

Getting started with
eCommerce



FLYWHEEL



In this guide, we'll show you how to take your site live on Flywheel – the easy way! We've got some great tools to help you through the process, so let's jump in.

FOLLOW THESE SIMPLE STEPS TO GET STARTED:

- [1. *Migrating an existing site*](#)
- [2. *Pre-launch setup and minimizing downtime*](#)
- [3. *Content refresh*](#)
- [4. *DNS + SSL*](#)
- [5. *Additional tips and resources for WooCommerce*](#)

Then just sit back, relax, and get paid!

01 Migrating an existing site

A quick question: is the site live elsewhere on the internet, or will you be building/finishing it on Flywheel? If the site is still under development, then feel free to skip to Step 4.

Already live elsewhere? Then let's jump into the migration process!

When do you want to move your site?

Whenever you're ready, your site can be up-and-running on Flywheel with our easy migrations!



Right now

Download our free WordPress plugin to migrate a site whenever you need.

[LEARN MORE](#)



Within 8 business hours

Get your sites moved fast with expedited migrations from our WordPress experts.

[LEARN MORE](#)



Within 3 business days

Lean on us to migrate your sites for free, and we'll let you know when it's done.

[LEARN MORE](#)

There are a few ways to get your site onto your new Flywheel server, and we have options based on timing that works for you!

- **Ready to migrate your site right now?**
Whether you're eager to get started or just a DIY fan, we've created our [free Flywheel Migrations WordPress plugin](#) to move a site whenever you need. [This guide](#) will show you the step-by-step process (with screenshots!) to get your site moved over.
- **Need your site migrated within 8 business hours?**
Our WordPress experts can get your sites moved fast with Expedited Migrations. For just \$49, we'll have your site ready to go within 8 business hours, guaranteed. You'll just need to fill out our [Migration Request Form](#) and our team will take it from there!
- **Want your site migrated within 3 business days?**
We'll also migrate your site for you for free! You'll just need to fill out our [Migration Request Form](#) with some details about your site, and our team will do the rest. In about 1-3 business days, your site should be ready to take live on its new Flywheel server.



Note: These migration methods won't disrupt your live site. Instead, a copy of your site will be made, then brought over and installed on Flywheel. That means no down time for your live site during the migration process!

Once a copy of your site is settled onto Flywheel, it's time to double-check that everything looks good and works as it should. If our team did the migration for you, then we'll have done some general QA testing, but it's always a good idea to give the site a thorough inspection.

Found a problem? If we did the migration, then just reply to the support ticket with your findings. Moved the site yourself? Either jump into our support chat or create a new ticket, and we'll work with you to troubleshoot.



02 Pre-launch setup and minimizing downtime

Before you start the process to take your site live, there are a few things you can do to ensure your site sees the least amount of downtime possible while DNS propagates.

- Lower your TTL (“Time to Live”) well in advance of your go-live date. TTL specifies how long DNS servers should wait before they refresh your records and publish any changes that have been made since the last refresh. To learn how to change your TTL, this handy help doc will walk you through it: [What is TTL?](#)

Fill out this form for an SSL certificate

Fill out this form and we'll generate your CSR.

Country

City/Locality

State/Province/Region

Organization

Department (optional)

- If you want to use your own SSL certificate instead of Simple SSL, your BYO SSL certificate can be installed before your go live date. Learn how to start that process here: [Install a third-party SSL certificate with Flywheel](#)

For an even more detailed look at preparing your site for launch, check out our [Site Launch Best Practices](#).



03 Content refresh

When your site was migrated, a copy of the site was taken and set up on Flywheel, so any new content added to the live site post-migration won't show up on the Flywheel version. So right before you take your site live, you'll need to do a content refresh to get the Flywheel version of the site up to date.

If your site was migrated to Flywheel using our migrations plugin, then this step will be super easy. Performing a content refresh of the site is essentially performing a new migration, except the plugin will only pull over any new content since the initial migration occurred.

Since we need to get a fresh copy of the database, you'll need to place a maintenance page (or equivalent) up on the live site, preventing visitors from creating any new orders. Once that's up, you can start the refresh. If you migrated the site yourself the first time around, these steps will be familiar: [Performing a Content Refresh on your site.](#)

Just as you did after the original migration, you'll want to QA the site to make sure everything is working and looking correct. Once that's done, then you can start updating DNS.

Tip: Not sure how to put up a maintenance page on your site? We've got a list of plugins that will make the process easy: [Plugin recommendations.](#)



04 DNS + SSL

To prep the site to go live, you'll need to go into the site's Flywheel dashboard, turn off Privacy Mode, and add in the custom domain(s). Make note of the site's new IP address and then log into your domain registrar. Each registrar has a different setup, but you'll need to access the DNS manager for the domain(s) you've added. Update the A record(s) with the new Flywheel IP address and save the changes.

The screenshot shows the 'Privacy Mode' section of the Flywheel dashboard. At the top right, there is a green toggle switch labeled 'ON'. Below the toggle, a text box explains that the site is in privacy mode, preventing visitors and search engines from discovering content without a password. Below this, there are two input fields: 'Username' with the value 'flywheel' and 'Current Password' with the value 'workable-trouble'. At the bottom left, there is a 'CHANGE' button.

The screenshot shows the 'Domains' section of the Flywheel dashboard. At the top right, there is a blue plus sign button. Below it, a warning banner says 'Site is not secure'. The main area lists two domains: 'greatsitename.com' with the subdomain 'www.greatsitename.com' and 'halting-yogurt.mysites.io'. Below the list is a '+ ADD ANOTHER DOMAIN' button. At the bottom, there is an American flag icon, the IP address '151.101.194.159', and a 'DNS HELP >' link.

The screenshot shows the 'Add a domain' form. It has a title 'Add a domain' and a 'URL' label. Below the label is an input field containing 'greatsitename.com' and a checked checkbox labeled 'Primary?'. Below the input field, there is a checked checkbox labeled 'Also add www.greatsitename.com'. At the bottom, there is a green 'ADD DOMAIN' button.

Note: We have registrar-specific guides that can walk you through the process: [GoDaddy](#), [MediaTemple](#), [Hover](#), [Namecheap](#), [Bluehost](#), and [Google Domains](#). If you have a different registrar, here's our [general guide on setting up DNS](#).



Now we wait. How long depends on the TTL for your domain; you'll need to wait however long that is set to for DNS to fully propagate. This process is out of our control, which is why we highly recommend lowering the TTL before the site launch. You can track the propagation progress at www.whatsmydns.net.

Secure with Simple SSL?

Yes, use Simple SSL (powered by LetsEncrypt)

Secure your site with Simple SSL. It's simple, free and fully managed by Flywheel.

Free

No, I'll bring my own certificate instead **Free**

Which domains should we secure?

Your site's domains

[Select all](#) | [Deselect all](#)

- | | |
|--|-------------------------------------|
| <input checked="" type="checkbox"/> itstimomma.com | <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> www.itstimomma.com | <input checked="" type="checkbox"/> |

Once DNS has fully propagated, you can enable our (free!) Simple SSL certificate on your domains (if a third-party certification hasn't already been added). Click the "Enable SSL" button in your Flywheel dashboard to get started. For detailed steps, here's our guide: [How do I secure my site with Simple SSL?](#)

Force HTTPS

Redirect all requests made to your site over HTTPS.

OFF

Once the cert has been added, we recommend going to the Advanced tab of your site's Flywheel dashboard and making sure "Force HTTPS" is turned on. This will force your site to always load over HTTPS, ensuring your visitors always have a safe experience.



Additional tips and resources for WooCommerce

We've helped customers with lots of eCommerce sites, and over time we've identified some tips and resources to help your site run it's very best:

- Use a performant theme built for your eCommerce site. While WordPress has lots of design options, choosing a solid, performant theme will help keep your store running its best. One of the great things about signing up with Flywheel is you have access to [over a dozen WooCommerce-friendly themes](#). You can also opt to keep it simple by using [WooCommerce's Storefront theme](#), which is a free theme built specifically for and maintained by WooCommerce. If you're not sure how well your theme is performing, it may be a good idea to have a developer familiar with performance review the theme.
- Give our [Performance Insights](#) Add-on a try for [site-specific performance insights](#) or [do your own performance tests](#).
- Add custom indexes to improve query speed with the [WooCommerce Custom Indexes plugin](#).
- Check out a couple of our Layout articles for even more tips:
 - [4 tips to increase your WordPress site's speed and performance](#)
 - [How to optimize images for web: A step-by-step guide for better site performance](#)
 - [The ultimate guide to fix & prevent WordPress plugin conflicts](#)
 - [How to improve a WordPress site's performance with minification](#)



Now sit back, relax, and get paid!

With Flywheel, your site is always in good hands and set up to perform its best. From eCommerce-optimized custom caching layers to server setups to instant-scaling technology, we've perfected a hosting solution for resource-intensive sites.

You shouldn't be punished when your success means spikes in traffic! Now, scaling your site to millions of visitors happens instantly. Get ready to see those sales roll in on your eCommerce-optimized site setup!

Have any other questions about your hosting plan or want to hear about the latest Add-ons and features? Contact your account manager or email us at sales@getflywheel.com

Need any help with your site? We're always here to help, 24/7/365!

[CONTACT SUPPORT](#)



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