Your Website Roadmap

Launch Your WP Website Website

Hi, I'm Emilia!

I'M SO HAPPY AND HONOURED TO SHARE THIS FREE WEBSITE ROADMAP WITH YOU!

WordPress is my favourite platform for crafting strategic websites that attract the right clients. It's easy to use, expandable and will grow with you as your business grows, too.

I've helped hundreds of entrepreneurs launch their websites on WordPress and even more teach them how to use WordPress to create their own beautiful and functional websites. I'm truly excited for you to do the same!

Let's get started ...

① GET HOSTING WITH DREAMHOST

To get started with WordPress, one of the things you need is a hosting account somewhere to "put" your WordPress website and all the files associated with it (this is NOT a program that goes on your computer).

You can start with a Dreamhost account with a free 14-day trial. I recommend the annual Shared Unlimited plan.

WHEN YOU DO, YOU'LL ALSO GET:
- A FREE custom domain (ex. yourchosenname.com)
- One FREE month of G-Suite email so you can have a professional email address (ex. hello@yourchosenname.com)

WORDPRESS IS PRETTY AWESOME BECAUSE:
- It's so robust and easy to use
- You own the content
- There's no coding required
- It's professional and the most used platform in the world

Save $50

Click the link below for $50 off your first year of
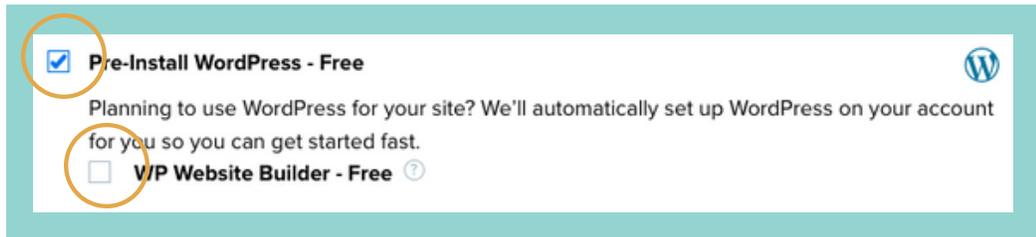the Shared Unlimited Plan

SETUP YOUR ACCOUNT

② INSTALLING WORDPRESS

Installing WordPress looks a bit different for various hosting sites, but for Dreamhost, when you sign up - they do the heavy lifting for you.

On the checkout page, you can select to have WordPress pre-installed for you (recommended) but make sure you UNCHECK the option to include the WP Website Builder (trust me, you don't want this installed). See image below.

NOTE: If you proceed with the installation and leave the WP Website Builder CHECKED, you'll need to uninstall a few items from your site before you can proceed with the next steps. This is very important.

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Click the link below for $50 off your first year of the Shared Unlimited Plan

SETUP YOUR ACCOUNT

3 CHOOSE YOUR STARTER THEME

There are so many free WordPress themes to choose from included with your installation. Every option is just a starting point and each one can be personalized to be uniquely yours.

All themes are different so don't worry if you see something that isn't quite perfect - this is just about getting something up there.

When you're logged into your WordPress dashboard, look out for the Menu item (on the left) that says Appearance > Themes to go view all the available themes.

FUN FACT: The Launch It Co. has designed + developed our own theme created specifically for service-based entrepreneurs! Gorgeous, functional and professional - easy guided setup helps you go from A to Z with website prep.

VIEW THE THEME

4 ADD YOUR SITE PAGES

To get started, all you really need are a few pages to put some information up there. I recommend the following:

- Home
- About
- Services
- Contact

To do this, you head to Dashboard > Pages > Add New

5 ADDING YOUR CONTENT WITH GUTENBERG

WordPress has a built-in Page Builder you can use to include all the content you need to for each page of your website. Some of the things you can add to each page are:

- Headings (Strong statements)
- Images
- Quotes
- Short or long paragraphs
- Buttons
- … and more!

Check out this video for additional info!

CREATING YOUR
WEBSITE PAGES

WITH GUTENBERG

6 CREATING YOUR SITE MENU

Navigation or Menu is what references how people will click around your website to get where they need to go.

You need to set up your menu or else WordPress will automatically add all the pages on your site in any order to the default menu placement of your theme.

Go to Appearance > Customize > Menus to Create New Menu and then follow the prompts to add your site pages to the menu you're creating. You can drag and drop the order of the menu links and even create sub-menus. Don't forget to press save!

7 FORMAT YOUR SIDEBAR AND FOOTER

For every WordPress theme, formatting these areas will look different because every theme showcases these areas differently.

By default, you can add so many items to your footer or sidebar and you do this by going to Appearance > Widgets.

In this area, you can select and personalize any of the elements you see on the left, and drag them to the sections on the right to start customizing them as your own.

⑧ ADD EMAIL MARKETING

Collecting email addresses is one way to stay in touch with people who land on your website and aren't quite ready to buy from you - but they want to hear from you.

Even if you don't have an opt-in freebie (something you give in exchange for someone adding themselves to the email list) it's handy to start an account and ask for emails anyway.

My recommendation is to use ConvertKit as they have a competitive pricing structure and their features are SO robust and it's easy to add the form to WordPress with their free plugin.

⑨ ADD PLUGINS

Plugins are the key feature of WordPress and what really makes it stand out from other platforms.

You can add plugins to enhance your site, like WP Forms to collect information from visitors who want to connect directly to you. Or Instagram Feed so you can connect your feed directly to your website.

Check out available plugins by going to Dashboard > Plugins > Add New.

10 SET UP GOOGLE WORKSPACE (GSUITE)

Login to your Dreamhost account and click Add Products > GSuite and start setting up your account with your chosen domain name.

You will add this to your Dreamhost account but you will receive a free month trial when signing up.

You can also sign up for Google Workspace by visiting the site directly.

11 TEST ALL LINKS AND FORMS

Once you've included everything on your site, make sure you comb through each and every page to check all your links and buttons and ensure all the URLs are linked correctly.

Test your website on mobile and make sure it looks good there, too! Rest assured, all themes found in the WP library are approved by the WP organization and are responsive.

If you run into any problems, you can chat with the support team at Dreamhost and they can help you out!

12   PUBLISH YOUR SITE
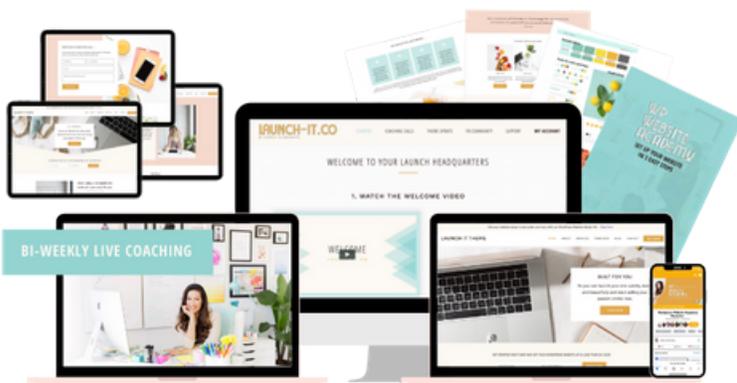
In WordPress, click Dashboard > Settings > Reading and scroll to the bottom of the page.

Under Search Engine Visibility make sure the "Discourage Search Engines from indexing this site" is UNCHECKED and then press save.

Google will now be able to crawl your site and add it to their directory for when people are searching for your services.

Now what?

13   JOIN OUR ONLINE COURSE
WP WEBSITE ACADEMY

You did it! But there's so much more to creating a strategic website that converts!

WP Website Academy shows you how to do it AND includes a beautiful, customizable and professional WP theme to boot - with easy to follow tutorials and me, Emilia, helping you along the way.

CHECK OUT THE COURSE

LAUNCH YOUR WEBSITE WITH WORDPRESS

What's the academy all about?

- Get a beautiful, responsive WP theme
- Access to 25+ brand and logo kits
- Step-by-step instructions for how to setup your entire website (from start to finish)
- Elementor Page templates for every page of your site
- Private Support Community
- Personalized Website Review before launch

CHECK OUT THE COURSE