

Rental Directory Launch Checklist

Everything you need to launch your WordPress rental directory website the right way.

1. Prep Your WordPress Setup

- ☐ Install the latest version of WordPress.
- ☐ Choose fast, reliable hosting with SSL (speed and trust matter).
- ☐ Set up your domain and configure HTTPS.
- ☐ Install an SEO plugin like Rank Math or Yoast.
- ☐ Update your permalinks for clean, SEO-friendly URLs.

 *Tip: Don't overload your site with unnecessary plugins — it'll slow you down before you start.*

2. Install & Configure Directorist

- ☐ Install the **Directorist** plugin from your WordPress dashboard.
- ☐ Run the setup wizard and select “Rental Directory” as your directory type.
- ☐ Enable front-end listing submission for users.
- ☐ Create categories like “Apartments,” “Vacation Homes,” “Office Spaces.”
- ☐ Add custom fields (e.g., rental price, availability, amenities).
- ☐ Turn on Google Maps or OpenStreetMap for location-based search.

 *Pro Tip: Use demo data to preview your layout before adding real listings.*

3. Choose & Set Up a Theme

- ☐ Install a directory-optimized theme like **OneListing** (free) or **dPlace** (premium).
 - ☐ Import demo content to speed up your setup.
 - ☐ Customize colors, logo, and typography to match your brand.
 - ☐ Test responsiveness across mobile and tablet devices.
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4. Add Listings & Organize Content

- ☐ Create your first few listings manually to test formatting.
 - ☐ Add categories, tags, and location filters for better navigation.
 - ☐ Ensure all listings have quality photos and complete details.
 - ☐ Optimize titles and descriptions with keywords.
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5. Monetize Your Directory

- ☐ Enable **Paid Listings** or **Membership Packages** using Directorist extensions.
- ☐ Add **PayPal** or **Stripe Gateway** for online payments.
- ☐ Offer “Featured Listings” to boost visibility for sellers.
- ☐ Set fair pricing and clearly explain benefits for each paid plan.

💡 *Start small — a few affordable plans attract more users early on.*

6. Test User Experience

- ☐ Test “Add Listing” and “Claim Listing” forms.
 - ☐ Check search filters, sorting, and map functions.
 - ☐ Test listing approvals and payments.
 - ☐ Verify that all confirmation and notification emails work correctly.
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7. Optimize for Launch

- ☐ Set up caching and image optimization (use plugins like WP Rocket or Smush).
 - ☐ Configure SEO titles and meta descriptions.
 - ☐ Test site speed (aim for under 2.5 seconds load time).
 - ☐ Install Google Analytics and Search Console.
 - ☐ Create a backup schedule.
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8. Announce Your Launch

- ☐ Prepare 2–3 social media posts or ads to promote your launch.
- ☐ Send an email to your contact list or local partners.
- ☐ Encourage first-time users to add free listings for exposure.
- ☐ Ask early users for reviews and testimonials.

💡 *Don't drop the ball after launch — consistent updates and user engagement keep your directory alive.*

You're Ready to Launch!

You've got everything covered — from setup to monetization.

Stay consistent, keep improving listings, and watch your rental directory grow into a steady income source.