



## Checklist 6 - Creating Your WordPress Website

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*It's important to create a website for your local marketing business. Below are steps you can take to get your website ready to go yourself without needing to outsource. Use the steps below to create your site and tick them off as you go along. We recommend you see the over the shoulder step-by-step website creation video recommendation at the bottom of this checklist if you get stuck.*

### Creating Your WordPress Site

1

Create your logo.

 

*Don't overthink this. It's good to have a good logo that can help you easily brand yourself, but it's also important to just get one out there and focus on marketing your services. You can do this to knock out a logo really quickly:*

- a.) Go to [Canva.com](https://www.canva.com) and Create a Free account or take a Free Trial.*
- b.) Go to where you see "Create a Design"*
- c.) You can use the Free logo templates here if and pay for any premium ones OR you can take a Free Trial to access premium logo templates.*

2

Connect your domain to your web hosting.

 

*Once you select a web host to use, you can connect your domain to it by:*

Notes

## Checklist 6 - Creating Your WordPress Website

- a.) *Buying hosting and getting a free domain name (some web hosts will give you a free domain name with any web hosting plan you buy).*
- b.) *Finding out your Nameservers (there's usually 2-4) and adding them to your domain name registrar (where you bought your domain name).*
- c.) *Go to your domain name registrar and go to where you can see a domain you've bought. Depending on the registrar, you may see things differently, so what you need to focus on is seeing where it says "Nameservers". This is where you'll add them, you will probably need to select "Custom DNS" to bring this up. If you have any trouble adding with this you can always contact your Registrar's support or help section to figure out how to do this with them.*

3

Install WordPress

 

- a.) *Go to your cPanel and login if needed.*
- b.) *Hold down "Control/Command + F" and you'll find something talking about installing WordPress. Sometimes the installer name changes, but the function remains the same. They just install WordPress quickly. Select this option and select the right domain name and install WordPress*

4

Pick a theme & install

 

- a.) *Log in to the back end of your WordPress website by going to this URL (you should've had the login details emailed to you after installing Wordpress):*

***"Yoursitename.com/wp-admin"***

- b.) *Make your mouse hover over "Appearance" and select "Theme".*
- c.) *Click on "Add New" and then go over to where it says "Search themes" and you can search among the Featured, Popular, Latest & Favorite tabs to see hundreds of themes to select from.*

Notes

## Checklist 6 - Creating Your WordPress Website

d.) Delete any themes you're not using on your site.

5

 

Pick plugins and install.

a.) In your WordPress dashboard (backend), hover your mouse over "Plugins"

b.) Click on "Add New"

c.) You can search amongst hundreds of plugins that can help you enhance your site. Once you select a potential plugin to install, make sure and to check any reviews to see what other site owners think.

*\*\*3 Plugins to consider: WordFence (site security), Akismet (prevent spam comments), Contact Form 7\*\**

6

 

Add Pages to your site:

a.) In your WordPress dashboard (backend), hover your mouse over "Pages"

b.) Create a Home, About & Contact Page

c.) Go to "Reading" and tick "Static Page" and set your "Home" page as as your homepage and leave

d.) Next, create a menu for all 3 pages so people can click on them at the top of your website (Navigation Menu)

e.) Add your phone number and email to your "Contact" page and on your home page if possible.

f.) OPTIONAL) Create a "Blog" page then go to Reading and tick "Posts Page" to Blog if you want to add a blog to your website.

### Recommended Resources Below

**Step-By-Step Video Instructions on creating your WordPress Website:**

Notes



## Checklist 6 - Creating Your WordPress Website

<https://www.youtube.com/watch?v=8AZ8GqW5iak>

*(Check the timestamps in the description area to see a specific step)*

**Design your own logo:**

<https://www.canva.com/>

**Web Hosting**

<https://www.a2hosting.com/>

**Premium WordPress Themes:**

<https://themeforest.net/>

*Notes*