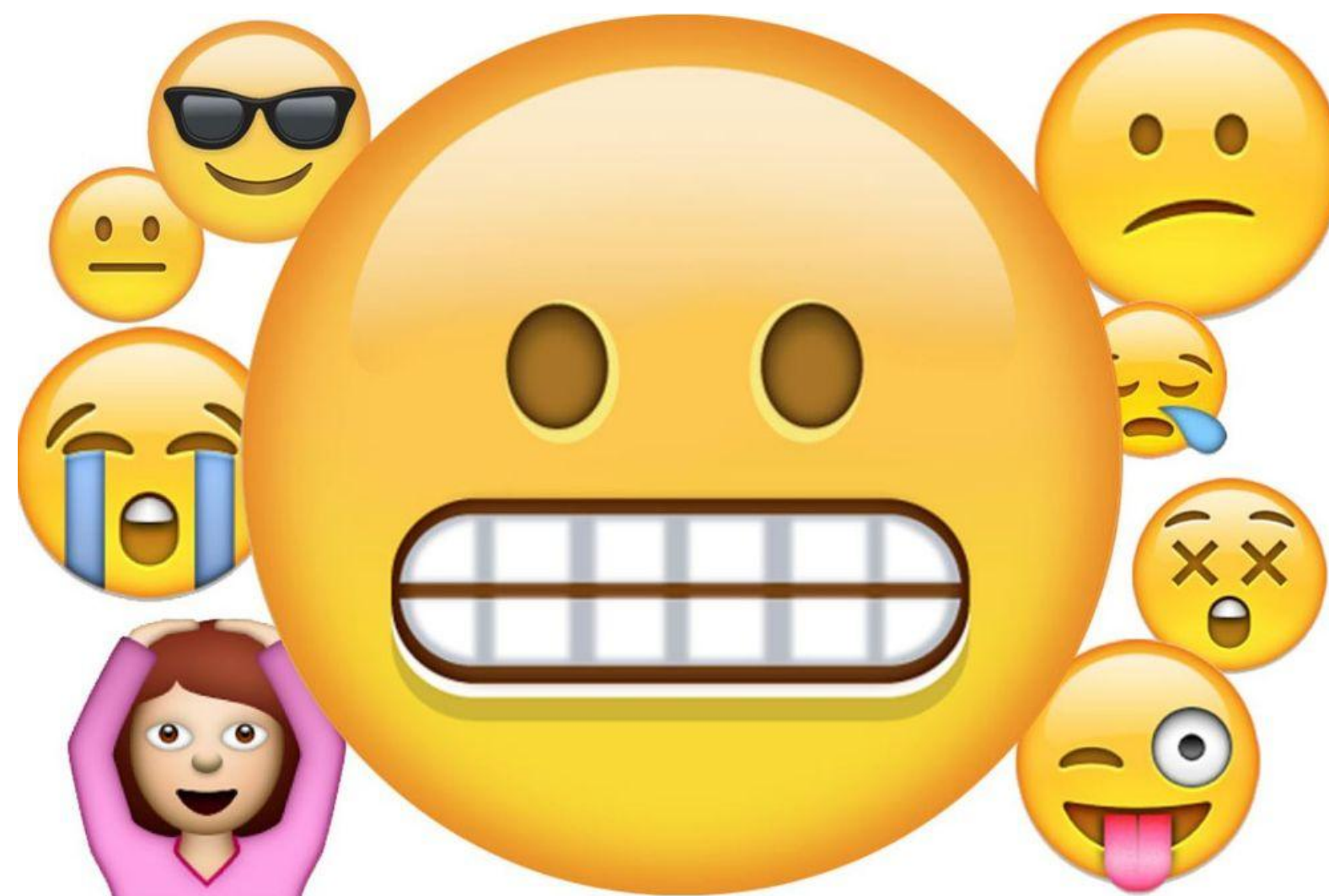
We Launched the Site! Now What?

Presented by: **Kelly Tetterton**, Partner at Clarity
Partners

Agenda

- **Background** & Context
 - **Frame** the Problem
 - **Solve** the Problem

Website projects have a **range of emotions**



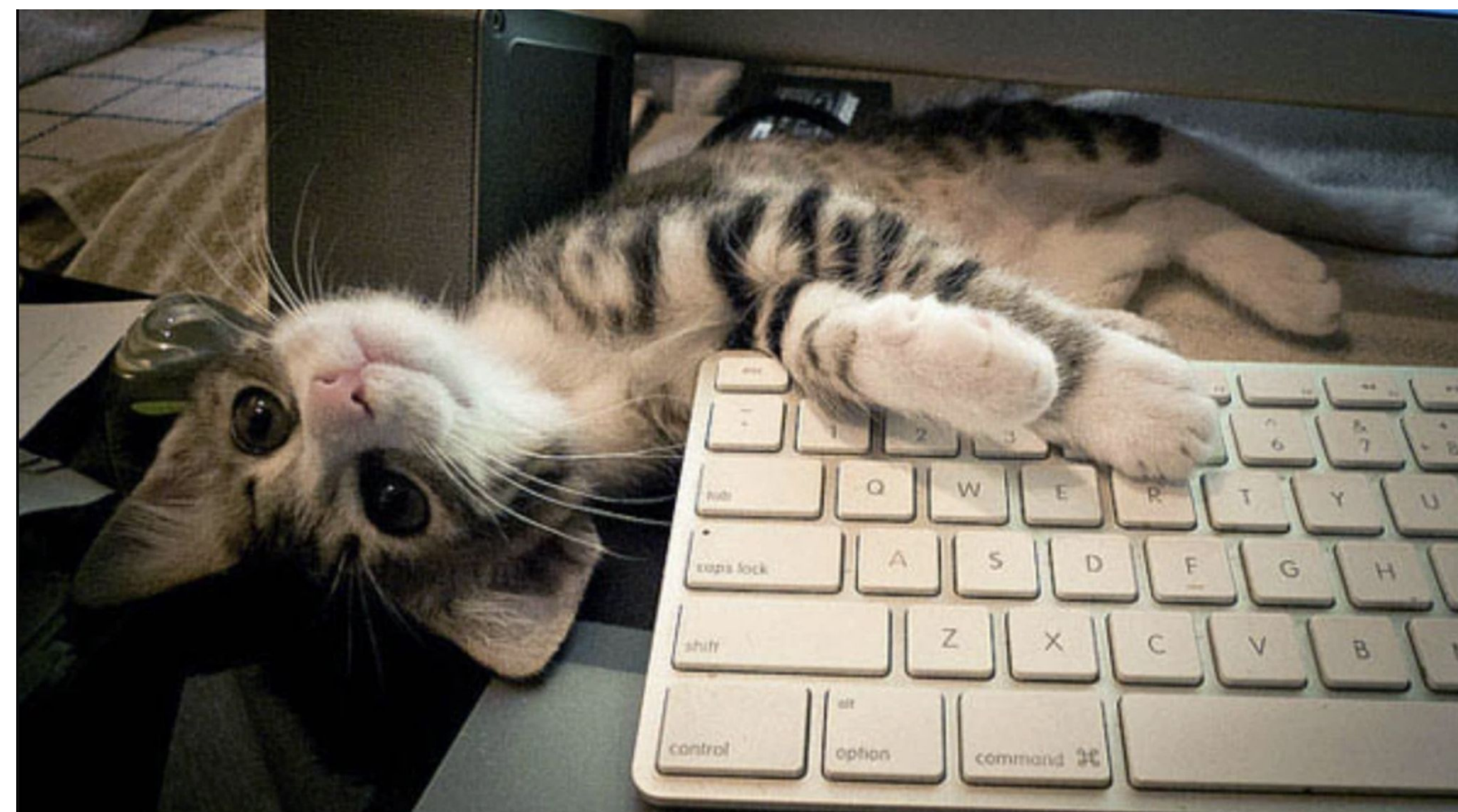
But if it's a bang or a whimper... **it ends**

- Undone/post-launch items
- Bugs
- I'm just tired...
- ...and then... silence



How do we keep our clients engaged?

- Undone/post-launch items
- Bugs
- We want to do the best for them, and they've moved on!

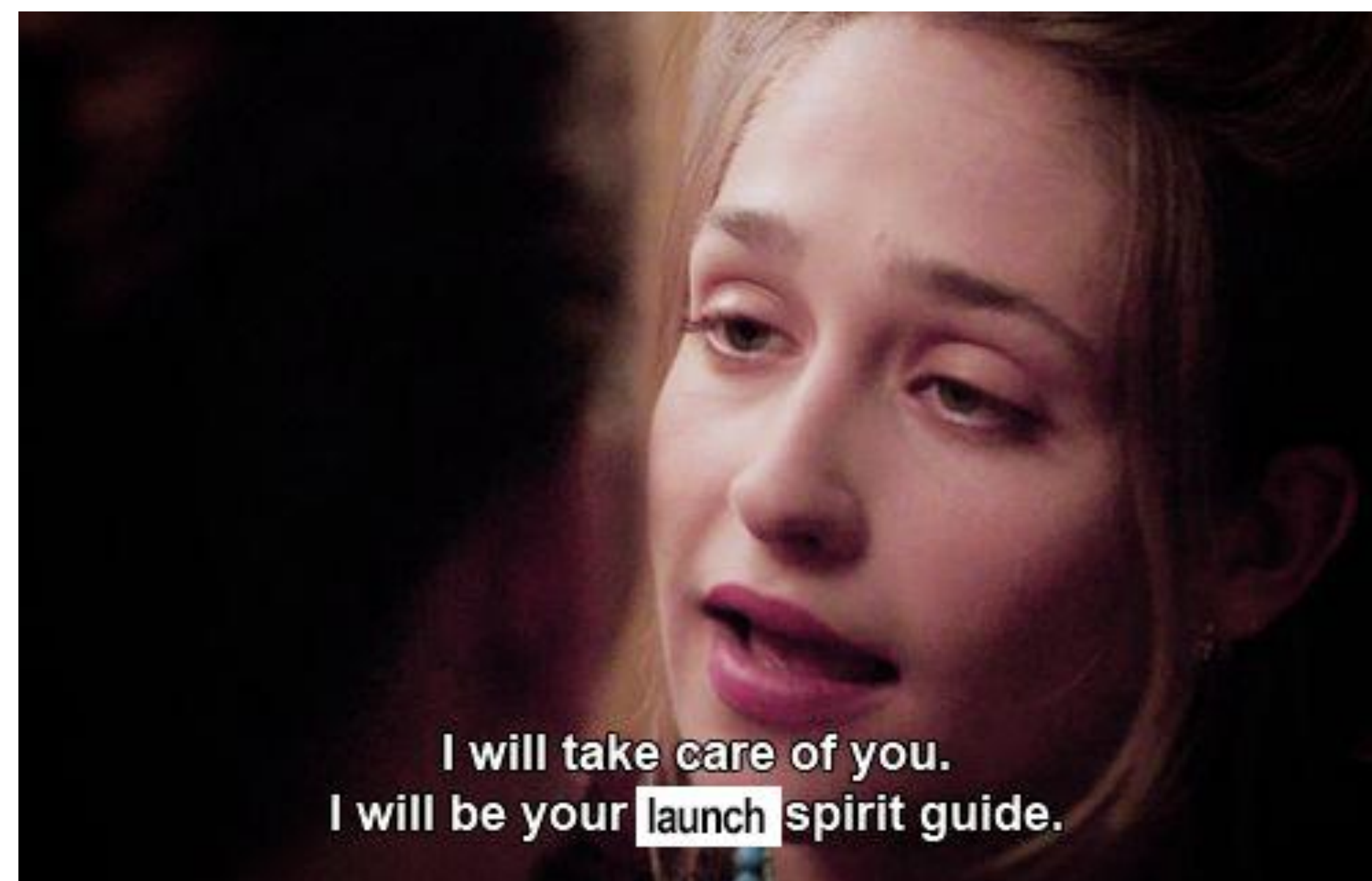


Start at the Beginning...at the End



Focus on the Launch

- **Be** the Spirit Guide
- **Make** it Smooth
- **Plant** the Seeds...



Be the Spirit Guide

A	B	C	D	E	
TASK	RESPONSIBILITY	DATE EXPECTED	TIME	STATUS	NOTES
Content freeze on stage	Client	1.27.20	7:00 AM	Done	Client users blocked
Final signoff from client	Kelly	1.28.20		Done	Client has approved
Reduce TTL for DNS (5 minutes)	SCTG	1.28.20		Done	Reduce to 5 minutes; pending approval fr
Final code to all environments	Vilmos	1.29.20		Done	merge from stage to prod; deploy using je
Migrate all stage content to prod	Vilmos	1.29.20		Done	copy stage to prod
Copy all data from S3 stage bucket to prod S3 buckets	SCTG	1.29.20		Done	4:25pm: "stageassets is currently 114GB,
Ensure that no error messages are being displayed in the Status Report page	Vilmos	1.29.20		Done	
Ensure that the Site Information such as Email address and Site Name are correct	Vilmos	1.29.20		Done	may not be relevant; checking
Ensure that odd usernames such as admin, root, webmaster, etc. are disallowed for anonymous users during registration and that 'lost password functionality' does not work for this same set of usernames	Vilmos	1.29.20		Done	turn off request for account
Ensure that Email settings in the web forms, contact us etc. are correct	Vilmos	1.29.20		Done	NA
Ensure that the Development modules are disabled	Vilmos	1.29.20		Done	
Ensure that Error Reporting is disabled. It is better to disable on-screen error reporting by choosing 'Write errors to the log'	Vilmos	1.29.20		Done	Suppress warnings, not fatal errors; post-

Make It Smooth

- Assume the launch is an **all-day** affair
- **Over**-communicate
- Have **clear** markers/milestones

Plant the Seeds

- Google Analytics
- Search Term Tracking
- Plan for Maintenance

Post-Launch: Security Updates (aka “The Talk”)



- Make it not scary
- Don't wait until the first update comes out to talk about this
- And yes, talk about version updates too

Ongoing Assistance: Clients Don't Know How You Can Help



- SEO
- Content strategy
- Content governance
- Editorial calendars

Proactive Site Planning

- We know how to make sites better
- Mix the “boring” stuff with the exciting stuff

Budget Planning

- Plan contacts around your client's fiscal year
- Operations vs Capital
- Accessibility audits
- Site speed audits
- Documentation/training updates
- Re-training
- Analytics



Goal:

Ongoing Conversation

- Landscaper, not plumber
- Nurturing, not one-off fixing

Edit This Thank you slide - purple.

THANK YOU, QUESTIONS?



CONTRIBUTION DAY

Saturday 10am to 4pm

You don't have to know code to give back!

New Contributor training 10am to Noon
with **AmyJune Hine** of Kanopi Studios

PLEASE PROVIDE YOUR FEEDBACK!

mid.camp/6303