

## Lead-Gen Site Customization Checklist

For the most part the customizations and changes that need to be made are pretty self explanatory. But let's go over the most critical ones so you can get your site up and running in the shortest amount of time possible.

**NOTE:** we are assuming that you know your way around Wordpress. If you don't, please visit their site to get more comfortable with how everything works. A complete training on Wordpress is beyond the scope of this product.

- Under the Settings – General tab:
  - Update the Site Title and Description. **IMPORTANT:** Put text in both areas otherwise it will throw off the structure of the site.
  - Update the email address.
  - Be sure to save your changes.
- Go to the Appearance – Widgets tab:
  - On the far right hand side you will see all the widgets.
  - Under the 'Primary' Widget open up the 'Text: Free Report Download!' tab.
  - Locate the phrase, 'Input your Opt-in Script Here' and replace that with your autoresponder script.
- Under the Contact tab click on 'Edit'
  - If you choose to use this free plugin then be sure to change the email and domain name in the appropriate areas.
- Customize the eBook/eReport, save it as a PDF and upload it to the 'dl-guide' folder using your FTP program. Be sure to save it as the exact same name of the current PDF document.
- Update individual Pages as necessary. Go through each one and make sure to input/delete email addresses, local keywords, description, etc.

Any further customizations are optional and at your discretion.

However, if I missed something that you feel should be listed please do not hesitate to let me know at: [drew@laughlinmarketing.com](mailto:drew@laughlinmarketing.com).