

# THE BASICS OF WEB DESIGN

**STEP-BY-STEP GUIDE TO GETTING  
STARTED WITH WEB DESIGN**



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# Introduction

The Least fee to build a website is 70,000 Naira. If you get 5 people who want you to build a website for them in a month you make 350,000 Naira.

Some people charge as much as 100,000 to 500,000 Naira.

Less than 20% of Nigerian business have an online presence, so the market for people who need an online presence is very large.

Web design requires writing a lot of code which is called programming language. But as the world advances, people began to build web builders. These web builders, when you use them, can make you finish a website in less than 1 hour. So imagine getting paid 70k above for designing a website that won't take you more than an hour.

Interesting right?

Alright, that's it. Keep reading to get rewarded.

# CHOOSING A DOMAIN NAME FOR YOUR WEBSITE

## WHAT IS A DOMAIN?

In a very simple term, a domain name is the address where Internet users can access your website.

## HOW CAN YOU REGISTER A DOMAIN NAME?

You can register your domain with a domain registrar. We have a lot of registrars today, but I will list five. All you have to do is to visit their website, create an account, and begin registering a domain name.

Make sure you have already decided on the name to use. It can be a business name, or if you're looking to build a personal brand, you can use your name for the domain.

If you're building for a client, it is important you tell the client to choose a name.

# LIST OF DOMAIN REGISTRAR

1. Bluehost.
2. HostGator.
3. GoDaddy.
4. Namecheap.
5. DreamHost.
6. Smartweb
7. Qservers

All you have to do is to visit the registrar's website to get started. Sign up for an account and begin registering a domain.

# PURCHASING WEBSITE HOSTING


## WHAT IS WEB HOSTING?

Web hosting is the place where all the files of your website live. It is like the home of your website where it actually lives.

Web hosting is very necessary for any website. It is the physical location of your website on the Internet. It is an online storage centre that stores all the content that comprises your website.

You must also understand there are web hosting service providers that maintain the server where the data associated with your website resides. They also manage the technology that makes your website connect to the Internet.





Website hosting is typically measured in the amount of disk space you're allotted on the server and the amount of data transfer or "bandwidth" you need for accessing the server.

For example, if you want to build a website where a lot of customer interaction will be carried out, or a website that will attract a lot of visitors monthly, you'll need more Web hosting transfer space than someone who simply puts readable text on their website.

The more "content" you have on your site, the more disk space you'll need for website hosting.

## **HOW CAN YOU PURCHASE A WEB HOSTING?**

You'll have to decide if your website will attract a lot of visitors or a static website that will only display all what you do. If you're purchasing one for a client, make sure to get clarity on what they really want on the website.

After that, you can visit the website of the web hosting provider I will be listing below to sign up for an account.

You can also purchase your domain and hosting from a hosting provider.

## **LIST OF WEB HOSTING PROVIDERS**

1. Bluehost.
2. HostGator.
3. GoDaddy.
4. Namecheap.
5. DreamHost.
6. Smartweb
7. Qservers

Just add .com to the name and you're in.




# INSTALLING WORDPRESS (PREFERRED CMS)

According to 'freshconsulting.com', WordPress is, by far, the most popular open source Content Management System (CMS), used by approximately 75 million websites. WordPress is free to install, deploy, and upgrade. Thousands of plugins and templates power a flexible and simple interface, which reduces development costs and deployment time.

So as someone who wants to start making money from web design, I will fully recommend you use WordPress for your web design as it will make you earn more as a web designer.

Installing WordPress will require you to have purchased a domain and hosting. Once you've done that, your new hosting information will be sent to the email address you used when signing up.




When you've received the email, you'll find a link you can use to access your Cpanel.

Cpanel is a popular software used by many web hosting companies. It provides website designers/owners with a simple web-based interface to manage their hosting account.

With it, you can access several useful utilities including auto-installer scripts that help you install WordPress.

Hosting companies select which auto-installer script they want to use. But, Softaculous, QuickInstall, and Fantastico are the most popular options.

I will show you how to install WordPress using all three auto-installers. You can follow the instructions, based on the installer you see on your cPanel dashboard.



After installing WordPress, you can begin to choose a theme, install plugins, and design your website.

As an expert, I can design a fully functional website using WordPress in less than an hour.

You can also do the same after mastery.

## **HOW TO INSTALL WORDPRESS USING SOFTACULOUS**

Hosting companies like Namecheap and Smartweb use Softaculous in their control panel.

Simply login to your cPanel account, scroll down and look for Softaculous or WordPress installer icon.

Clicking the icon will launch the installer and you'll see an overview of WordPress. The next thing you need to do is to click on the install tab to continue. You'll then be asked to fill some details of your website, after that, you're good to go.

# CHOOSING A TEMPLATE TO CHANGE YOUR SITE'S DESIGN

Choosing your desired template will help you design faster.

I use Astra theme for most of my web design project. But sometimes, depending on the type of website you or your client want, you will need to purchase some other theme to begin designing.

You can download a theme from [wordpress.org](https://wordpress.org) or right from your dashboard.

All you need to do is navigate to 'Appearance' click on it and click on 'Theme'.

You'll see a tab to add a new theme, click on it and you'll an option to upload the theme you've downloaded from [wordpress.org](https://wordpress.org) or you can search for themes using the search box.

# ADDING MORE FEATURES BY USING PLUGINS.

Having the right set of WordPress plugins and tools can help with more features to achieve the need of your customers.


These are the plugins that I install when making a new website for my clients, you can begin by installing these plugin to make your work faster and to achieve a functional website.

1. WPForms - WPForms is the most user-friendly contact form plugin for WordPress. It makes it easy for your visitors to get in touch with you.

2. Elementor - Elementor is a WordPress page builder plugin. It allows you to easily create custom layouts for your WordPress pages with a drag & drop interface.

3. Woocommerce - Helps you to create an online store and it can be integrated with payment gateways such as Paystack, Paypal, and Stripe.





4. UpdraftPlus - It allows you to set up automatic backups and safely store them on a remote location like Google Drive. It also makes it easy to restore your website from a backup.


5. Jetpack - This plugin allows you to enjoy the features of a wordpress.com site and it also speeds up your site and makes it mobile-friendly.

6. Smush - It reduces image file sizes and improves performance.

7. Yoast SEO - Yoast offers the most comprehensive solution with all the features and tools that you need to improve your page SEO.

8. Wordfence Security - It helps your website with maximum security and protects it from Anti-virus, Malware, and Hackers.

9. Maintenance - Put your site in maintenance mode while designing.



There are many plugins you can use on your site depending on the features you need.

But the nine plugins I've mentioned above can help you get started with WordPress.



# HOW TO GET STARTED WITH THE BUSINESS OF WEBSITE DESIGN

1. You must understand that there is a huge market for it. With the global pandemic happening right now, more people are looking for ways to keep their business running with a website.

2. You must learn to build a website and master all the tools. With the right tools, it will take you less than 9 days to learn it.

You can get in touch with me so I help you master web design.

3. Set up your brand or an agency online as a website design company and start approaching your friends, family, spiritual leaders, small business owners, to help them build or manage their website.