

*fearless*  
WOMAN

# NEW WEBSITE BLUEPRINT

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STEP BY STEP TO  
YOUR FIRST WEBSITE

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# NEW WEBSITE *blueprint*

When you are just starting out there is so much to do. The overwhelm can shut you down. So relax! Take a deep breath.

The goal is to keep it simple. **The goal here is to just start and get the ball rolling.** It will take some time but it will happen. This blueprint below will help you handle the overwhelm and give you an idea of the steps you need to take to launch your new site and blog.

TIP:

## Hire a designer/developer

It is my recommendation that you use a Designer/Wordpress Programmer to do this for you unless you have time to learn how to do this on your own. This is your decision.

I personally decided to hire someone to do all the work on the design and programming, thus allowing me to focus on my expertise and knowledge and create the content. Again, this is your decision as hiring someone can get expensive. So for those on a tight budget, DIY may be the way to go and doing so is pretty easy as there are so many resources to learn and the sites are so easy to use as well. So go for it!

TIP:

## Use Upwork or Fiverr

Use Upwork or Fiverr to help you in all your tech and design needs.

**Upwork** – Professional platform that uses ESCROW to pay vendors when hitting milestones. Your money is very protected.

**Fiverr** – A fast and furious way to get your gig and tech work done. You pay in advance, so that's the risky part and you have to pay in full before they start the work. If you don't like their work you can ask for a refund but it is not guaranteed and it can take two weeks.

# STEP #1:

## The Domain Name - Your Site Name

### Domain Name

In order to start at the beginning, you need to get a domain name. What is your name going to be?

Go to [GoDaddy](#) and pick your domain name there. They give you variations and recommendations if yours is taken. You can also buy another name that is available if you want. I recommend for starting come up with a new name even if it's not the one you want.

### Start your domain name search



I also recommend to use .co at the end – it stands for “company” and it is quickly becoming the current method of company website online. It is very common to see this versus .com and .net and all the other variations.

Go Daddy's domain address is: [www.godaddy.com](http://www.godaddy.com). I use them for all my domain names and have been using them since the year 2000 when I launched my recruitment business Wall Street Personnel (still in business today). Just that reason alone makes me feel very safe to use them for my domain needs. They are also a publicly traded company. They are not the cheapest but in my opinion they are the best. I don't use anyone else.

### E-Mail

You can use your generic email to keep it simple ([yourname@gmail.com](mailto:yourname@gmail.com))

If you want to use your business name then you can either set up e-mail with GoDaddy. We also recommend [Siteground](#) to handle your e-mail set up (as we recommend to use them for your Wordpress website – more on this below). They have a great and easy e-mail set up that you may want to do there. So check them both out.

They also have Gmail Suite that many are opting to use. I don't use that but will be looking into this. I personally use the e-mail address through [Siteground](#). It's super easy to use and implement across all platforms.

# STEP #2:

## Wordpress design

### Mood board

The mood board is the first inspiration for a new website. That's where you gather all your ideas and catch the overall feeling you're going for. By gathering inspirational photos, colors and fonts you like, you will be able to make more thought-through decision about the style of your website.

### Pick a color scheme + create a logo design

Logo design is a must for any website! But before creating a logo you should choose the color scheme. For that, you can use inspirational websites like [Colorhunt](#).

### BONUS: Fonts

Having easy to read and hard to forget fonts can be a game-changer for your brand and website. Browse sites like [DaFont](#) for font inspiration.

### Choose website hosting

Once you're set and good to go, choose a trustful website hosting. My suggestion is to go to [Siteground](#). They have great servers, affordable prices and perfect customer support!

### Set up a Wordpress installation

Most hosting accounts give you a chance to set up your own Wordpress installation with One Click Install. Google "*Your Hosting + Wordpress Installation*" for instructions.

### Choose & install Wordpress theme

Browse through sites like [ThemeForest](#) to find the perfect Wordpress theme for your website! Once you've made the purchase, upload the theme on your site.

### Tweak the content and design the site

Final but the most important step is to actually set up all of the necessary pages + design your chosen theme!

# STEP #3:

## Create the Content

### Website

Create content for your website pages. Make sure to have the designer make the Wordpress SEO rich (each page should have Meta Tags, Meta Titles and Meta Keywords) – this will rank you high on organic search traffic.

### Top Menu Buttons

Home - About - Contact - Blog - Media - eBooks - eCourses - Podcast  
(or at minimum have these: Home - About - Contact Us - Blog)

### Bottom Menu Buttons:

Terms of Use - Privacy Policy - Cookies Policy - Earnings Disclaimer

### Social Media Buttons:

Facebook Page/Group - Pinterest - YouTube - Twitter - Instagram - LinkedIn  
(you don't have to do all at once – but at the very least start with Facebook and Instagram).

[Home](#)[About](#)[Blog](#)[Contact](#)[f](#)[@](#)[p](#)[You  
Tube](#)

### Blog

I recommend you write out at least 4 articles at once so you have a timeline for the next 4 weeks (one blog per week).

Once you start your podcast you can make it the “theme of the week’ and have the podcast and the Blog match (this way both can link to each other and you can post it on the same day).

The Blog should be at least 600 words and be rich with keywords to get it ranked so use the same words you are using on your site.

If you don't know how to write articles or feel you will run out of ideas, there are great platforms out there that offer articles for a small fee.

**IWriter** is a great site that offers 4 different versions of writing levels based on pricing. Pick any topic and they will do it for you. And the best part is if you don't like the article you don't have to pay for it!

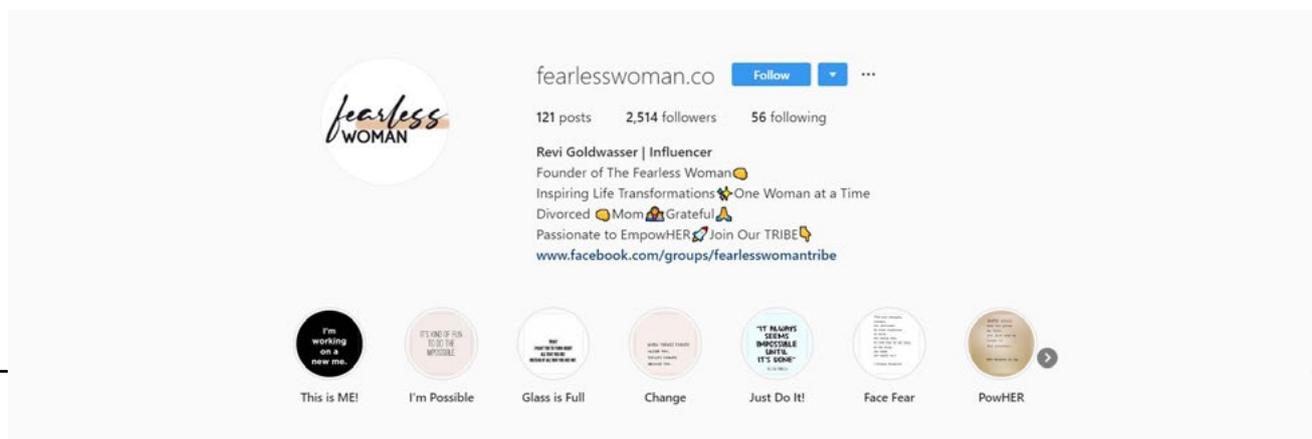
# STEP #4: Set Up Social Media

## Facebook/Instagram

Because FB owns Instagram you just need to post once and it will automatically post on the other. You need to connect the two accounts and create a business account with IG in order to do this.

Also FB now has a scheduler to help you plan out your feed for the next 30 days so you do it once and leave it alone.

At the very minimum – do this. You can also hire someone on Fiverr or Upwork to do this work for you and/or your designer/programmer can do it for you.



# STEP #5: JUST START!

Even if you don't have any of this, you have your own personal Facebook profile – start there. **You have to start somewhere – you have to get comfortable being uncomfortable.** Everyone starts somewhere and I would say 99% of us start at zero. Be FEARLESS in your pursuit of what makes you happy. You are worth it and remember to always have fun!

Stay in touch with us on social media!

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