



# SITE SETUP CHECKLIST

## From Chapter 7 of The Real AI Side Hustle

The sequence below is the same one Lovable will hand you if you ask: “What steps do we need to take to launch this website?” — so it’s been tested, not invented.

### PHASE 1 — BEFORE YOU HIT PUBLISH

- Make every piece of content real.** Lovable generates placeholder copy — sample prices, invented verdicts, filler specs. Go through every page and verify each price, replace every opinion with your honest one, and cut any claim you can’t stand behind. Don’t skip this. The FTC requires honest representation, and readers can smell manufactured enthusiasm.
- Add the three legal pages.** You can prompt Lovable to scaffold all three in one go: “Add a privacy policy, terms of service, and affiliate disclosure page to this site.”
  - **Affiliate disclosure** — required by the FTC. The exact wording is in Appendix C of the book.
  - **Privacy policy** — required if you collect any data (including email addresses).
  - **Terms of service** — protects you; generates in minutes.
- Decide: real name or brand name?** Being a named, real author is what the AI engines increasingly reward. But if a public-facing past or a day job makes that awkward, a brand name works just as well — the site becomes the named authority and you operate it. Make this call deliberately, before you publish. It’s much harder to switch after.

### PHASE 2 — LAUNCH DAY

- Publish to a live URL.** One click deploys your Lovable site to a free something.lovable.app address — publicly accessible, shareable, real.
- Add your domain.**
  - **Bought through Lovable?** It’s already connected. Nothing to do.
  - **Bought elsewhere** (Namecheap, GoDaddy, etc.)? Point it at your Lovable site — Lovable walks you through it step by step.
  - Domain names cost about \$15/year. This is the one thing you actually have to pay for.
- Wire up Google Analytics (GA4).** Free. You’ll want this data later; it’s annoying to set up retroactively. Ask Lovable: “Help me add Google Analytics to this site.”
- Set up Google Search Console.** Free. Verifies you own the domain and shows how Google sees your pages — impressions, clicks, positions. Add the property, verify ownership (Lovable can help), and submit your sitemap.
- Add email capture.** Start collecting from day one, even if you do nothing with the list yet. Email is the one distribution channel no algorithm can take away from you. A simple signup form with a free-resource offer is enough to start. (The bonus pack you’re reading right now is exactly that offer.)

## PHASE 3 — FIRST WEEK

- Set the SEO basics.**
  - **Sitemap** — tells Google what pages exist. Lovable generates it automatically.
  - **robots.txt** — tells crawlers what to index. Lovable generates this too.
  - **Submit to Google Search Console** — once the sitemap exists, submit it under Search Console → Sitemaps.
- Wire up llms.txt (for AI engine citations).** This is the text file that hands AI search engines a clean map of your site so they're more likely to cite it. In Lovable: "Create a Skill so that whenever I add new content, it gets added to llms.txt and llms-full.txt automatically." Set it once; it stays current forever. Chapter 5 has the full story on why this matters.
- Apply to your affiliate programs.** Most programs require a live site with real content before they'll approve you — which is why you did all of the above first. Apply now.
  - **Start with Amazon Associates** — approves nearly everyone, instant access.
  - Add the programs specific to your niche once your traffic qualifies. (Chapter 10 covers the approval process and what to expect.)
- Expect silence.** Don't refresh obsessively. Google takes weeks — sometimes months — to index new pages and decide where they rank. Zero visitors after week one is completely normal. Use the dead-air window to write more content (Chapter 8 method) and line up your distribution channels (Chapter 9).

### THE "ASK THE BUILDER" SHORTCUT

At any point in this checklist where you're not sure what to click, try this first:

"What steps do I need to take to [specific thing you're trying to do] in Lovable?"

The tool built your site; it knows its own interface better than any printed guide can. And since the buttons get renamed every few months, asking the builder beats following a screenshot walkthrough that's already out of date.