

Day-2

1. Hire an expert freelancer to quickly complete all the Day-2 tasks

If you are not experienced with this kind of technical tasks, or if you want to save time, get an [expert freelancer](#) to complete all these tasks for you quickly.

2. Create your contact email

Login to your hosting account that you created at [iPage.com](#), go to the cPanel and create your contact email address.

3. Install and customize a WordPress theme

Download, install, and customize the popular, lighter, faster [WordPress theme](#). Get the theme [here](#).

4. Add the site title, tagline, and URL

Create your site title based on your niche keywords; and the tagline based on what your blog is about.

5. Set the permalink structure to "Postname"

Set the permalink to a human-readable and SEO-friendly URL.

6. Generate an XML Sitemap

Generate an XML sitemap to help search engines crawl your blog.

7. Setup the 4 essential widgets

- Setup a **search** widget to help people find content on your blog.
- Setup an **author profile** widget to introduce yourself.
- Setup a widget for a **newsletter opt-in form**. This is a space where you will paste the opt-in form code that you will create tomorrow, Day-3.
- Setup a widget to list your **recently published** blog posts.

8. Enable comment moderation

Enable comment moderation to make sure that only acceptable comments are published on your blog.

9. Change the default post category from “uncategorized” to your niche keyword

To improve SEO and user experience for your readers. For example, if your niche is “Home Cleaning”, change “uncategorized” to “Home Cleaning”.

10. Add a Favicon.

Get the favicon that your logo designer cropped from your logo, add it to where your theme indicates.

11. Setup "Contact Form by WPForms"

Install and setup [Contact Form by Fluent Forms](#). In a later step, you will create a Contact page and add the contact form code that the plugin generates.

12. Setup "Google Analytics Dashboard Plugin for WordPress by MonsterInsights"

Install and setup [Google Analytics Dashboard Plugin for WordPress by MonsterInsights](#).

13. Setup "Rank Math SEO"

Install and setup [Rank Math SEO](#).

14. Setup "MashShare Social Media Share Buttons"

Install and setup [MashShare Social Media Share Buttons](#).

15. Submit your website and the XML sitemap to Google Search Console

To monitor your blog ranking in search engine. Also submit to Bing Webmaster Tools.

16. Test your blog display on different browsers and mobile devices

Double-check whether your blog displays correctly in Chrome, Edge, Mozilla Firefox, Safari, and Opera; both on desktop and mobile devices.