STREAMLINE

Go live training guide

What does it mean to "go live?"

Technically, your Streamline site is already available to anyone who types in the staging site URL that was shared with you (e.g. acmemud.specialdistrict.org). So, what does it mean for your Streamline site to actually "go live?"

Well, since very few people have your specialdistrict.org URL, your site isn't really "live" to the public until we do a few more steps:

1. Your custom domain will point to your Streamline site

As part of the go live process, your custom domain (if you have one) will be redirected from pointing to your old site to your new Streamline site. Once that happens, your old site will be inaccessible and, in the truest sense, your Streamline site will be "live" to the public!

2. Search engines will crawl your Streamline site

Streamline offers services to help Google and other search engines crawl your site, making it easier for visitors to search for what they need in a search engine but ultimately find their way to your site and content.

3. You can share your Streamline site with the world

Once live, your Streamline site will be available for you to post to Facebook, Twitter, in your newsletters, and through any other channels that you use to communicate with your district.

There are some other tips we'll share below, as well, but those are the basics.

Before going live

Where is your domain name registered?

The first thing you want to confirm is where your domain is hosted. Common domain hosting providers include GoDaddy, Network Solutions, Bluehost, Namecheap, and more.

Who manages your domain?

This could be you, someone in your district, or a third party. The real question is: who manages the username/password to your domain registration account?

If you are responsible for managing your domain (i.e. you're the one logging into your domain registrar to make changes), make sure you have the current login credentials for your account. You'll need these later when you're ready to go live.

If you aren't the one responsible, work to identify that person in your district (if handled internally) or third party group (if handled externally) who ultimately manages your domain registration. Confirm they have access to the registrar account to make updates to your DNS settings (and it's OK if you don't know what DNS settings are – this person likely should!)

> *If none of this makes sense, or you don't yet have a custom domain name but would like one, you can choose to use our Domain Concierge service, which is $10 per month and includes domain registration, hosting, and management.*

When you're ready to go live

1. Make sure your content is ready

Things don't have to be perfect, because you can easily make changes later, but it's a great idea to go through your important pages to make sure things look correct.

2. Make sure your stakeholders are ready

The last thing you want is to have someone – especially a board member! – go to your website and be surprised to see a totally new site. Make sure you have communicated your "go live" date internally to the right stakeholders.

3. Notify Streamline

There's a lot that Streamline can do to help bring your site to the public. Once we're notified of your go live date, we can schedule processes that will notify search engines to crawl your site and make it easier for visitors to Google and other search engines to find their way to your pages.

We will also send you (or the third party you work with) *specific instructions on how to update your domain DNS settings* to point your domain to your Streamline site.

4. Update your DNS settings

This is the big one. You, or whoever manages your domain, will need to use the information we send to update your DNS settings. Once this change is complete, within approximately 24 hours the entire world will be able to access your Streamline site using your custom domain!

Note that you do not have to have a custom domain to go live with a Streamline site – use of your default domain (e.g. acmemud.specialdistrict.org) is included in your membership. However, if you do have a custom domain and need help with managing your DNS, you can sign up for the Domain Concierge service for $10 per month and we'll take care of all of that for you.

5. Start spreadin' the news

At that point, your site is "live"! But like any web site on the Internet, yours will benefit from exposure among the people you need to reach – your staff, your board, and most importantly, the constituents of your district.

Need some tips on how to do this? We have you covered:

1. Make sure you have a Google Business listing and add your website to it
    a. See if you have a Google Business listing by going to www.google.com and simply searching for your organization name. If a listing exists, it will appear on the right side of the page. If there is no website listed, you can click on "Suggest an edit" to simply add your website URL, or on "Own this business?" to claim the business.
    b. If you don't have a Google listing, you can create one at https://www.google.com/business/
2. Do the same thing for Bing Places!
    a. Not everyone who visits your page will be a Google user. Some may use Bing, and fortunately, they offer a similar free service to make it easier for people who are searching for you to find your information in a single listing. Visit https://www.bingplaces.com/ and include your Streamline website on your listing.
3. Place your website link on every social media channel associated with your organization
    a. Facebook, Twitter, LinkedIn, and any other social media channel should be updated to include a link to your Streamline site. While you're at it, go ahead and make an announcement post on each platform to let your people know about the new website!
4. Include your site link in your newsletter or other communications
    a. Make sure you broadcast the update in your monthly or quarterly newsletter. Include a link in your email signature. Add it to your business cards and letterhead. Get the idea? Put your new Streamline site as many places as you can to help drive traffic to all that great content you have worked hard to create.

As always, we're here to help!

For fastest service, submit a ticket
- On your website using the ? icon
- By sending an email to support@getstreamline.com

You can also call (916) 900-6619, press option 1, and leave a detailed message. We'll create a ticket for you and get a response headed back your way as quickly as possible.