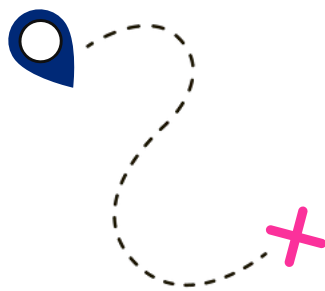


Launch Your Website in One Weekend **roadmap**



*a step by step guide to setting up your
Wordpress website in one weekend -
without tech overwhelm!*



Hey there!

I'm Em and I'll be helping you launch your Site that Sells!

Congratulations on taking the first step to launching your profitable website.

Over the past 11 years I've helped hundreds of business owners launch and grow their business online and I'm so excited to share this free roadmap with you!

In this guide I'll walk you through how to set up a website that works for your business using my favourite program, WordPress.

Don't worry, I pride myself on making technology simple, and will help you get set up without the overwhelm.

Let's do this!

STEP ONE:

Choosing and Registering a Domain Name

Choosing your domain name is possibly the most important step of setting up an online business. Not only is this the first thing that your visitors will likely see but it also needs to be memorable enough for them to return.

Your first thought will be to register your business name. I highly recommend creating not only the .com but also any regional additions like .com.au to ensure that you are in control and that someone can't pop up tomorrow and start using your name.

The second thought should be looking at your services. For example www.sydneynwebsitedesigner.com.au this will likely rank higher in search engines for people looking to find a website designer based in Sydney. This is also far more descriptive than your business name. Domain names such as these are a lot harder to secure due to them being more generic but if you can snag one it's definitely a good idea.

For purchasing your domain name I highly recommend **Crazy Domains** (www.crazydomains.com.au). By far they have the cheapest domain names available in Australia and they offer a lot of domain extensions (.com / .com.au / .co.uk etc.)

STEP TWO:

Finding and Choosing Website Hosting

If your domain name is your address your website host is your block of land.

To run your online business you will also need to purchase website hosting.

This is likely one of the most confusing steps in the process.

The two main features that you need to consider are bandwidth and storage space.

Bandwidth is the data used for visitors to your website so if you're quite popular this should be high.

Storage space is quite self explanatory. If you're housing a lot of photos and files you should look for higher numbers here.

One of my favourite website hosting companies is [Siteground](#).

They offer a brilliant balance of both speed and affordability and are a fantastic option for your first WordPress website.

I use and recommend the [Siteground Grow Big website hosting](#) as a great place to start.

STEP THREE:

Install WordPress on Your Hosting Account

Next up you'll need a platform to allow you to continue to add to your website over time without the need for hiring help for each update to your website.

Reliability and expansion are key here. You will need something that is cost effective and offers you the ability to grow your website.

My personal and professional favourites is WordPress.

WordPress can offer you a blogging platform, be transformed into a fully featured website and even grown into an online store. With over 37,900 plugins available the opportunities are near endless.

There are currently two versions of WordPress available; `wordpress.org` – which runs on your website hosting and also `wordpress.com` – which uses their hosting.

The main drawback of `wordpress.com` is the limitations on themes and plugins. They are quite restrictive with this version.

For full control over your website I would suggest downloading the `wordpress.org` version.

For a full tutorial on how to install WordPress visit: https://codex.wordpress.org/Installing_WordPress

STEP FOUR:

Choose a Website Theme

By installing WordPress you instantly have access to thousands of website and blog designs which you can use to DIY your website.

Be warned though the money that you save doing your design yourself could lose you hours in wasted money making time.

If you're looking for a well documented and stunning basis for your website I highly recommend the Divi theme from Elegant Themes (www.elegantthemes.com).

This is a premium theme but the price is a minor investment in your business.

Divi allows you to edit and update your website visually giving you a lot of flexibility without needing to learn how to code.

This is my preferred website theme as no matter your level of tech experience, this theme is simple to use.

To install Divi after purchasing you will need to go to **Appearance > Themes > Add New** and upload your theme files.

It's also a good idea to upload a child theme to make sure all of your changes are updatable. You can download my free child theme [here](#) and follow the same process to upload. **Click activate on the child theme.**

STEP FIVE:

Customise Your Theme

After you've installed your theme and child theme navigate to **Divi > Theme Options** in your left hand menu.

From here you can upload your logo, create a default colour palette and make simple updates.

Next you'll move on to the **Divi > Theme Customiser** and create styles for your buttons, text and pages in general.

You'll also be able to set up your header and footer designs to be used throughout your website.

STEP SIX:

Plan Your Navigation

One of the most expensive mistakes that I see DIY website builders make is creating too many pages and setting up confusing navigation.

Where can you minimise the clicking for your client?

Can you include testimonials on your sales page?

What does your client need to know on each page?

How can you answer all of their questions in one place?

In short, how can you make your website simple?

Once you've planned out your website navigation head to **Pages > Add New** and add each page in your top and bottom navigation.

At a minimum you will need a home page, about page, contact page along with terms & conditions and privacy pages.

Don't worry about the content just yet we're just adding the blank pages.

Now that all of your pages are added, let's build your menus.

Head over to **Appearance > Menus** in the left hand menu and create a new menu. Name this **Main Menu** and add the top menu items.

Go ahead and do the same with a **Footer Menu** and add your menu items.

STEP SEVEN:

Write Your Website

Your website content is ALL of the words on your website.

This is where a lot of DIY-ers get stuck! But stick with it, your words will make or break your website.

Some questions to ask yourself when you're writing your website are...

Will my dream client understand this?

What does he/she/they need to know on this page?

Have you given them enough information to make a decision?

Have you given them the next step to take?

What will they be looking for to find this page?

With these questions in mind you can confidently create content that speaks to your dream clients and gets them to make a decision to work with you.

BONUS RESOURCE:

Want the exact copy writing tips that I give my VIP clients? My Write your Website Workbook is available to download giving you step by step question prompts for writing your website.

[Grab the workbook here.](#)

STEP EIGHT:

Create a Lead Magnet

One of the most common mistakes that I see DIY website owners making is not having a way to keep up with potential clients, who aren't ready to commit to working with you... *just yet!*

Most potential clients visiting your website will need more than one interaction with you before buying (generally 7 - 10!), so rather than relying on your social media accounts to stay in touch, having a lead magnet is a perfect way to entice people on to your mailing list.

But what can you offer as a lead magnet? Here's a few ideas to get you started.

- E-Books
- Guides
- Mini Course
- Templates
- Swipe Files
- Meditations
- Webinars
- Workshops
- Audits
- Free Sessions
- And so much more....

Remember, you want to offer something that is attractive to your potential clients without giving away all of your methods. This will allow you to offer them the next step to working with you.

STEP NINE:

Connect an Email List

In order to send your lead magnet and continue to stay in touch with your potential clients you'll want to connect your website to an email list and set up a welcome sequence.

I personally use and recommend [ConvertKit](#) for setting up your email list, they make it super easy to connect with your list and to send emails.

And it's also really fun watching the growth of your list on their charts.

Once you've got your lead magnet done and you've set up your email list, it's the perfect time to setup a welcome sequence to make sure you're keeping in touch with every one that downloads your freebie. This is where you can let them know you know their problems and frustrations and that your service will fix them!

There's an art and a science to making sure these emails actually convert visitors into paying clients but try not to over think it too much right now. Something here is better than nothing and you're already ahead of the pack having a basic sequence set up that invites them to work with you.

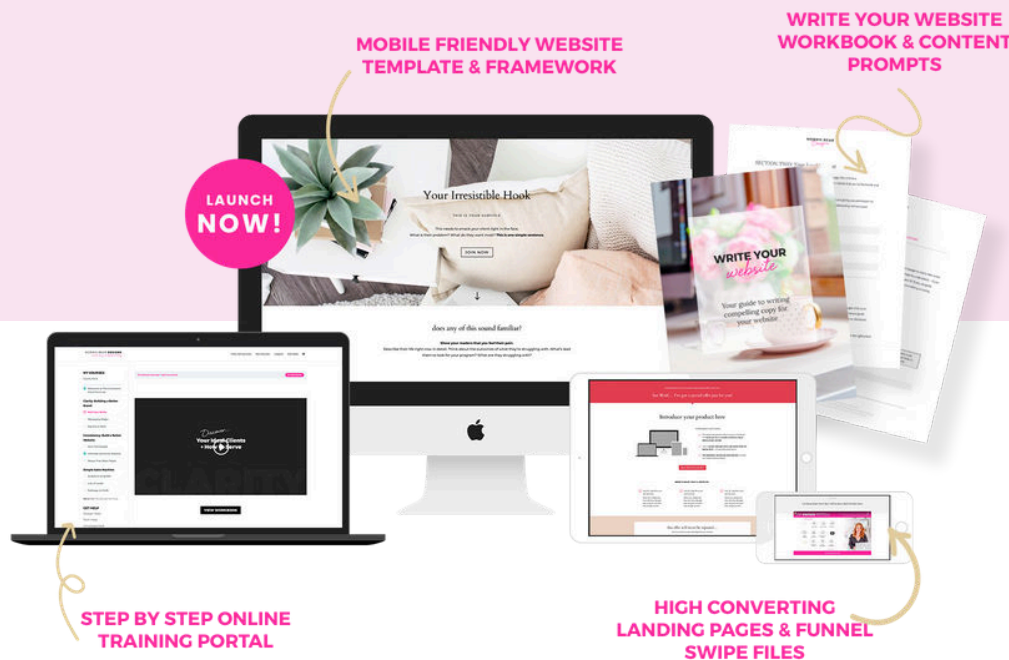
BONUS RESOURCE:

Want my Sales Funnel swipe files? The sales funnel starter kit is a conversion-driven template kit and workshop series that will teach you how to launch a client generating sales funnel!

[Grab the Sales Funnel Starter Kit here.](#)

**WANT A HEAD START ON YOUR
PROFITABLE WEBSITE?**

SITE THAT *Sells*



*Imagine a complete and conversion-optimised website
for your service-based business that grows your
business online without spending months
trying to work out all of the moving pieces!*

JOIN NOW