



Free Guide

How to Kickstart Your WordPress Website with No Coding Skills

[Marketing plan included]

INTRO

So, you have a brilliant idea and want to shout it out online via a supercalifragilisticexpialidocious WordPress website?

Aye, aye, captain!

Let's do this!

This guide has all it takes so that you can set up your Wordpress website without the help of a developer. But we're not stopping here.

Building a website is just the beginning of a bumpy road.

The heartache would be getting your message heard out there, in a very noisy market.

And for that, you need a plan, a marketing plan.

And we're gonna help you with that too.

So, this guide will be your checklist from website setup to traffic acquisition.

You're welcome ;)

But let's take a sneak peak inside.

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Summing Up

1. How to choose your host and domain name



If you didn't know this yet, the domain name is your business name or product name, and the hosting provider is where your website is actually stored (the server where the website lives).

You've probably seen by now websites such as `www.mycoolwebsite.wordpress.com` or `www.mycoolwebsite.com`.

What's the difference between those two?

Well, it's all about the host.

The first one is hosted on WordPress.com, the other one is hosted through a third-party hosting provider.

Our guide hypothesis is that you really want to build a brand and have full control over your website. This means you'll go to a third party hosting provider.

Now, let's say you have picked your domain name and your hosting provider, what now?

It's time to install WordPress (the CMS aka the content management system).

Let's take the web hosting platform [SiteGround](#) as an example.

Once you login to your Customer Area for the first time, you will see a pop-up asking you if you want to Start a new website on your account. Select that option and click on the WordPress button. Et voilà!

SET UP YOUR NEW STARTUP HOSTING ACCOUNT

Set up Your Website

Start a new website
 Transfer a website
 Don't need help now

Please choose software to install:

WordPress WooCommerce Joomla Drupal Weebly

Other software:

Please choose your WordPress login details:

Admin email*:
Username*:
Password*: **Strong**
Re-type password*:

Confirm

Source: <https://www.siteground.com/tutorials/wordpress/siteground-wizard-install/>

Tip 1

Siteground is hosting more than 2,000,000 domains and is officially recommended by WordPress.org.

Tip 2

Need some inspiration for your domain name or not sure if your dream name is already taken or not? Here's a tool that can help you with both.

2. Get your SSL certificate



Now, you've probably noticed by now some websites using "http" or "https". What's up with those?

HTTP is the basis of the modern web. It connects the browsers and servers, and functions on a request-response basis.

Now, the extra "s" means the connection to the website is encrypted and the data shared with the website is secure.

Let's say a user makes a payment on your website or logs into an account. The info the user will type in will be private. Safe from hacking. This is happening through the SSL technology, which stands for "Secure Sockets Layer."

For consumers, seeing "https" signals trust, because you can protect their data and privacy.

This means that you'll need to get your own SSL certificate.

Usually you can acquire it from your hosting company.

3. Start building your WordPress website



Domain name ✓

Hosting ✓

WordPress account ✓

SSL certificate ✓

It's time to login to your WordPress dashboard.

Visit your site's login page by placing wp-admin after your domain name (e.g. www.mycoolwebsite.com/wp-admin) and insert your credentials.

Now....let's start building your website.

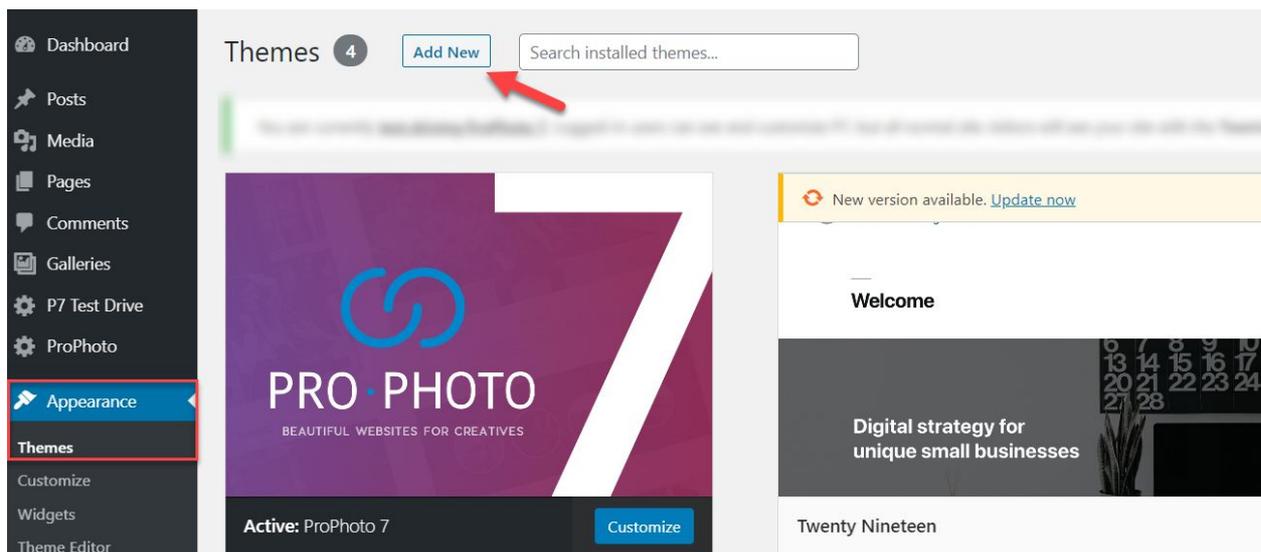
You can do this 2 ways:

- Choose a theme that fits your purpose and your audience
- Customize your website within a WordPress page builder - the DIY way

Let's take them one by one.

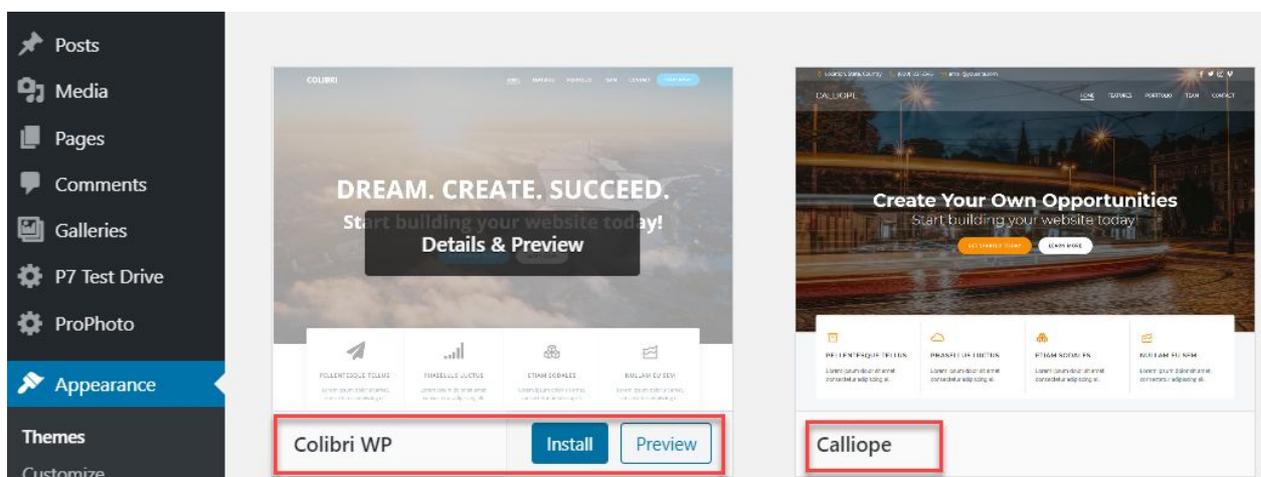
Choose a theme that fits your purpose and your audience

For this you need to go to your WordPress admin dashboard, click “Appearance” from the left menu, then “Themes”. Next, click on the “Add new” button.



You'll see a bunch of templates showing up, and you can filter them by latest, featured, popularity.

All you have to do now is preview some of them and then just install the lucky one.



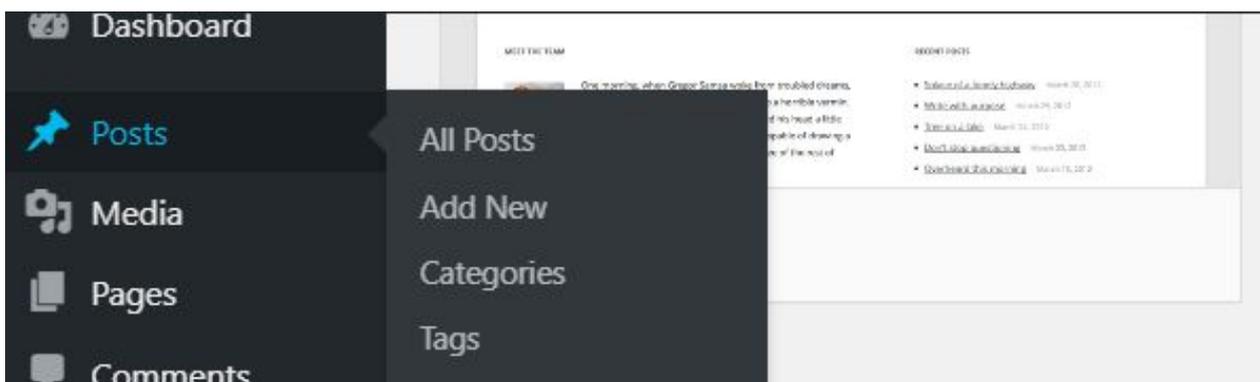
Choose a theme that fits your purpose and your audience

From now on all you have to do is pour in some content.

What you need to know is that your content will go inside “pages” or “posts”.

The “pages” are static. You can have a “homepage”, “services” page, “contact us” page, you get the point.

Under posts you can have your latest blog articles, maybe your portfolio. These are dynamic pages because they automatically place your newest website content at the top.

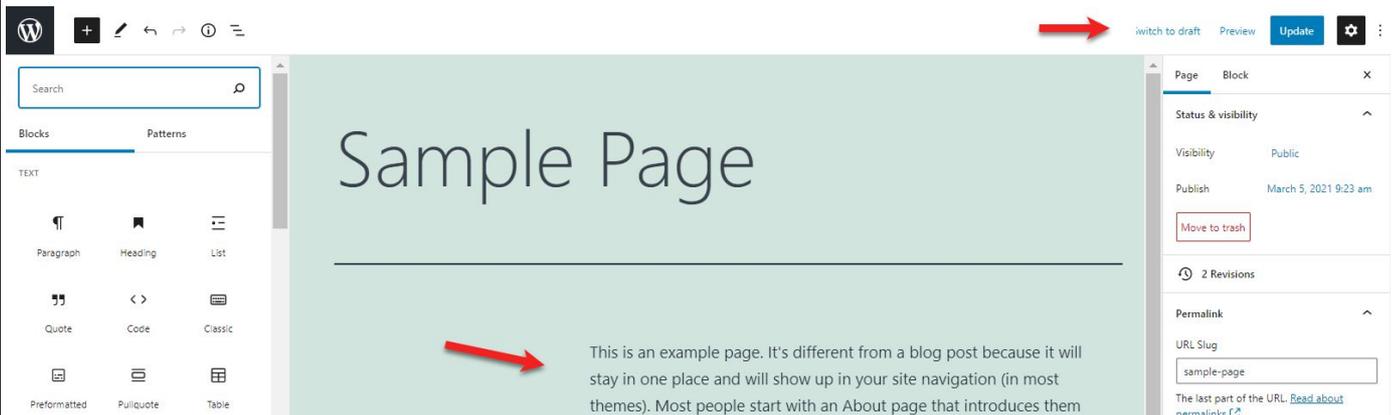


Now, there are two pages and posts editors:

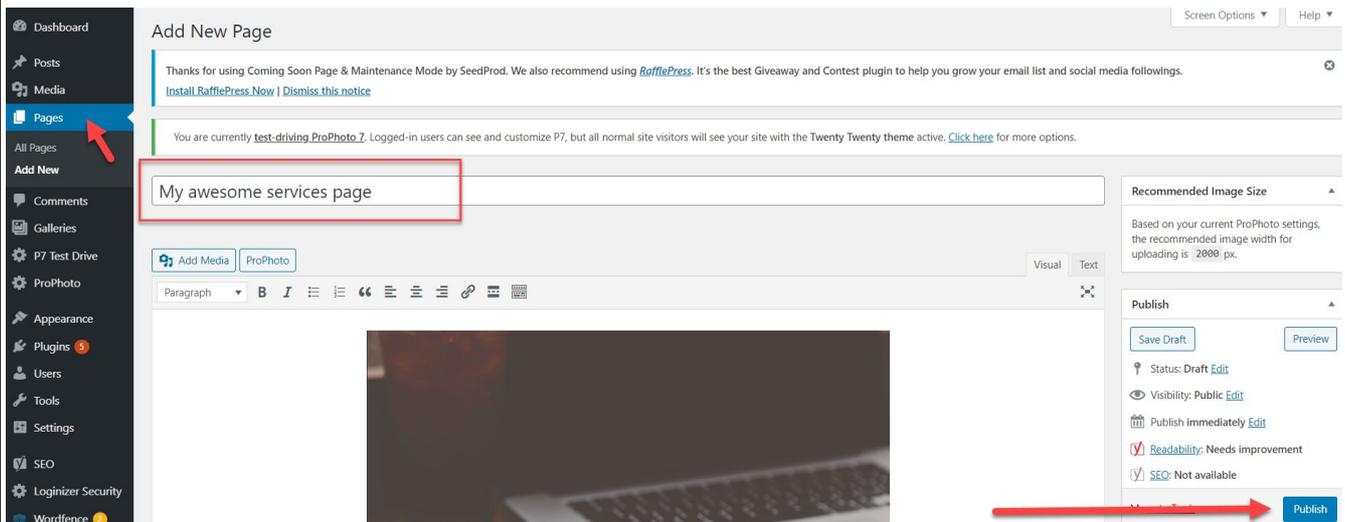
- The Default WordPress Editor (aka Gutenberg), that works with a block model
- The Classic WordPress Editor (aka TinyMCE). Some people just don't like the default version and install a plugin called “Classic Editor” in order to go back to this former editor.

Choose a theme that fits your purpose and your audience

This is how a page/post looks like in the Default Editor:



This is how a page/post looks like in the Classic Editor:



No matter the editor, you can just start typing in your text or paste you content.

You can save all your pages or posts as drafts, and when you're done just hit "Publish".

[Here's a 20 minutes tutorial](#) we made on how to create your blog from scratch. I will help you figure out how WordPress works.

Customize your website within a WordPress page builder - the DIY way

You do want your website to stand out, don't you?

In WordPress, your website design depends on your chosen theme.

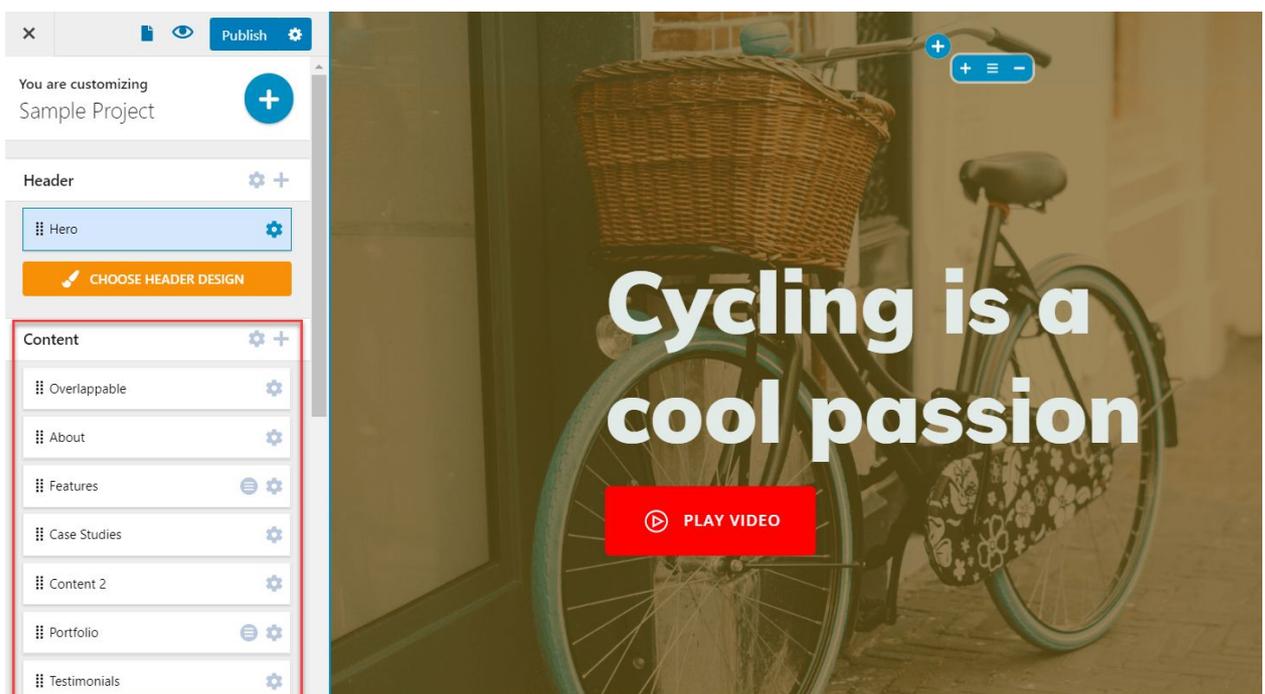
If you need something extra, well...then you might need to buy a more complex theme

or

use a WordPress page builder.

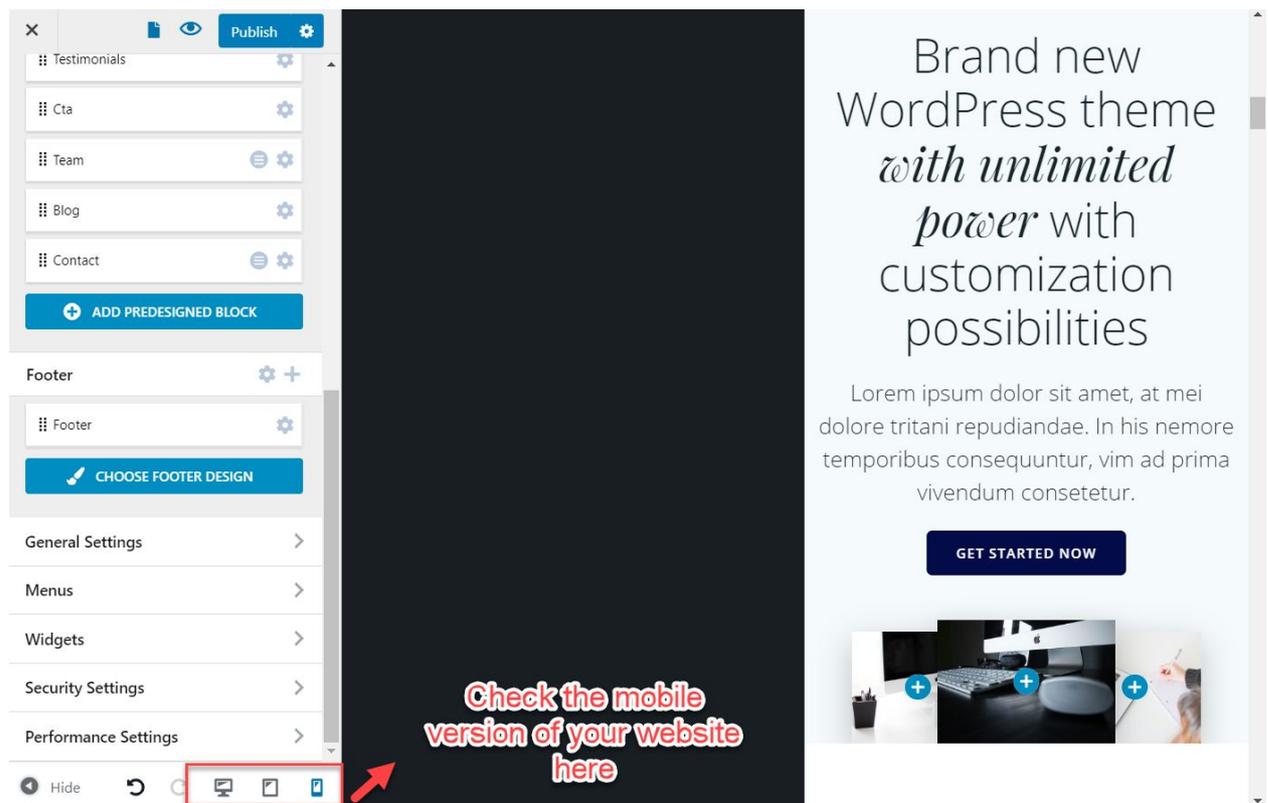
Such a tool helps you take the bull by the horns and start customizing everything: headers, page content, footers, navigation menus, global, individual styling, you name it!

No design or coding skills needed!



Customize your website within a WordPress page builder - the DIY way

It's usually a drag and drop process. And you do not need to worry about the mobile design, the builders have the responsiveness aspect covered.



We've prepared a 20 minutes tutorial for you on how to create your first landing page using a page builder, check it out!

Now, what can you customize within a builder and which are the most important features covered by WordPress builders?

Follow me to find out.

Customize your website within a WordPress page builder - the DIY way

Hero section

**Shape dividers
& section
overlaps**

**Full control
over
navigation**

**Portfolio &
photo gallery**

**Pixel-perfect
styling**

**Drag & drop
components**

Integrations

**Designer made
templates**

**Widgets
(header, forms,
buttons)**

**Predefined
blocks (footer,
testimonials...)**

**Full control
over colors**

**Mobile
optimization**

and many more.

And you're done! Your website is ready and you can start spreading the word.

Now, if you want to have a more scientific approach to the website design, you can read the next chapter, else jump to chapter 5 and find out how to supercharge your website using WordPress plugins.

Tip 1

We've designed some of the most popular WordPress themes out there, used by 100.000+ websites. Check them out on [WordPress](#).

Tip 2

Within the [Colibri builder](#), the sky's the limit. It will give you design superpowers so that you can deliver the best experiences on your website.

4. UX design at your service



Remember me saying the “sky's the limit” with the WordPress page builders?

Well...there's always a “but”.

When you design a website you should always have in mind your audience, or the buyer personas (as the marketers like to say). You need to provide them a great experience on your website, that's what UX stands for (user-experience).

Now, for that, there are certain rules you should follow in order to provide a frictionless user experience.

Meet the users' needs

Users on a website don't want to think too much. They need useful information that can be skimmed and understood with ease. They don't need an experience consisting of many clicks or much back and forth.

People look for instant gratification: finding what they need fast and with ease. If this is not happening on your website, they'll look for another one.

Visual hierarchy

Not all website parts are treated equally, some are more important than others (forms, buttons, headline, value proposition, etc.).

Where would you like your user to land on? Where do you want him to click?

Make use of visual cues to help him achieve what you want. All the elements on the pages should behave as a tour guide.



BACKGROUND CRO SPEAKER CONTACT TESTIMONIALS

My Background Story



Body language points out to the content

Hi I'm Michael Aagaard (aka the Conversion Viking). I'm 38 years old and originally from Denmark, but I now reside in Vancouver, Canada with my lovely wife Louise.

I became obsessed with Online Marketing and Conversion Optimization in 2008, and I haven't looked back since. I was a self-employed CRO consultant (with brief agency stints) helping businesses all over the world and across verticals till I joined Unbounce as Senior Conversion Optimizer in July 2015. I left Unbounce in Late 2017 as I missed the freedom of being my own boss.

I've held speeches at conferences in 11 different countries and keynoted at some of the biggest online marketing events in the world. I am consistently rated among the top 3 presenters at the events I speak at and frequently come in as the no. 1 speaker.

The image shows a man, Michael Aagaard, on a stage. He is wearing a white shirt and a dark vest. He is gesturing with his hands as if speaking. A red arrow points from the text "Body language points out to the content" to his hands. The background is dark.

Amplify your campaigns with advanced personalization.

Drift brings everything together with a few simple clicks and allows you to customize messaging that aligns to your specific campaigns. You can even receive alerts when customers and target accounts are on your site, ultimately decreasing time to revenue and improving your brand experience.

[LEARN MORE](#)

Use an **ABM playbook** to welcome target accounts

Haylee
Hey Whitewhale 🤗 Looks like you've gotten a sneak peak at how Applinks could work for your business. Want to hear more?

Yes. Will you integrate with my tech stack?

Haylee
Hey there 🤗 I made you a video to help answer your integration questions

How we integrate with Whitewhale's tech stack?

Arrows as visual cues

Provide an in-person experience by sending a **Drift Video** to prospects

Researchers have found out that users that read from left to right scan websites in a Z shaped pattern.

This means, that's where you should direct your most important information.

colibri

HOME FEATURES DEMOS PRICING SUPPORT LOGIN TRY COLIBRI ONLINE

IF YOU WERENT A DESIGNER BEFORE, NOW YOU WILL BE

WordPress page builder that gives you design superpowers

*This site was created using Colibri!

TRY COLIBRI ONLINE SEE THE DEMOS

Design your entire website right inside the WP Customizer

150+ Ready Molds Content Blocks

40+ Drag & Drop Components

60+ Full Website Templates

No Coding Required

Easy navigation

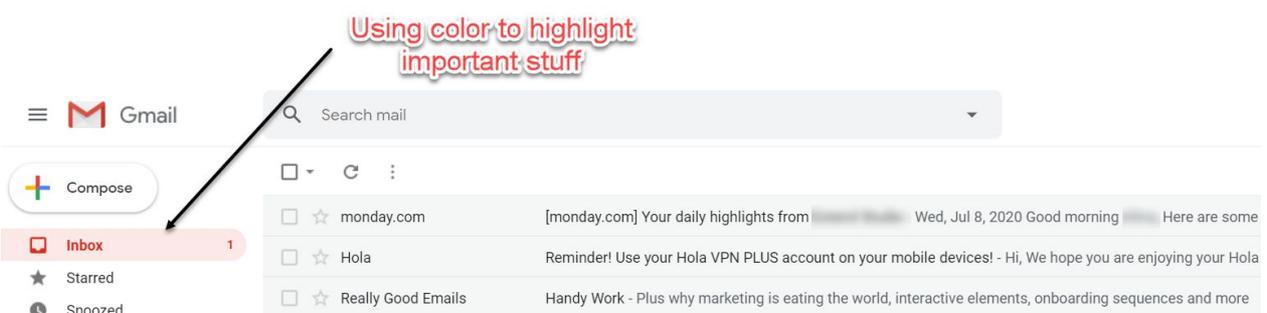
You should keep the navigation bar simple, don't go into too many options. You might end up with a paradox choice situation, when users get overwhelmed with the possibilities.

Pages should be internally linked to other relevant pages, so that the navigation is smooth, and the user shouldn't click "back" many times to get to previous pages.

Make use of white space. White space allows information to be organized in digestible content areas. This will make users feel more comfortable and not overwhelmed by loads of data.

Same color scheme (consistency)

Avoid super dark or super intense colors on your website. They might send users away. You can use stronger colors to highlight important aspects of your website.



Use colors that are equally balanced. You could find some inspiration [here](#) and [here](#).

And one more thing before moving on to the next UX design principle.

Colors have meanings around the world, they are connected to various emotions. Check the infographic below for more information.



Source: <https://www.helpscout.com/blog/psychology-of-color/>

Use effective writing

Don't use exaggerated and clickbait copy. Write with common sense, in a natural language, don't use jargon (not everyone is familiar with certain technical words).



Avoid clickbait.
Your website
should not
behave as print
media

Use max. 3 typefaces in a maximum of 3 point sizes – a maximum of 18 words or 50-80 characters per line of text as [Smashing Magazine](#) recommends.

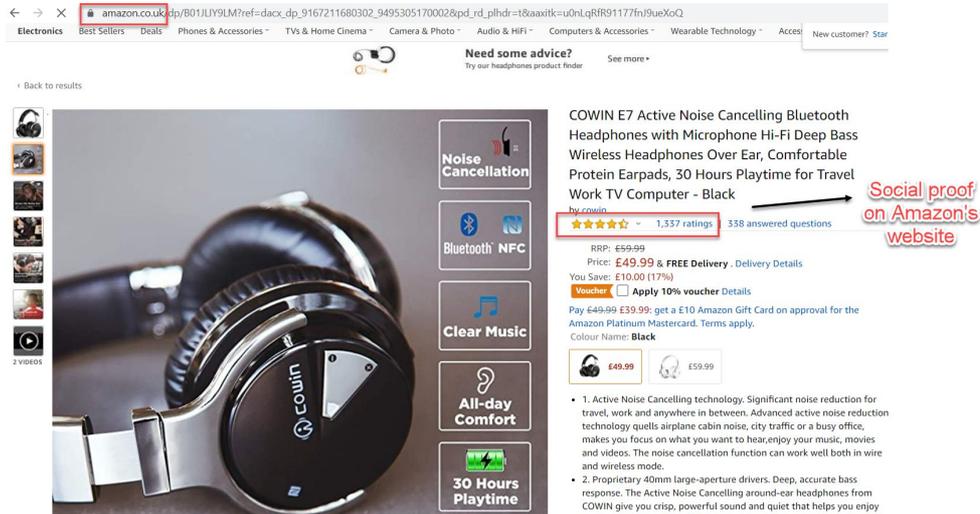
Social proof

Why should I trust you, your business or your products?

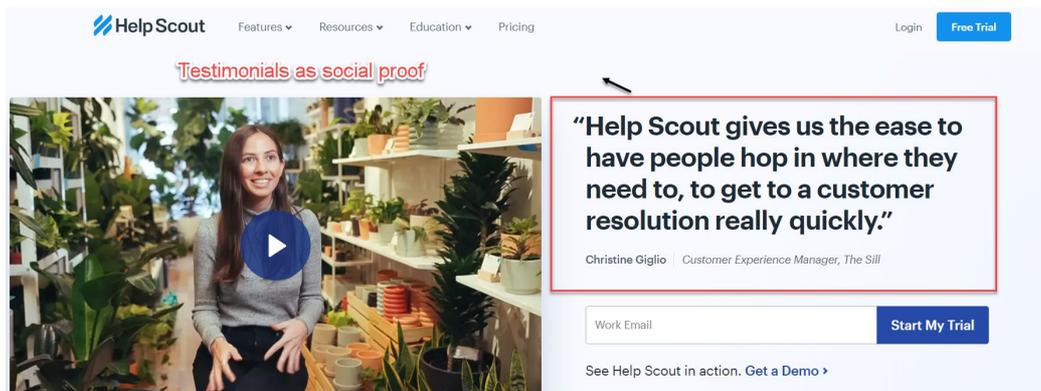
Us, humans, are social creatures. We live in communities, we have friends and family. They can be our influencers. We care a lot about their opinion.

Let me list out some examples for you:

- Ratings and reviews



- Testimonials



- No. of clients (“you’re in good company”)



Drift is the world's **#1** conversational marketing platform

See how **50,000+** other businesses use Drift to create pipeline and drive revenue

- Clients' logos

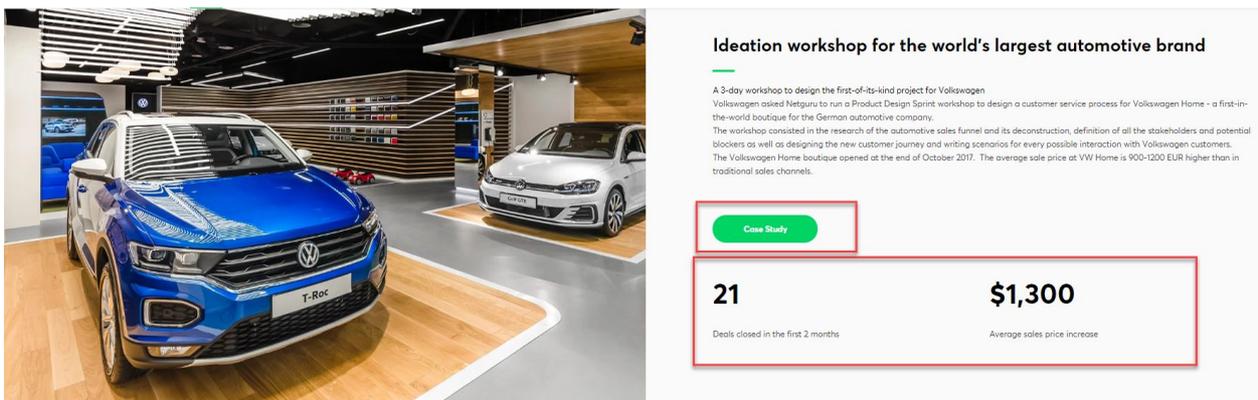
Achieve powerful results by listening to your data



- Case studies backed up by results

netguru.com/services#ideation

Ideation Product Design Web Development Mobile Development Support Machine Learning



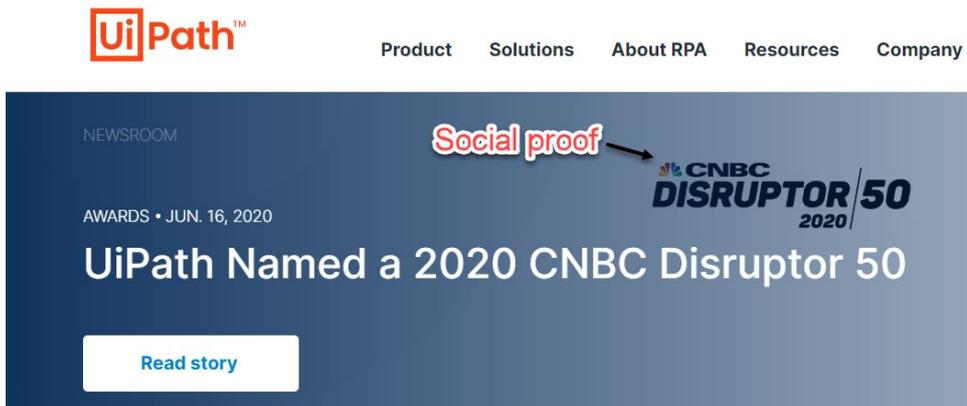
Ideation workshop for the world's largest automotive brand

A 3-day workshop to design the first-of-its-kind project for Volkswagen. Volkswagen asked Netguru to run a Product Design Sprint workshop to design a customer service process for Volkswagen Home - a first-in-the-world boutique for the German automotive company. The workshop consisted in the research of the automotive sales funnel and its deconstruction, definition of all the stakeholders and potential blockers as well as designing the new customer journey and writing scenarios for every possible interaction with Volkswagen customers. The Volkswagen Home boutique opened at the end of October 2017. The average sale price at VW Home is 900-1200 EUR higher than in traditional sales channels.

[Case Study](#)

21 Deals closed in the first 2 months	\$1,300 Average sales price increase
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- Press featuring and awards



UiPath™

Product Solutions About RPA Resources Company

NEWSROOM

AWARDS • JUN. 16, 2020

UiPath Named a 2020 CNBC Disruptor 50

[Read story](#)

Social proof → **CNBC DISRUPTOR 50 2020**

5. WordPress plugins for a boosted website



There are thousands of WordPress plugins available out there that can extend the functionality or add new features to your website.

Here's a minimal list of free plugins that we recommend.

SEO

Minimal website changes that can help it rank organically.

[Yoast SEO](#) (free plan included)

Forms

Use forms to capture valuable user data (with their consent, of course).

[Formidable Forms](#) (free plan included)

Security

Cleanup malware and protection from unauthorized logins.

[JetPack](#) (free plan included)

Contact Management

Form submissions, email, analytics, live chat

[Hubspot](#) (free plan included)

eCommerce

Set up your online store.

[WooCommerce](#)

Caching

Improving site's speeds and performance.

[W3 Total Cache](#)

Anti-spam

Preventing your site from publishing malicious content.

[Akismet Anti-Spam](#)

Analytics

Enable Google Analytics website tracking features.

[MonsterInsights](#)

Email

Grow your contact and subscribers list.

[Mailchimp for WordPress](#)

Image Optimization

Optimize your website images to improve your overall website speed.

[Smush](#)

GDPR

Inform your users that you use cookies and respect their online privacy.

[Cookie Notice](#)

XML Sitemaps

Sitemaps are essential in helping bots crawl and index your website.

[Google XML sitemaps](#)

6. Site performance optimization



You might now ask what's caching, why do I need a tool for image optimization?

I've got two words for you: page speed.

Both your visitors and Google care a lot about your site speed.

Why Google?

Speed is an important factor that's taking into consideration when ranking organically, meaning here:

The image shows a Google search interface for the query "pomegranate recipes". The search bar at the top contains the text "pomegranate recipes" and includes icons for clearing the search, voice search, and a magnifying glass. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Books", and "More", along with "Settings" and "Tools". The search results indicate "About 62,300,000 results (0.59 seconds)".

The "Recipes" section displays three recipe cards, each with a food image, the title "Pomegranate recipes", and a source: "BBC Good Food", "Taste", and "Delicious". Each card also notes "No reviews" and the keyword "Pomegranate". A "Show more" button is located below these cards.

Below the recipe cards, a breadcrumb trail reads "www.bbcgoodfood.com › recipes › collection › pomeg...". The main search result is titled "Pomegranate recipes | BBC Good Food" and includes a small image of a pomegranate dish and a snippet of text: "Pomegranate recipes. 47 Recipes. Pomegranate works well in sweet and savoury dishes. Extract the juicy jewel-like seeds and liven up salads, couscous dishes, ...".

A red arrow points from the text "organic results" to the search results area, highlighting the organic nature of the displayed content.

Why is site speed bad for the users, and ultimately you?

Well, if you offer them a bad experience, they might not engage with your offer, or might not even come back anytime soon.

According to 2018 research by Google, 53% of mobile users leave a site that takes longer than 3 seconds to load (Holy Moly!).

And take a look at that!

How does page load influence mobile visitors (note: bounce meaning leaving the site)?



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

So, how can you fix this, and also improve your overall website performance so that you won't receive a



from both your users and Google?

I've picked 2 laid back solutions (there are many more out there, but pretty technical).

- Optimize images

Your website images shouldn't be uploaded in their original size. Also, try going with PNGs instead of JPEGs (they have fewer colors).

As recommended above, Smush will compress all your images without a visible drop in quality and optimize your page speed.

- Caching

Simply put, cache is providing a temporary storage for content to be accessed later.

Your website loads differently if accessed for the first time or the 5th time by the same visitor.

Why is that?

Enter browser caching.

Your browser saves a copy of files from a website on the user's device (hard-drive, mobile phone). When a website is cached, the browser only needs to load new or updated pieces of a page, and won't need to initiate a new server request. The same thing happens if you click the "back" button, your browser will display the page from cache. This is also super helpful when dealing with a slow Internet connection, the pages will load quickly.

Wanna understand more how caching works? Read on [here](#).

The tools we recommend here are:

- [W3 Total Cache](#) (W3TC) that improves the SEO and user experience of your site by increasing website performance and reducing load times.
- [Hummingbird](#). This has some extra features as well that we love, like the compression of Javascript, HTML & CSS files.

Now, how can you check how fast your website is loading?

[Google](#) has just the tool to help you with that, and also provides some fixing ideas.

7. Your traffic acquisition plan



You did it.

<https://www.mycoolwebsite.com> is out there.

But how can you get people to the website to hear your story and sell your products?

First thing first. Know who your [ideal customer and buyer personas](#) are. After figuring this out you can start the promotion.

In a simplistic way, there are 3 main traffic sources:

- **Organic traffic** - this is a dinosaur-like topic. We could write a whole book on content strategy and SEO optimization. The thing is it would take us much to write it, and take you even longer to implement it and see the results. It's not easy-peasy.
- **Referral traffic** - this refers to other websites sending traffic to yours. Maybe some review websites are reviewing you, or you've listed your product/website on different marketplaces (Amazon, eBay, Etsy or other regional and local marketplaces). You could also develop your own affiliation program. More about affiliation [here](#).
- **Paid traffic** - this could bring in fast results, as long as it's done wisely and there's some budget allocated. We'll cover this topic in more detail below.

Before starting any campaign it's important to decide on what action should be taken on the website by your visitors.

- A. Is it a subscription to a newsletter?
- B. Is it the download of a guide on how to leave healthier?
- C. Is it the buying of an online web design course?

Make sure you measure this data. For that you will need to measure website conversions and/or events. This can be done through event measurement and pixels. The tools needed are below (all free):

[Google analytics](#) - traffic and conversions measurement tool.

[Facebook pixel](#) - helps you understand traffic and conversions coming up via Facebook ads.

[Linkedn pixel](#) - helps you understand traffic and conversions coming up via LinkedIn ads.

[Quora pixel](#) - helps you understand traffic and conversions coming up via Quora ads

[Twitter pixel](#) - helps you understand traffic and conversions coming up via Twitter ads.

Blink twice if you're still reading this ;).

It's time to jump into some paid ads channels and their strategies. But remember, first thing first, always ask yourself: is my audience part of this channel?

Is my audience active on Instagram or LinkedIn?

If you can't answer this, do some research, before spending your money.

Google ads

Targeting

- Location & language
- Demographics (gender, age, income)
- Device targeting (mobile, desktop, tablet, all of them)
- Keywords (eg: noise cancelling headphones)
- Website placements (specific websites, Youtube videos & channels)
- Site visitors (=Remarketing audiences)
- Similar audiences (users with similar behavior to your own website visitors)
- In-market audiences (show ads to users who have been searching for products and services like yours, eg "Home & garden")
- Topics (target multiple website pages covering a certain topic: eg: online courses)
- Affinity audiences (reach people based on their specific interests, eg: "sports fans")

Supported ads

- text, image, video, rich media, shopping ads

Some useful tools

- Spyfu, Semrush (keywords and ads research)
- Adbeat (banner ads research)

Facebook ads

Targeting

- Location & language
- Demographics (gender, age, education)
- Device targeting (mobile, desktop, tablet, all of them)
- Interests & hobbies
- Placements (Facebook feed, Instagram, Facebook Messenger...)
- Site visitors (=Remarketing audiences)
- Lookalike audiences (users with similar behavior to your own website visitors)

Supported ads

- Text + image, video, carousel

Some useful tools

- Facguide Ads Library (spy on competition's ads)

Twitter ads

Targeting

- Location & language
- Demographics (gender, age)
- Device targeting (mobile, desktop, tablet)
- Conversation targeting (choose from over 10,000 conversation topics across 25 categories)
- Keyword targeting
- Interests
- Event targeting
- Website visitors
- Tweet engager targeting (25 interest categories that expand into 350+ sub-topics)
- Follower lookalike targeting
- Contact targeting

Supported ads

- Text, image, video

LinkedIn ads

Targeting

- Location & language
- Demographics (gender, age)
- Device targeting (mobile, desktop, tablet)
- Job experience (job titles, functions, job seniority, member skills, years of experience)
- Education (fields of study, member schools, degrees)
- Company data (company connections, size, industry, name, followers, growth rate, category)
- Interests & traits (member groups, interests, traits)
- Website visitors
- Lookalike audiences
- Contact targeting

Supported ads

- Text, image, video

Quora ads

Targeting

- Location & language
- Demographics (gender, age)
- Device targeting (mobile, desktop, tablet)
- Website visitors
- Lookalike audiences
- Topic, keyword and question targeting
- Interest, keyword history, question history

Supported ads

- Text, image, video

Other info

- Quora answers can be promoted

These are the most important paid ads platforms.

You can also investigate other platforms such as: Snapchat, TikTok, Reddit, AdRoll, Pinterest or Spotify.

Now, where to start from?

If your target audience is comprised of young sports fans, where can you find them?

Probably they're:

Browsing for information on their most important players, teams.

On Facebook, maybe they are joining some fans groups

On Instagram, following their favorite sports people

How can you target them with some ads?

Use Google banner ads targeting "sports fans" affinity audiences, also select your age range.

Use Facebook ads targeting audiences with an interest in sports (while choosing Instagram as a placement as well).

After a few weeks of promotion you could move on to remarketing and Facebook lookalike audiences.

There's your start.

Now, what happens after acquiring traffic? Does everything end here?

Not at all.

Go inside Google Analytics and analyze what has just happened. Which traffic source is performing better? Which locations? Do you have significant mobile traffic? Which channel is profitable, which isn't?

Yeah, it can be a never-ending story.

But for now, our story ends up here.

Let's do a tiny checklist of your marketing plan:

- 1. Define your ideal customer**
- 2. Define and track your goals (ebook downloads, number of purchases, subscribers, revenue etc)**
- 3. Start promoting your offer across the channels that are more relevant to your business and target audience**
- 4. Measure and analyze what happened to know where you need to optimize, to cut the budget or to allocate more budget.**

8. Summing up



We can call it a wrap don't you think?

We wanted to go the short way, not to overwhelm you with information. But, in the end, the devil's in the details. We just gave you the helicopter view.

The thing is that you can have your website up and running in less than 2 hours. But, the more features, pages, content you want to add, the longer it will take.

One last thing though, if you are the DIY type, you definitely need to take our Colibri builder for a spin!



The Only WordPress Builder You'll Need!

Take Colibri for a spin!