



Team Guru Website Build SOP Checklist

✓ Step 1: Install the Guru WordPress Base Setup

- ☐ Submit **Website Provisioning Form** at team.guru-ius.com → Provisioning Dashboard.
- ☐ Enter all required details: Client name, Domain name, Setup type, Special instructions.
- ☐ Provisioning team will deploy Guru WP Duplicator image + Divi Builder + plugin stack.
- ☐ Receive assets from Project Manager: Logo, Tagline, Phone, Legal Business Name, Site Icon, Global Colors, Fonts, Styles.
- ☐ Confirm site provisioning complete + receive admin credentials.

✓ Step 2: Configure Base WordPress Settings

- ☐ Log into WP Admin with provided credentials.
- ☐ Navigate to **Settings** → **General** → update **Site Title + Tagline** only.
- ☐ DO NOT edit: Writing, Reading, Discussion, Media, Permalinks, Privacy.

✓ Step 3: Customize Global Settings

A. Divi Theme Customizer

- ☐ Upload favicon/site icon.
- ☐ Confirm/update Primary + Secondary colors.
- ☐ Confirm/update Typography (Header + Body fonts, weights, colors).
- ☐ Ensure link color = Primary color.
- ☐ Configure Buttons (Style + Hover Style with opacity 71%).
- ☐ Publish + Exit.

B. Divi Theme Builder

- ☐ Edit Global Header → Update Logo, Menu alignment, Tagline, Phone # (with **tel:** link).
- ☐ Ensure CTA button + phone are vertically centered.

- ☐ Save Header.
- ☐ Edit Global Footer → Update Logo, Copyright (Legal Biz Name), Address.
- ☐ Update Google Map Pin + Map Link (Directions URL).
- ☐ Save Footer.
- ☐ Embed YouTube videos with correct responsive `<iframe>` code.

☒ **Step 4: Update the Coming Soon Page**

- ☐ Go to Pages → Coming Soon → Edit.
- ☐ Replace placeholder with **client logo**.
- ☐ Save & Update page.

☒ **Step 5: Design + Populate Home Page**

- ☐ **Access GPT** → Initialize with client info, website, GBP (if applicable).

☐ **Hero Header**

- ☐ Add wide background image.
- ☐ Add catchy phrase (choose from GPT list).
- ☐ Add Intro text (GPT paragraphs).
- ☐ Leave Services Button as-is.

☐ **Main Content**

- ☐ Add Company Purpose (GPT text + wide image).
- ☐ Add Our Commitment (GPT text + wide image).

☐ **Services Section**

- ☐ Adjust layout (rows/columns based on # of services).
- ☐ Clone/Edit service modules → update Icons + Service names (no links yet).

☐ **Why Choose Us Section**

- ☐ Add GPT-generated content.
- ☐ Confirm CTA button links correctly (default Contact Us unless PM directs otherwise).

☐ **SEO Meta Description** → Add GPT description (Yoast → must turn green).

☐ Save & Update page.

☒ **Step 6: About Us Page**

- ☐ Add header image (wide).
- ☐ Add 2+ content sections (GPT text + supporting images).
- ☐ Add Why Choose Us section.
- ☐ Add SEO meta description.
- ☐ Save & Update page.

☒ **Step 7: Service Pages (if Services site)**

- ☐ Open Service Page Template → update “Services” active link color. Save.
- ☐ Duplicate Template → New Draft for each service.
- ☐ Update Page Title + Publish to create permalink.
- ☐ Add header image.
- ☐ Add Service Title in Page Title section.
- ☐ Add 2–4 content sections (GPT text + matching images).
- ☐ Replace “Why People Use This Service” bullets (GPT content).
- ☐ Update Service Icon.
- ☐ Add Why Choose Us section.
- ☐ Update CTA if needed.

- ☐ Add SEO meta description.
- ☐ Save & Publish.
- ☐ Repeat for all services.

✅ **Step 8: Service Areas Pages (if applicable)**

- ☐ Build Service Area Master Page with list of cities → link each to individual page.
- ☐ For each city page:
 - ☐ About [Biz] in [City] (2–3 paragraphs).
 - ☐ Built for [City] [Service context] (2–3 paragraphs).
 - ☐ Our Promise to [City] (1–2 paragraphs).
 - ☐ Why Choose Us in [City] (emoji style list).
 - ☐ SEO meta description.
- ☐ Ensure **unique localized content** per city (avoid duplicate).
- ☐ Use GPT for variations + unique images.

✅ **Step 9: Alternate Main Content Page (non-services sites only)**

- ☐ Rename Services Page Template (e.g., Our Menu, Our Team).
- ☐ Build layout to match business type (restaurant, salon, shop, etc.).
- ☐ Confirm with PM if unsure.

✅ **Step 10: Contact Us Page**

- ☐ Update phone number + details.
- ☐ DO NOT edit contact form.

✓ Step 11: Update Home Page + Services Menu Links

- ☐ Link each Service module on Home Page → correct service page.
- ☐ Update Divi Mega Pro → Services Menu items to match Home Page.
- ☐ Save.

✓ Step 12: Mobile Services Menu

- ☐ Appearance → Menus → Add all Service Pages under Services Mobile Menu item.

✓ Step 13: Custom CTA Page (if applicable)

- ☐ Duplicate Contact Us page → Rename to CTA (e.g., Schedule Demo).
- ☐ Edit per PM instructions.
- ☐ Publish + Update CTA buttons sitewide.
- ☐ Update Global Header CTA link if required.

✓ Step 14: Global Header CTA Popup

- ☐ WP → Divi Overlays → Edit Header CTA overlay.
- ☐ Update with correct CTA content (Contact Us or Custom).
- ☐ Match site design.

✓ Step 15: Final Review & Testing

- ☐ Check **all links**: menu, CTA buttons, services, footer.
- ☐ Review **design consistency**: fonts, colors, spacing.
- ☐ Test across devices (desktop, tablet, mobile).
- ☐ Fix issues before handoff.

✓ Step 16: Notify Project Manager

- ☐ Email PM: "Website complete, ready for review."