

Basics for Building a WordPress Website

WordPress is a content management system (CMS) that allows you to build and manage websites. Millions of business owners, bloggers, and publishers use WordPress every day to maintain their online presence. With WordPress you can take advantage of free or premium themes to get you started and useful plugins to customize the website to fit your business, blog, or online store.

Depending on the scope of the project, building a website can be a lot of work. Several different parts have to come together to build successful site. Content should be filled with information that helps potential clients solve their problems and answer their questions. It should include Call to Action (CTA) buttons and/or forms that encourage visitors to contact you. With a navigation-friendly layout and high quality keyword-filled content, your website can be an excellent digital marketing tool to strengthen your businesses.

Below is a list of resources you can select from to build your website. Also, some digital marketing resource links to help you build lead-generating content for your website.

Basic Steps to Building Your Website

- You will need to secure a domain name(s)
 - Go to GoDaddy.com, Register.com or your web host to search for and buy a domain name(s)
- Sign up with a Web Hosting Company – recommendations are:
 - [BlueHost](#)
 - [DreamHost](#)
 - [SiteGround](#)
 - [WP Engine](#)
- All of the above are good choices, but ask your web developer or business colleagues for their recommendation
- Once you have selected a web hosting firm, have them help you to put in the code to the build website with WordPress Open Source Software
- Select a WordPress Theme – Your options are either free or premium
 - Here's a list of some of the best [Free Themes](#)
 - Here's a list of some of the best [Premium themes](#)

- Here are some of the most popular WordPress Themes:

- Free Themes

- [Astra](#) - [OceanWP](#) - [GeneratePress](#)

- Premium Themes

- [Avada](#) - [Divi](#) - [GeneratePress \(Premium\)](#)

- Below are some WordPress plugins to consider using with your theme. A plugin is a software containing a group of functions that can be added to a WordPress website. They can extend functionality or add new features to your WordPress websites. But, think minimal when it comes to installing plugins. Too many installed plugins cause your site to run slow. So, wisely choose the plugins you install and be sure to uninstall those that are not in use. Here's a few to consider:

Yoast SEO	Atomicblocks	WordFence Security
Rank Math SEO	WP Smush	WooCommerce
Elementor	ShareThis	Really Simple SSL
Limit Login Attempts	Disable Comments	Contact Form7
Gravity Forms	Ninja Forms	Akismet
Pretty Links	BackupBuddy	UpDraftPlus
Testimonial Rotator	The Events Calendar	Content Aware Sidebars

- Here's two resources to find more about available plugins

- <https://kinsta.com/best-wordpress-plugins/>
- <https://websitesetup.org/best-popular-wordpress-plugins/>

- Digital Marketing Resources to Learn More & Do More:

- Search Engine Optimization (SEO)	- Google Adwords
- Paid Search Podcast	- WordStream Online Advertising
- Facebook Advertising	- Google Analytics Setup
- Setting Up Goals in Google Analytics	- HubSpot CRM
- Landing Pages Guide	- Creating Buyer Personas

- WordPress Training Video Resources

Bud Kraus	Tyler Moore	WP101
Ferdy Korpershoek	Avada Wordpress Theme	Elementor & Astra Theme

For more information about the above resource suggestions, please contact your SCORE mentor or email contact.0544@scorevolunteer.org.