

WordPress Website Starter Guide

A Step-By-Step Guide To Getting Your
WordPress Website Project Started in
60 Minutes Or Less

- ❑ Get started buying your foundational tools/services without a web pro
- ❑ Time- and cost-saving advice
- ❑ Simple step-by-step instructions
- ❑ Easy to complete in an hour or so!
- ❑ No tech knowledge needed!

About This Website Starter Guide...

We created this Website Starter Guide so that we can save time with describing or doing the same things over and over again with new (or prospective) website clients.

In the beginning stages of building a website, we are usually recommending the same tools/materials/services for you to purchase so we can get started. We created this eBook to give you your step-by-step tools shopping list *and* instructions.

There are also things you should know before you go shopping. We want you to be an informed consumer. So, we include a little advice with each step. We proactively answer some frequently asked questions.

Lastly, we want to boil the steps and advice down to something that you can get through in a matter of minutes or hours and doesn't require technical know-how. Just follow the steps and you'll be off to a good start!

What You'll Accomplish:

- ❑ Domain name registered and paid for (\$20)
- ❑ Web Hosting package purchased (\$120)
- ❑ Email Hosting and inboxes created (FREE)
- ❑ WordPress Theme (\$60)
- ❑ Theme-compatible Page Builder (\$50)

TOTAL Shopping Budget:
~\$250.00

Let's begin by giving you some advice first.

The next few slides provide you with the advice you need so you can make informed purchasing decisions for your website project.

Researching & Choosing a Domain Name

When settling on a domain name, you need to be sure it isn't already taken by someone else and you need to know about safe places to begin your research so you don't end up losing that name you like.

Domain names that are looked up but NOT purchased do sometimes get bought before you get a chance to buy it.

It's best to do your name lookup research in a safe place so you don't inadvertently lose the name you like. We don't want you to fall in love with a name you can't have.

Don't fall victim to losing your desired domain name because you made the mistake of searching for availability in an unsafe way or place.

In fact, DO NOT search at most domain registration sites (especially GoDaddy!) until you're absolutely ready to add that name to a shopping cart and buy it right away.

The safest place to search for domain name availability is at a 3rd-party website that does NOT also sell domain registration and hosting services. We recommend [ICANN Lookup](#).

Whenever you lookup a name and see a result that reads something like "*The requested domain was not found in the Registry or Registrar's RDAP server.*", then you're in luck. That name is available!

Registering a Domain Name

Once you're done safely researching a domain name and have settled on something you like, you can move on to the next step of *registering* the domain name.

Expect To Spend...

- ❑ \$1 - \$25/year

You will need to pay for your domain registration at a **Domain Registrar** company. You will have to renew your registration every year.

Domain registrations typically cost anywhere from \$1 - \$25 depending on the kind of deal you find.

Don't be fooled by those deceptive "dollar deals"! Those are typically introductory rates (first year only pricing).

You should budget now for paying that higher second-year renewal fee.

Keep reading for our top domain registrar recommendation.

Purchasing a Web Hosting Package

If you intend to build a website on your domain, you will also need to buy a Web Hosting package.

Expect To Spend...

❑ \$48 - \$240/year

Most domain registrar companies also sell web hosting and typically bundle them together so you can conveniently purchase both in a few clicks.

The reason you need web hosting *and* domain registration is because owning a domain alone would be like owning a phone number without also paying for phone service. People can't call you to talk if you don't have a phone service plan.

Web Hosting is the service that lets you have a website show up when people type your domain name in their web browser.

Keep reading. In a few slides, we will share a link to our top recommendation for purchasing *Web Hosting*.

But first... you should inform yourself about another important (yet quick) decision regarding your *Email Hosting*.

Choosing Email Hosting Package

Your email inbox (and addresses) need hosting too. There are free and paid options. You should understand a little about both so you can make an informed decision before proceeding to buying your hosting package(s).

Expect To Spend...

- ❑ \$0 - \$12+/month per email address

Just like Domain Registration & Web Hosting are typically bundled together (and can seem like they're one thing), the same is true for **Email Hosting**.

Most Web Hosting packages include FREE email hosting bundled in with your web hosting package. They also throw in the added benefit of unlimited email addresses too.

Your email addresses won't work unless you have an Email Hosting plan/package in place.

If you're new in business and want to keep expenses low, we highly recommend you take advantage of the FREE email hosting and start creating the addresses you need now for business operations, e.g.
techadmin@yourdomainname.com.

You want to get in the habit now of using your domain-specific operations-related emails even for purchasing some of the tools/services we'll be recommending later in this Website Starter Kit.

Consider PAID Email Hosting If...

Curious about paying for emails with services like Google Workspace (formerly G-Suite) or Office365? Keep reading to see if this is a good option for you.

Expect To Spend...

- ❑ \$5 - \$12+/month per user account

For some businesses, a paid email hosting plan makes sense and is definitely worth the expense. A paid plan tends to be worth it if you value having:

- ❑ **Team/Org Emails** - Your business/team is growing and you want to create organization email addresses for new teammates or departments
- ❑ **Team Documents** - You will benefit from more than just the email inboxes, e.g. you'll also use the team document sharing/co-authoring to keep work-related docs together in one cloud-based document storage location. No more emailing docs back and forth to each other!
- ❑ **Team Calendar(s)** - You want to take advantage of having shared calendars or easier access to teammates' calendars

One more thing about your domain-specific email addresses...

If you're currently using third-party email addresses for your business (e.g. @gmail.com addresses), there's no need to feel shame about it. It happens. There's also no need to keep doing that. You should know that you're doing a bit of damage both from a *technical* and *marketing* standpoint when you use non-domain email addresses like that for doing business.

Marketing Harm

You are NOT training your potential customers, partners, and referral sources to KNOW and REMEMBER your brand name. Instead, you're giving Google/GMail more shine. Take your shine back! Start using *your* brand name in email addresses.

Technical Harm

You are NOT training the internet's email servers to respect your domain name in email traffic. The result is that when you DO decide to use domain-specific email addresses, your emails might end up in recipients' spam folders quite a bit. You can start mitigating this potential harm immediately.

Now that you know better, let's start doing better.

Creating First Email Address(es)

Make a short list now of email addresses for you and your team that will help you use email more effectively and strategically to operate your business.

As a business owner, you're throwing away marketing capital (and internet server training time) whenever you're using email addresses that end in @gmail.com, @yahoo.com, @notyourdomainname.com.

Start taking full advantage of domain name ownership and create email addresses with *YOUR* domain name in them.

For convenience, you can always set up email forwarders to auto-forward these emails from custom email addresses to your personal gmail account.

Decide now to create email addresses like:

- ❑ yourpersonalname@yourdomainname.com
- ❑ marketing@yourdomainname.com
- ❑ newsletter@yourdomainname.com
- ❑ customersupport@yourdomainname.com
- ❑ techadmin@yourdomainname.com

And now that you've got the advice and decisions out of the way, let's start shopping!

The next few slides provide your step-by-step website project purchasing instructions.

Purchase Domain Registration & Web Hosting - Part 1

Our Top Pick for Web Hosting is A2 Hosting.

1. Visit coderighter.com/choose-a2-hosting.html*
2. Click Hosting → Solutions → Web Hosting
3. Choose a package:
4. Select **Drive** or **Turbo Boost**. They are both good options!
5. Choose one of the billing options based on your budget:
 - a. **3-Year**
 - b. **1-Year**(Our Recommendation: 1-Year is usually sufficient)
 - c. **Monthly**
6. Choose appropriate option from:
 - a. *"Register new domain name"*
 - b. *"I will use my existing domain and update my name servers"* (If you've purchased a domain already in the past AND you dont already have a hosting service in place, simply type the name in here.)
7. Choose a **server location** that is closest to you (e.g. Michigan for East Coast, Arizona for West Coast)



UP TO
**20X FASTER
WEB HOSTING**

- ✓ TURBO SERVERS
- ✓ GURU CREW SUPPORT
- ✓ 99.9% UPTIME

A2 HOSTING
OUR SPEED, YOUR SUCCESS

LEARN MORE »

*coderighter is an affiliate of [A2 Hosting](https://www.a2hosting.com) and will receive a modest referral compensation when you use our affiliate link for your web hosting purchase. You should also know that we have been using A2 Hosting long before becoming an affiliate and recommend them because of their reliable and timely support, backups that just work, and affordable prices.

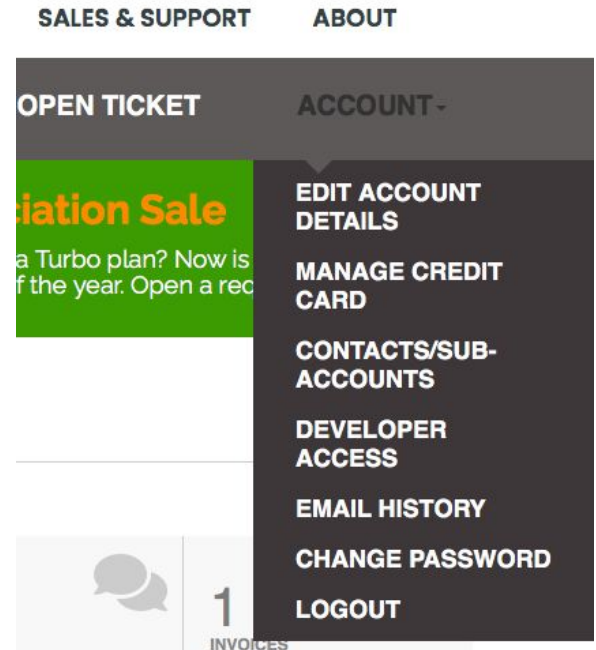
Purchase Domain Registration & Web Hosting - Part 2

1. All A2 Shared Web Hosting plans include a FREE SSL Certificate for your site. **Ignore the SSL upsells** (for now). However, consider budgeting later for one of the following SSL upgrades:
 - a. A Wildcard SSL Certificate if you intend to use subdomains (e.g. courses.myprimarydomain.com), or
 - b. A Premium or Advanced SSL Certificate if you are building a high-traffic, e-commerce website and want to invest in certificates that come with extra vetting/security
2. **Accept the defaults** for remaining steps and ignore any other up-sell offers such as:
 - a. Say "No" to Website Builder
 - b. Say "None" for any Auto-Install Application
 - c. Say "No" to G-Suite/Google Workspace Email Hosting
3. Finish your checkout and check your inbox for instructions to login and start using your hosting plan

Grant Access To Your Web Professional [*optional*]

If you intend to work with a Web Professional to help you begin creating a website, then you will need to grant them Developer Access to your hosting account. This gives them access to what they need to support you with technical steps, but DOES NOT give access to any of your sensitive account information such as billing details and payment methods.

1. Log in to your hosting account
2. Go to Account → Developer Access
3. Enter the Web Professional's email address



Create Email Accounts

Now would be a good time start setting up 1 or 2 of those domain-specific email addresses.

1. Log in to your hosting account
2. Look for your Web Hosting product
3. Click on cPanel Login
4. Find the Email section in your cPanel
5. Click on Email Accounts
6. Click Create
7. Enter the inbox name and a password
8. Under Optional Settings, you may want to change the mailbox size quota from the default of 250 MB to something larger -OR- Unlimited

Create Email Forwarders

Want to auto-forward your business email(s) into a personal inbox so you can conveniently monitor incoming messages in one place?

1. Log in to your hosting account
2. Look for your Web Hosting product
3. Click on cPanel Login
4. Find the Email section in your cPanel
5. Click on Forwarders
6. Click Add Forwarder
7. Enter the (business) address you're forwarding FROM
8. Enter the (personal) address you're forwarding TO

Buy Web Design Theme Template & Theme Builder

Make a short list now of email addresses for you and your team that will help you use email more effectively and strategically to operate your business.

Expect To Spend...

- ❑ 5-10 minutes
- ❑ \$110-160

We specialize in helping business owners create websites built on the WordPress (WP) platform and highly recommend that as a starting point for most new (or settled) business owners.

Every WordPress website is built with a Design *Theme/Template*. The WP platform comes with free options plus access to a marketplace of other free alternatives. In our experience, a paid (premium) theme is always worth the investment because of the added design extras and ease of use.

Additionally, every WordPress Theme is built with a particular *Page/Theme Builder*. The builder you purchase needs to be compatible with the theme you purchase.

The next few slides provides step-by-step instructions for purchasing our top recommendations of a premium WordPress Theme and theme-compatible Builder.

Purchase a Premium Theme-Compatible Page Builder

Our Top Pick for Theme Builder is Elementor [Essential Plan].

Follow these steps to purchase your Elementor Page Builder. Consider using a business address to setup your Elementor account:

1. Visit the [Elementor website](#)
2. Click “Buy Now”
3. Purchase your **Elementor Essential** Theme Builder now (\$49 investment).
 - a. Choose the **Advanced** license (\$99) if you anticipate setting up additional websites.


ESSENTIAL
FOR 1 WEBSITE

US\$ **49** / year

[Buy Now](#)


- ✓ Drag & Drop Live Editor
- ✓ Responsive Design
- ✓ 90+ Basic & Pro Widgets
- ✓ 300+ Basic & Pro Templates
- ✓ 60+ Pro Website Kits
- ✓ Theme Builder
- ✓ Premium Support ⓘ

GET 3 PRO WEBSITES FOR \$99 →

 **elementor**

**The Most Intuitive Way to
Create WordPress Websites**

[Get More Info](#)



*coderighter is an affiliate of [Elementor](#) and will receive a modest referral compensation when you use our affiliate link for your theme builder purchase.

[Purchase Elementor Now](#)

Purchase a Premium Theme

Our Top Pick for Themes is **Bridge Multi-Purpose Theme** built by **Code**.

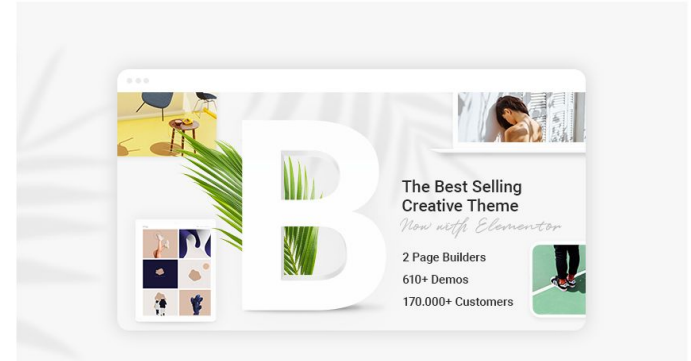
Below is the criteria we use when choosing a theme.

- ❑ Comes with 1-click install demo complete with placeholder content (200+ Elementor-compatible [demos](#) to choose from)
- ❑ Comes with lots of useful design widgets, e.g.
 - ❑ Image sliders
 - ❑ Countdown Timers
 - ❑ Accordion/Tabbed page sections
 - ❑ Pricing Table
 - ❑ And much more!
- ❑ Uses a popular web page builder (Elementor, WPBakery Visual Composer, Beaver Builder, Divi are some good ones).
- ❑ Has an active community forum that you can go to for help and support from the theme creator and/or other purchasers
- ❑ Has an affordable annual license fee fits your budget or simply has a one-time fee that gives you annual support/updates.



Bridge - Creative Multi-Purpose WordPress Theme

Home / Creative / Multipurpose / Bridge

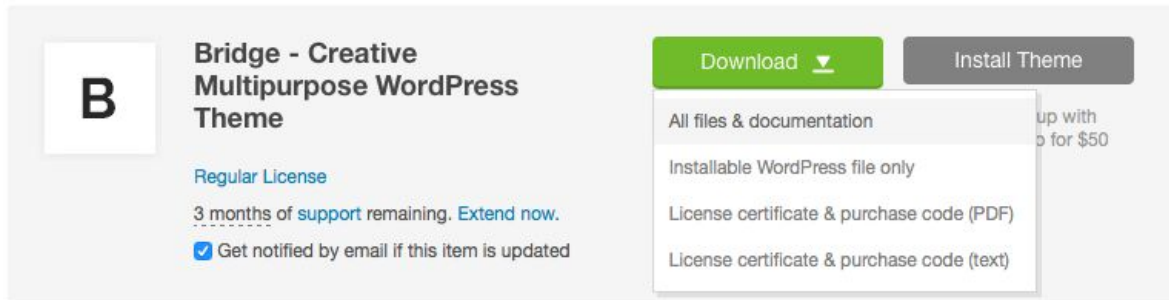


[Preview & Buy Bridge Theme Now \(\\$59\)](#)

Download Theme Installation Files

Follow these steps to download your Bridge Theme WordPress installation zip file:

1. After purchasing from the ThemeForest website, login to your ThemeForest account.
2. Go to your Downloads page
3. Click Downloads → All files & documentation
4. Download your purchase code too (text)
5. If working with a Web Pro, be prepared to share a ZIP file with the installable files and purchase code you just downloaded.



Here's some **BONUS** (optional) next steps too!

The next few slides provide step-by-step instructions for setting up what we call *The Google Things*.

About Creating Your Business Google Account...

We recommend that you **DO NOT SKIP** the step of creating a *Business* Google Account. At some point, you will benefit from having a Google account so that you can set up some other very useful Google things for your business.

Google Drive

Create, co-author, and share Google Docs, Google Slides, and Google Sheets. Create personal and team calendar(s) too.

Google reCAPTCHA

Protect your website from spam and hacking bots!

Google Analytics

Gather insights about your website traffic so you know which pages are really giving you a return on your investment in marketing (and website development).

Let's get started creating a Google account and setting up other related services.

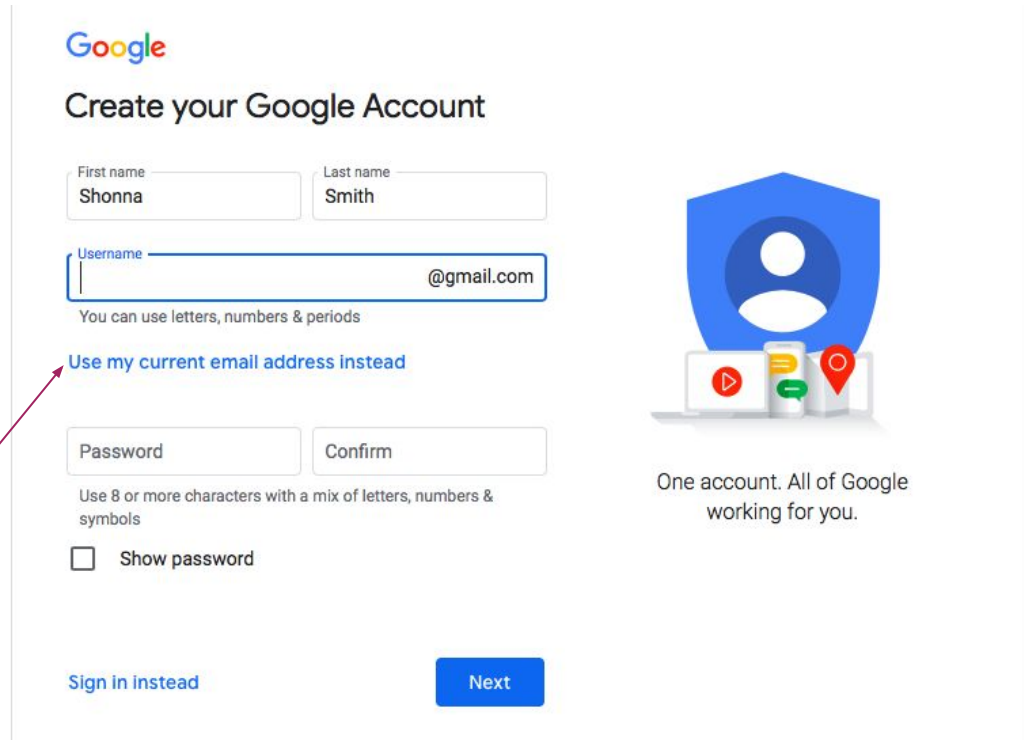
Create a Google Account for Business Use

(Using an Existing Email Address)

One of our favorite hidden gems about Google is knowing that you DO NOT need to create an @gmail.com email just to sign up for a Google account.

If you're ready to create Google Docs/Slides/Sheets and want to do so using one of your new domain-specific emails, just click "*Use my current email address instead*" when creating the account. That's it!

WE RECOMMEND: Use yourname@yourdomain.com when setting up your Google Account.



The screenshot shows the Google Account creation interface. At the top is the Google logo and the heading 'Create your Google Account'. Below this are input fields for 'First name' (Shonna) and 'Last name' (Smith). A 'Username' field is shown with a placeholder '@gmail.com'. Below the username field is the text 'You can use letters, numbers & periods'. A red arrow points to the link 'Use my current email address instead'. Below this are 'Password' and 'Confirm' fields with the instruction 'Use 8 or more characters with a mix of letters, numbers & symbols'. There is a checkbox for 'Show password'. At the bottom left is a link 'Sign in instead' and at the bottom right is a blue 'Next' button.

One account. All of Google working for you.

[Create a Biz Google Account Now!](#)

Protect Your Website From Spam with Google Captcha

The fight against spam and website attacks is never-ending. To make sure your website is protected by the popular reCAPTCHA feature, you will need to sign up for your SITE and SECRET keys.

These keys will be needed later. Complete this step so you can have your keys ready for use when needed.

Upgrade to Google's reCAPTCHA Enterprise in 10 minutes or less. [Watch our webinar](#) to learn more. ✕

Google reCAPTCHA

v3 Admin Console

v3 Documentation

Get Started with Enterprise



WHAT IS RECAPTCHA?

reCAPTCHA protects your website from fraud and abuse without creating friction.

reCAPTCHA uses an advanced risk analysis engine and adaptive challenges to keep malicious software from engaging in abusive activities on your website. Meanwhile, legitimate users will be able to login, make purchases, view pages, or create accounts and fake users will be blocked.

[Watch video](#)

[Create Google Recaptcha Keys Now!](#)

See next slide with step-by-step instructions for getting your reCAPTCHA keys.

Secure Your Website With a Google reCAPTCHA Key

Follow these steps to get Google Captcha keys for your domain:

1. Visit the [Google Captcha webpage](#)
2. Go to V3 Admin Console
3. Select the “+” icon
4. Choose “Create”
5. Enter your label
6. Choose “recaptcha V3”
7. Enter your domain
8. If working with a Web Pro, be prepared to share your site and secret keys with them

Setup Google Analytics for Your Business Website/App

Google Analytics includes features that can help site creators identify trends and patterns in how visitors engage with their websites.

Features enable data collection, analysis, monitoring, visualization, reporting and integration with other applications.

The screenshot displays the Google Analytics dashboard for the 'All Web Site Data' account. The interface includes a search bar at the top with the text 'Try searching "Worst pages by load speed"'. The left sidebar contains navigation options: Home, Customization, and a 'REPORTS' section with sub-items: Realtime, Audience, Acquisition, Behavior, and Conversions. At the bottom of the sidebar, there are links for Attribution BETA, Discover, and Admin. The main content area is titled 'Google Analytics Home' and features a report for 'Users' with columns for Sessions, Bounce Rate, and Session Duration. Below the report, there is a 'Last 7 days' dropdown menu and a link to 'AUDIENCE OVERVIEW'. A secondary report titled 'How do you acquire users?' is partially visible at the bottom, with columns for Traffic Channel, Source / Medium, and Referrals.

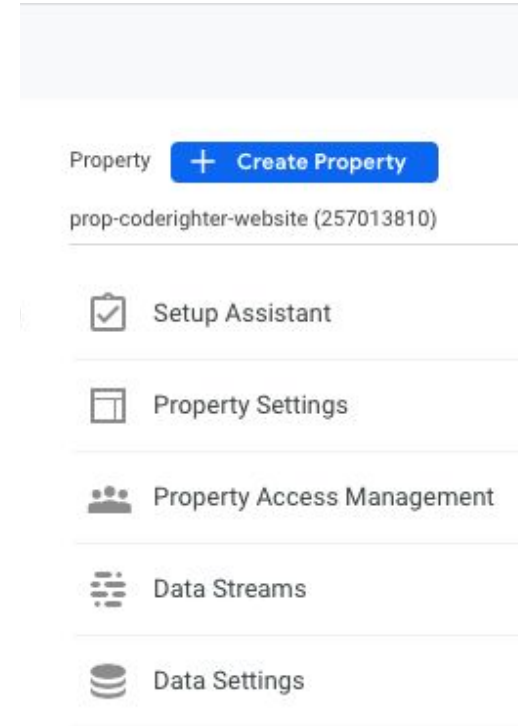
[Create Google Analytics Account Now!](#)

See next few slides with step-by-step instructions for creating your Google Analytics account.

Get Analytics & Insights About Your Website Traffic - Part 1

Follow these steps to create a Google Analytics account for your business:

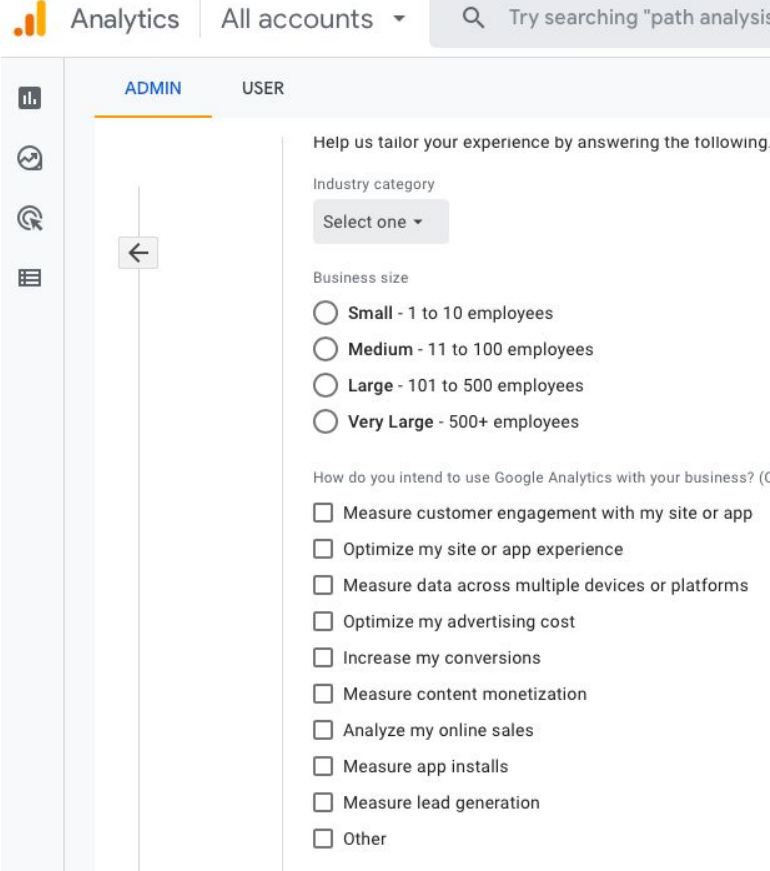
1. Visit the [Google Analytics web page](#)
2. To create an account, click **Start for free**.
3. Log in with the Google Account you created for your business
4. Click on the **Admin** icon in the lower left corner
5. Click **Create Property** to set up a property in your Analytics account. A property represents your website or app, and is the collection point in Analytics for the data from your site or app.



Get Analytics & Insights About Your Website Traffic - Part 2

Continue with these steps to get a Google Analytics account for your website:

1. Follow the remaining steps to enter your:
 - a. Industry
 - b. Business Size
 - c. Intended Use of Google Analytics
2. The following steps are optional for now:
 - a. SKIP: Set up a reporting view in your property. Views let you create filtered perspectives of your data; for example, all data except from your company's internal IP addresses, or all data associated with a specific sales region.
 - b. SKIP: The instructions to add the tracking code to your website so you can collect data in your Analytics property.

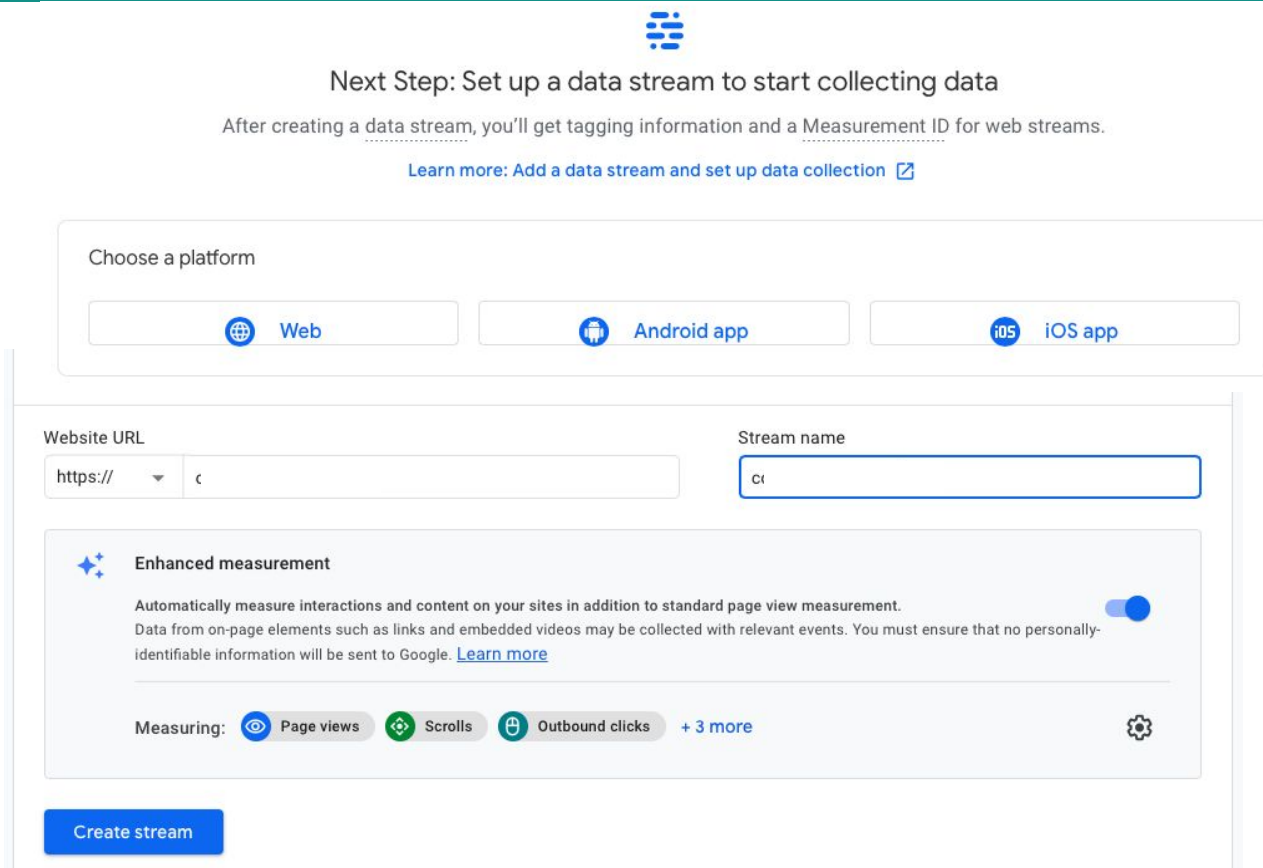


The screenshot shows the Google Analytics account creation interface. At the top, there is a navigation bar with the Google Analytics logo, the text "Analytics", and "All accounts" with a dropdown arrow. A search bar on the right contains the text "Try searching 'path analysis'". Below the navigation bar, there are two tabs: "ADMIN" (highlighted in blue) and "USER". On the left side, there is a vertical sidebar with icons for home, help, settings, and a menu icon. The main content area is titled "Help us tailor your experience by answering the following." and contains several sections: "Industry category" with a "Select one" dropdown menu; "Business size" with four radio button options: "Small - 1 to 10 employees", "Medium - 11 to 100 employees", "Large - 101 to 500 employees", and "Very Large - 500+ employees"; and "How do you intend to use Google Analytics with your business? (C)" with a list of checkboxes: "Measure customer engagement with my site or app", "Optimize my site or app experience", "Measure data across multiple devices or platforms", "Optimize my advertising cost", "Increase my conversions", "Measure content monetization", "Analyze my online sales", "Measure app installs", "Measure lead generation", and "Other".

Get Analytics & Insights About Your Website Traffic - Part 3

Follow the last steps to create a data stream specifically for your website:

1. Choose **Web**
2. Enter your website **URL**
3. Give the stream a name, e.g. "*Business-Name-Here Website Stream*"
4. Click **Create Stream**



The screenshot shows the 'Next Step' setup screen for creating a data stream. At the top, there is a Google Analytics logo and the text 'Next Step: Set up a data stream to start collecting data'. Below this, it says 'After creating a data stream, you'll get tagging information and a Measurement ID for web streams.' and a link 'Learn more: Add a data stream and set up data collection'. The main section is titled 'Choose a platform' and has three buttons: 'Web', 'Android app', and 'iOS app'. The 'Web' button is selected. Below this, there are two input fields: 'Website URL' with a dropdown menu showing 'https://' and a text box containing 'c', and 'Stream name' with a text box containing 'c'. There is a section for 'Enhanced measurement' with a toggle switch turned on. Below this, it says 'Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. Learn more'. At the bottom, there is a 'Measuring:' section with three buttons: 'Page views', 'Scrolls', and 'Outbound clicks', followed by '+ 3 more' and a settings gear icon. A blue 'Create stream' button is at the bottom left.

Next Step: Set up a data stream to start collecting data

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

[Learn more: Add a data stream and set up data collection](#)

Choose a platform

Web Android app iOS app

Website URL

Stream name

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 3 more

[Create stream](#)

Add a Web Pro To Your Google Analytics Account [optional]

If you are working with a Web Pro, invite them as an authorized user with access to your Google Analytics account so they can perform next (technical) steps to integrate your Google Analytics property(ies) with your website/app:

1. Visit the [Google Analytics web page](#)
2. Sign In to your Google Analytics account
3. Go to the Admin page
4. Click Account Access Management
5. Click the Add icon in the top right corner
6. Enter your Web Pro's email address (this needs to be their Google Account email address)
7. Select their role, either:
 - a. Admin (full control), or
 - b. Editor (enough control to integrate with your website)

coderrghter-website

Add roles and data restrictions

Email addresses

[Enter email addresses](#)

Notify new users by email

Direct roles and data restrictions ?

Standard roles

- Administrator**
Full control of account. [Learn more](#)
- Editor**
Edit all data and settings for account. Cannot manage users. [Learn more](#)
- Analyst**
Create and edit shared assets like dashboards and annotations for account. Includes View
- Viewer**
See report data and configuration settings for account. [Learn more](#)
- None**
No role assigned. [Learn more](#)

Congratulations!

**You have started on the foundation of
your website project.**

Now what? The next slide will give you a suggested next step for putting these tools to use with or without the help of a Web Pro.

WordPress Website Starter Next Steps...

Attend a Live Hands-On Website Starter Workshop

You have learned what to buy, why it's needed, and took steps to purchase your foundational website project tools. Now you need to learn how to put these things to good use.

Visit our [starter kit page](#) so you can take the next steps of learning how to install a WordPress website in a matter of clicks and putting it to work for your business!

[Visit Starter Kit Page Now!](#)

Put yourself at the top of your to-do list this week!