



The *Smart* Guide to Creating and Customizing any Website like a *Pro*



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Hi soon-to-be website Designer!

My name is Modupesalmat and I am very happy to have you here!

I am an online entrepreneur fulltime and am so passionate about website design and development (E-commerce and Business Websites). I am here to share all my tips with you!

I have broken down this mini guide into two parts:

- **How to create your website with WordPress**
- **How to customize your pages on WordPress**

If you've already setup your website, you can skip the first part and move to how to customize your pages.

Before we dive into the discussion fully, I will like to talk about building your website using the **Do It Yourself** approach vs **Hiring a Web developer**.

Do It Yourself vs. Hiring A Web Developer

If you need something very complex on your website projects and you know is going to consume too much of your time, outsourcing your website needs would definitely save you a ton of time and stress. There is no point trying to figure out the techy stuff on your own. In fact, there are great website out there that you can outsource your project needs from.

Sites like Fiverr, Upwork etc would be very useful when it comes to complicated website projects and even other projects but bear in mind, hiring a website

designer especially on the design part is not cheap! It can cost you nothing less than **\$90 to \$200/hour**. For quality work, you should be spending nothing less than **\$1000**.

So, the second option will be to do it yourself! But don't worry. If you're not a web designer, there are tools out there that will make you look like a professional!

There are a lot of cheap tools out there you can use to help you achieve similar results as a web developer and you can do a lot for a **fraction of the cost** a developer would charge. And that is what I intend to achieve with this mini guide- *To help you learn how to do it yourself.*

This process is very easy to learn especially with a content management system called WordPress. And if you need hand-holding, I have a training manual that explains how to do all of this step by step!

[You can check it out here](#)

WordPress is a content management system used in creating and designing various types of websites. It is my number one recommendation when it comes to creating websites and blogs and its comes free with any paid hosting.

There are lot of tools and plugins that you can use to add more features to any type of website and most of them are **FREE** to download and install right from your WordPress dashboard.

Now let's discuss how to use WordPress in creating and customizing your website.

How to Create a Website With WordPress

Creating websites with WordPress involves two steps;

- Register a domain name with any domain name registrar.
- Choose a web hosting company to host your website.

You get WordPress installation with any web hosting plan and please choose your web hosting company wisely. Some webhosting companies can frustrate your business, so don't make the mistake of choosing a wrong webhost.

And that is why I always recommend [Bluehost](#) for your webhost or [Smartweb](#).

[Bluehost](#) is one of the leading domain registration and webhosting companies in the world. With bluehost, you get free domain name with any of your hosting plan, free SSL certificate, 99% uptime and 24/7 customer and technical support.

I also suggested [Smartweb](#) not because they are cheap but because I am using them for one of my websites and I have never had any course to complain since have been with them.

Both web hosting companies' plans come with WordPress installation but with Bluehost, Wordpress is installed automatically.

You can get both your domain and hosting at Bluehost or Smartweb. I earn a commission if you sign up using my affiliate link and this is what I used in running my business. Thank you for your support!

[Sign up for Bluehost](#)

[Sign up for Smartweb](#)

Having completed the first step (Domain name, Hosting and Wordpress installation), the next step is to install a theme, create and customize your website pages which is the fun part!

A theme determines the look and layout of your website and it is advisable you choose the best theme right from the start. More on that later!

Plugins are simply add-ons use in adding more functionalities to a website. I have used so many free and premium plugins in customizing and improving the look of my websites. They've also saved me a ton of money and improved my websites' conversions!

With wordpress Plugins you can transform any WordPress site from a basic blog into either an ecommerce website or a full-blown membership site.

With various plugins available for free on the Wordpress dashboard, you can add various functionalities to your website by installing the appropriate plugin.

Customizing your pages on WordPress

This is the second part of our discussion and this part assumed your website is live!

If you haven't created your website yet, you will need to do that then come back to this second part of the mini guide.

Once you've setup your hosting account with [Bluehost](#) or [Smartweb](#) and you have installed WordPress, you'll be ready to choose a theme for your website right inside your WordPress dashboard.

There are various free themes you can choose from but the problem with most of these themes is that you will not be able to customize to your taste

unless you are a programmer, you will not be able to change too much of your website design with a free theme from WordPress.

Premium themes like Bluchic themes or [themes from StudioPress](#) give you more layout and customization options. You can have access to more design options like number of columns, 100% full width page, Custom sidebars, custom navigation styles and size, customize header and footer, different fonts and colors etc. within the WordPress dashboard and editor. Most of these features are not easily customizable unless you know programming or find a theme that comes with a built-in design tool.

Although, there are some plugins out there that you can use in customizing your website pages within your theme. These are called page builders. Some of them have their free version why most of them are paid plugins.

Page Builders

This is the fun part!

Page builders are plugins used in **designing website pages within your website theme and in creating more appealing content and landing pages?**

A very good one with a free version is [Elementor Page Builder](#). It is a WordPress plugin used in designing webpages within any given theme. You can do a whole lot with the free version of this page builder but there are still some restrictions when it comes to building landing pages, opt in forms for email marketing, selling e-courses on your site etc. Unless you purchase the [premium version](#), you might not have access to some of these features within your WordPress editor or dashboard.

There is good news! I have a premium plugin (**worth \$197**). You get this premium plugin for **FREE plus a Premium Theme** when you sign up for my Hand-

holding WordPress Training called [**Smart Websites in Minutes!**](#)

It's a drag and drop visual editor for WordPress. It allows you to design and style your website pages **WITHIN** your chosen theme the way you want without writing a single line of code.

You can add columns, rows, build landing pages, call to action/buy now buttons and change the layout to any WordPress theme with the help of this plugin.

This premium plugin is called **Instabuilder** (valued \$197). You can see the plugin in action on one of my [Landing pages](#) and one of my [sales page](#). This plugin has helped me in increasing **my email opt-in and my website conversions since the day I launched it!** It works with any email service providers like [Getresponse](#) or [Mailerlite](#)

[**Click here**](#) to see how you can get this awesome page builder Plugin Plus Premium Theme for Free

Recommended Recourses

In enhancing the look of your website and increasing its growth, there are some great tools you would need;

1. [Canva](#)

This online software is amazing for designing. It's all drag and drop software for designing website banners, professional images, social media headers, post images, email headers, etc and it's free.

[Sign up for Canva here](#)

2. **Setup an Email List**

If you are running an online business especially if you are going to be selling e-courses or products online, email marketing is a must from day one. You will need the services of an email service provider in order to be able to add opt-in forms to your website in collecting email addresses. For your list building,

I will recommend [Getresponse](#) or [Mailerlite](#).

Getresponse is free for 30days and Mailerlite is free for up to 1000 subscribers

[Sign up for Getresponse and get 30 days Free](#)

[Sign up for Mailerlite for Free up to 1000 subscribers](#)

3. Mailmunch

Mailmunch is another wordpress plugin used by many site owners in growing their email list by creating pop ups. After you must have sign up for an email services provider then you will be able to integrate it with Mailmunch plugin right from your wordpress dashboard.

4. E-Book Covers Creation

A smart way to grow your email list is probably by giving away something free in exchange for someone's email address. No doubt, this method works but what you are giving away must be eye catchy and appealing to your subscribers before they can give you their email addresses

A well designed e-book cover will definitely do the trick and you can design one with [canva](#) or get someone to do it for a fee at fiverr or upwork.

Conclusion

Starting and customizing a website is very easy! The following are the things you will need again;

1. A domain and a web hosting service. You can get both at [Bluehost](#) or [Smartweb](#).
2. Choose a theme from inside WordPress or get a premium theme from Bluchi Theme or a theme from Studiopress with more layout and customization features.
3. Install and activate necessary plugins for your WordPress website. Remember, they add more functionalities to your website.
4. Design and customize the actual pages of your theme with a free or premium plugin like [Elementor](#) or [Instabuilder](#). This is optional though.
5. For creating website images and social media designs, sign up with [Canva](#), It's free!

6. For your list building services, I recommend [Mailerlite](#) or [Getresponse](#).
7. For your e-book covers, I recommend using [Canva](#) or getting it done for a fee at Fiverr or upwork
8. If you need hands-on training on how to build stunning and professional websites for clients, I would invite you to check out my [***step by step guide*** where I teach you how to build professional websites and how to customize them for clients using WordPress.](#)

Note: The email marketing aspect can be suspended till when you are fully ready.

When you compare the price you will pay for all the above steps coupled with the free tools and resources in building a professional looking website, you will see that the price is nothing compare to what you would pay for your site if you were to hire someone to set this all up for you.

A quality web developer charges at least \$1,000 on the low end for a professional website.

Thus, adopting the ***Do It Yourself*** approach in setting up your website will really save you tons of money upfront. The bottom line is learning to use WordPress and finding the right plugins that give you the functionality you need in improving your website conversions!

Get started today!

[Sign up with Bluhost](#)

[Sign up with Smartweb](#)

To your success!

Modupesalmat.