SEO Template for new content

Target keywords: custom website design, a website, website design, conduct an analysis, your website, using wordpress, interested customers, diy templates, customized website, conduct business

Page title

• Optimal title length: **55 characters**

• Add at least one of your target keywords to your <title> tag, don't use each target keyword more than 1 time: **custom website design, a website, website design, conduct an analysis, your website, using wordpress, interested customers, diy templates, customized website, conduct business**

Meta description

• Optimal meta length: **160 characters**

H1

• Add all your target keywords at least one time: **custom website design, a website, website design, conduct an analysis, your website, using wordpress, interested customers, diy templates, customized website, conduct business**

Text

• Try to acquire backlinks from the following domains: [24plusnews.com](http://24plusnews.com), [ralionline.com](http://ralionline.com), [findsvp.com](http://findsvp.com), [diligent.com](http://diligent.com), [snip.ly](http://snip.ly), [wpengine.co.uk](http://wpengine.co.uk), [impactmanagementplatform.org](http://impactmanagementplatform.org), [food.blog](http://food.blog), [csr.dk](http://csr.dk), [businesslawtoday.org](http://businesslawtoday.org), [art.blog](http://art.blog), [wpshout.com](http://wpshout.com), [opimec.org](http://opimec.org), [home.blog](http://home.blog), [foxthemes.me](http://foxthemes.me), [theblogsmith.com](http://theblogsmith.com), [wordpress-ajax-pagination.com](http://wordpress-ajax-pagination.com), [toponseek.com](http://toponseek.com), [jetpack.com](http://jetpack.com), [wpengine.com.au](http://wpengine.com.au)

• Enrich your text with the following semantically related words: **wordpress site, wordpressing hosting, hosting account, create a website, free theme, online stores, contact form, settings general, blog posts, static page, potential customers, ssl certificate, posts and pages, install wordpress, premium themes, content management system cms, web hosting, build a website, small businesses, user friendly**

• Focus on creating more informative content. Recommended text length: **1150.0**

• Make sure that your text is easy to read with the Flesch-Kincaid readability test. The readability score should be: **55.143606170836144**

• Add at least one of your target keywords: **custom website design, a website, website design, conduct an analysis, your website, using wordpress, interested customers, diy templates, customized website, conduct business**

When your content has been published, [launch a SEO Ideas](https://www.semrush.com/features/seo-ideas/?utm-source=sct&utm-medium=template) campaign to check if your content complies with all on-page SEO factors and discover what else can be done to give your content a SEO boost.

Analyzed top-10-ranking rivals for your target keywords

using wordpress

1. <https://blog.hubspot.com/marketing/wordpress-website>

2. <https://wordpress.com/support/getting-started-with-wordpress-com/>

3. <https://wordpress.com/learn/>

4. <https://www.wpbeginner.com/guides/>

5. <https://wordpress.org/documentation/article/get-started-with-wordpress/>

6. <https://www.hostinger.com/tutorials/wordpress>

7. <https://www.bluehost.com/blog/how-to-create-a-website-guide/>

8. <https://www.godaddy.com/resources/skills/how-to-build-a-wordpress-website-for-the-first-time>

9. <https://wpengine.com/resources/how-to-use-wordpress/>

10. <https://themeisle.com/blog/how-to-make-a-website/>

a website

1. <https://en.wikipedia.org/wiki/Website>

2. <https://www.geeksforgeeks.org/what-is-a-website/>

3. <https://www.techopedia.com/definition/5411/website>

4. <https://www.computerhope.com/jargon/w/website.htm>

5. <https://www.squarespace.com/>

6. <https://www.wix.com/>

7. <https://www.hostinger.com/tutorials/how-to-make-a-website>

8. <https://websitesetup.org/>

9. <https://www.website.com/>

10. <https://support.google.com/business/answer/7032839?hl=en>

website design

1. <https://www.wix.com/website/design>

2. <https://www.squarespace.com/website-design>

3. <https://www.designhill.com/website-design>

4. <https://webdesigner.withgoogle.com/>

5. <https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/>

6. <https://www.forbes.com/advisor/business/software/how-design-website/>

7. <https://blog.hubspot.com/marketing/best-website-designs-list>

8. <https://www.canva.com/>

9. <https://www.crowdspring.com/website-design/>

10. <https://dribbble.com/tags/web-design>

conduct an analysis

1. <https://www.collinsdictionary.com/us/dictionary/english/conduct-an-analysis>

2. <https://textranch.com/302578/do-an-analysis/or/conduct-an-analysis/>

3. [https://ludwig.guru/s/conduct+an+analysis](https://ludwig.guru/s/conduct%20an%20analysis)

4. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>

5. <https://www.lido.app/post/steps-in-conducting-data-analysis>

6. <https://www.linkedin.com/learning/critical-thinking/how-to-successfully-conduct-analysis-2>

7. <https://involvementtoolkit.clinicaltrialsalliance.org.au/toolkit/planning/where-to-involve-trial-level/conduct-and-analysis/>

8. <https://english.stackexchange.com/questions/28351/analysis-on-vs-analysis-of>

9. <https://www.businessnewsdaily.com/15751-conduct-market-analysis.html>

10. <https://www.publichealth.columbia.edu/research/population-health-methods/content-analysis>

custom website design

1. <https://webflow.com/>

2. <https://www.dreamhost.com/pro-services/design/custom-web-design/>

3. <https://99designs.com/web-design>

4. <https://thriveagency.com/digital-marketing-services/custom-website-design/>

5. <https://www.godaddy.com/websites/web-design>

6. <https://www.designrush.com/agency/website-design-development/trends/custom-website-design>

7. <https://www.wix.com/website/design>

8. <https://www.designcrowd.com/web-design>

9. <https://www.fiverr.com/categories/graphics-design/website-design>

10. <https://www.digitalsilk.com/web-design/custom-website-design/>

diy templates

1. <https://in.pinterest.com/nehargandhi/diy-templates/>

2. <https://www.pinterest.com/CoronaQueen/printable-templates/>

3. <https://www.creativecenter.brother/en-us>

4. <https://www.etsy.com/market/diy_template>

5. <https://thecreativeheartstudio.com/collections/diy-template>

6. <https://www.templatemaker.nl/>

7. <https://wilkerdos.com/product-category/templates/>

8. <https://giftedhandsbyjaviah.com/collections/digital-downloads>

9. <https://www.onlinelabels.com/templates/pre-designed/category/diy-crafty-templates>

10. <https://outreach.com/diy-templates.aspx>

conduct business

1. [https://www.lawinsider.com/dictionary/conducting-business#:~:text=Conducting business means providing or,, services and/or entertainment.](https://www.lawinsider.com/dictionary/conducting-business#:~:text=Conducting%20business%20means%20providing%20or,,%20services%20and/or%20entertainment.)

2. <https://www.collinsdictionary.com/us/dictionary/english/conduct-business>

3. <https://www.lawinsider.com/dictionary/conduct-business>

4. <https://www.sec.gov/Archives/edgar/data/1094007/000119312504044901/dex14.htm>

5. <https://smallbusiness.chron.com/code-business-conduct-2732.html>

6. <https://www.oecd.org/investment/due-diligence-guidance-for-responsible-business-conduct.htm>

7. <https://study.com/academy/lesson/code-of-business-conduct-ethics-standards-examples.html>

8. <https://www.sec.gov/Archives/edgar/data/1297401/000119312511045757/dex14.htm>

9. <https://www.state.gov/responsible-business-conduct/>

10. <https://hinative.com/questions/843951>

customized website

1. <https://www.dreamhost.com/pro-services/design/custom-web-design/>

2. <https://webflow.com/>

3. <https://www.etsy.com/market/customized_website>

4. <https://www.clarity-ventures.com/resources/custom-website-development>

5. <https://www.fiverr.com/gigs/custom-website>

6. <https://thinkx.net/blog/3-reasons-why-you-should-build-a-fully-customized-website>

7. <https://www.zazzle.com/>

8. <https://thriveagency.com/digital-marketing-services/custom-website-design/>

9. <https://www.godaddy.com/websites/web-design>

10. <https://www.designrush.com/agency/website-design-development/trends/custom-website-design>

interested customers

1. [https://www.lawinsider.com/dictionary/interested-customer#:~:text=Interested Customer means a customer,termination or expiration date of](https://www.lawinsider.com/dictionary/interested-customer#:~:text=Interested%20Customer%20means%20a%20customer,termination%20or%20expiration%20date%20of)

2. <https://forum.wordreference.com/threads/can-i-say-interested-customers-to-mean.2866599/>

3. <https://smallbusiness.chron.com/make-customers-interested-32060.html>

4. <https://blog.hubspot.com/sales/get-stranger-interested-si>

5. <https://blog.hubspot.com/service/re-engage-your-customers>

6. <https://www.forbes.com/sites/allbusiness/2020/02/28/attract-new-customers-small-business-tips/>

7. <https://www.businessnewsdaily.com/10330-connect-with-customers.html>

8. <https://www.bakercommunications.com/archive/sep13/sales090113.html>

9. <https://www.accessplanit.com/en-gb/ap-blogs/3-tips-to-become-incredibly-interesting-to-customers>

10. <https://martech.org/10-steps-target-connect-potential-customers-effectively/>

your website

1. <https://www.forbes.com/advisor/business/how-to-make-a-website-for-your-business/>

2. <https://www.wix.com/>

3. <https://www.website.com/>

4. <https://digital.com/how-to-create-a-website/>

5. <https://www.squarespace.com/>

6. <https://www.godaddy.com/websites/website-builder>

7. <https://websitesetup.org/>

8. <https://www.hubspot.com/products/cms/drag-and-drop-website-builder>

9. <https://domains.google/get-started/website-design/>

10. <https://www.hostinger.com/tutorials/how-to-make-a-website>

See how competitors write about targeted keywords:

**using wordpress**

**1.** <https://blog.hubspot.com/marketing/wordpress-website>

Oh no! We couldn't find anything like that.
Try another search, and we'll give it our best shot.
Load More Results
How to Use WordPress: Ultimate Guide to Building a WordPress Website
Learn how to build your website on WordPress and discover tips and tricks that will help you enhance user experience and boost conversions
HOW TO LAUNCH A WORDPRESS WEBSITE
Learn how to launch a website on WordPress with this step-by-step guide and checklist.
08/30/21
The thought of creating your own website may seem overwhelming.
You might even think this task is impossible for anyone but a developer or a person with a background in web design.
Well, I have good news for you — there’s a software out there that’s so easy to use, virtually anyone can successfully create a unique and professional-looking website for their business, blog, or portfolio. It’s called WordPress.
What Is WordPress?
WordPress is a content management system (CMS) that allows you to host and build websites. WordPress contains plugin architecture and a template system, so you can customize any website to fit your business, blog, portfolio, or online store.
But how?
This ultimate guide will cover a basic step-by-step process of creating your own WordPress website as well as a list of tips and tricks to remember while working with WordPress.
Chapters
But first, let’s answer the question most people have when they begin thinking about their new WordPress website: What is the difference between WordPress.org and WordPress.com?
Wordpress.org vs. WordPress.com
The difference between WordPress.org and WordPress.com has to do with who is actually hosting your website.
You host your own website or blog on WordPress.org , through a third-party hosting provider. You also have to download your WordPress software, buy a domain name on a third-party site, and manage your server. It’s a much more hands-on experience than with WordPress.com.
WordPress.com offers to host your website for you. You also don’t need to download any software or manage a server. If you choose WordPress.com, your website’s URL will look like this: www.mywebsite.wordpress.com. However, you have the option to also upgrade your WordPress.com account and buy a custom domain from a third-party provider (meaning your URL will look like this: www.mywebsite.com).
How to Choose Between WordPress.org or WordPress.com
You may be wondering whether WordPress.org or WordPress.com would be a better fit. Let’s review a few more of the pros and cons that come with both options, so you can make an informed decision.
Wordpress.org is ideal if you want full power over customizing and controlling your website. However, there is a lot more responsibility that comes with managing a WordPress.org website. You have to purchase and set up your own domain name, upload and install plugins and a theme, edit your website’s code, and manage your website’s security. WordPress.org is free to use, but you have to pay for everything else that goes into having a website.
WordPress.com is preferable if you’re looking for an all-in-one option that has most of the hard work done for you. You’ll never need to manage your server, pay for your hosting, or buy a domain. There are also a number of customization options that come with a WordPress.com plan to help you make your website look the way you want it to.
WordPress.com has a free and paid version. If you stick with the free version, you can’t upload any custom themes or plugins, and you will have a WordPress subdomain. However, there is always the option to pay for premium upgrades and other plans that provide you with even more features and control, as well as the option to buy a custom domain through a third-party site.
We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our Privacy Policy .
How to Launch a WordPress Website
Fill out the form for your free checklist.
Get Your Free Checklist
How to Launch a WordPress Website
Fill out the form for your free checklist.
WordPress for Beginners: How to Use WordPress
There are a number of ways for you to create your dream website with WordPress. Users generally find the software easy to use , but getting started can be understandably intimidating if you’re completely new to the process. That’s why we have built this “WordPress for Beginners” guide. Want a quick introduction before you dive deep? Check out this helpful video:
For even more resources, we've also compiled some of the best websites for learning about WordPress — these can be incredibly valuable sources of information as you start you journey.
Below, we will take a closer look at how to start creating your website.
How to Build a WordPress Website
Select a WordPress plan (WordPress.com only).
Set up your domain name and hosting provider.
Install WordPress.
Add posts and pages to your website.
Customize your website.
Optimize your website to increase page speed.
Get inspired from WordPress website examples.
WordPress is by far the most popular CMS today . Its ease of use and versatility enable the majority of users and business owners to create a website that works for their needs. Here’s how you can do the same.
1. Select a WordPress plan (WordPress.com only).
To begin creating your website, select a WordPress plan. As stated earlier, with WordPress.org you only have one (free) plan option — but it requires you to buy your domain, hosting provider, plugins, themes, and everything else related to your WordPress site.
With WordPress.com, you’ll have to choose between the five plans they offer.
The main differences between these plans are the monthly fee, types of site customization, and the access you get to marketing tools.
2. Set up your domain name and hosting provider.
Setting up your domain name and choosing your hosting provider for WordPress typically happen around the same time in the website creation process.
Before we talk about how to complete those tasks, let’s discuss the difference between your domain name and hosting provider.
Think about your domain name as your home address — it’s how your visitors are able to locate your website on the Internet. You domain name will look something like this: www.example.com.
Your hosting provider is like your house — it's where your website files are actually stored. Without a hosting provider, your site wouldn’t have space on a server to “live.” Some of the best WordPressing hosting providers include WP Engine , Bluehost , and Kinsta .
Image Source
How to pick domain and hosting providers
Again, WordPress.org requires you to create your own domain and find a third-party hosting provider for your website. WordPress.com allows you to decide whether or not you want a custom domain depending on the plan you choose, but it takes care of the hosting for you.
Your hosting provider is important because it impacts your website’s speed, security, and reliability. There are hundreds of providers to choose from, which is why we put together a list of 22 of the best WordPress hosting providers to help you decide what will work best for you. All of these providers meet WordPress’ three hosting requirements :
PHP version 7.4 or greater
MySQL version 5.6 or greater OR MariaDB version 10.1 or greater.
HTTPS support
When considering hosting providers for your WordPress site, make sure they meet all of the above criteria.
For domain names, getting one is as easy as searching and purchasing one through your domain registrar of choice. If you are new to WordPress.com but have already purchased and created a domain name elsewhere, no problem — you’ll have the option to transfer or map it to your WordPress website.
For the sake of this guide, let’s assume you do not yet have a domain or hosting provider. Here’s how to start creating your website with the popular hosting service Bluehost.
First, head to Bluehost’s website and click Get Started.
3. Install WordPress.
If you are using a hosting provider outside of WordPress, you’ll need to install the CMS to connect your new domain to your website.
This time, let’s use GoDaddy as an example. (Don’t worry, no matter the hosting provider you choose, this process looks similar.)
Note: If you choose to use a managed W ordPress hosting service like WP Engine or Kinsta , you won't need to go through this process, as those services were built specifically for WordPress and will have WordPress installed for you.
To start, log into your GoDaddy account, click Web Hosting, and then Manage. You will be brought to a screen with your account details.
Image Source
After installing WordPress, you'll need to answer a few questions about the domain you want to use, the directory where you want to install WordPress, and your admin information.
After about 24 hours, your website will be installed to your hosting account, and GoDaddy will send you an email confirmation.
Now that you have your domain set up and WordPress installed, you'll next need to set up your “Primary Domain” within WordPress, so your visitors see your website when they search your domain.
In WordPress, go to My Site and click Domains. Select the custom domain you want to make your primary domain.
Now, on to step four: making your website look nice.
4. Choose your theme.
You can customize your WordPress website using WordPress’ many themes and templates , each of which contains a multitude of layouts, formatting styles, colors, fonts, and other visual options.
WordPress automatically applies a default theme that looks rather plain. You can keep it, but your website visitors may not be so impressed. A custom WordPress theme, whether it’s paid or free, will make your website look appealing and professional to your buyer personas.
Similar to the wide range of hosting providers available, there are also hundreds of themes and templates to choose from. To help you out, we’ve put together a guide to 20 of our favorite themes and templates and categorized them by purpose. Whether you’re looking for a theme versatile enough for multiple different business types, or one suitable for your ecommerce site, portfolio, blog, or business, there’s a theme that will work for your specific needs. On top of your theme, you can further customize your pages with a builder tool like Elementor .
To find a theme that works best for you in WordPress.org, head to your admin dashboard. Click Appearance, then Themes. You'll be brought to another screen where you can browse available themes or search for a specific one you have in mind.
Once you find the perfect theme, simply install it to begin customizing. Each theme has different steps required during the customization process, so be sure to follow them closely. If a theme has a website (often accessible through the WordPress theme and template library ), check for documentation as you work through the customization process.
5. Add posts and pages to your website.
When you add content to your WordPress website, it’s usually displayed in the form of posts and pages.
Posts (or “dynamic pages”) are typically used for blogs and portfolios because they automatically place your newest website content at the top of your featured content. Pages are static, which is why they appeal more to business owners — the added content stays in the same place.
Posts and pages are the main post types in WordPress. Additionally, there are other native post types, as well as custom post types . For now, we can just stick to pages and posts.
Start by deciding whether you want a post or page to serve as the homepage (or any page) of your website. To add a post to your website, go to the admin dashboard, click Posts and then Add New.
You can add a title for your post, place photos, change the format, and insert page elements via blocks and shortcodes . Click Save Draft to save your changes as a draft, or click Publish to immediately take the post live.
Adding a page to your website is a similar process. In your admin area, click Pages, then Add New.
First, add a title to your page. Next, you can insert photos, embed videos, and add content. Follow the same steps to create multiple pages for your website. When finished, click Save Draft or Publish.
6. Customize your website.
Beyond the theme you choose, there are a number of ways to further customize your website. Let's review a few options.
First, let's customize your site title. From your admin dashboard, select Settings > General. Here, add your website title and tagline. You can also toggle other basic site information like you URL, email, time zone, and more.
Next, let's customize your reading sections. Under Settings > Reading, you can change your home page to a static page.
Consider this if you’re a business owner who prefers having content remain in one place on your website. Consider using a dynamic page if you’re a blogger who prefers having your newest content appear at the top of your pages. This way, your visitors can easily find your latest posts.
The navigation bar is customizable, too. This enables your visitors to easily find information on your website.
Add a navigation bar by going to your admin dashboard, clicking Appearance and then Menus.
From here, you can determine how you want your bar to look, how many pages you want to include, what you want to title those pages, and what order you want them to be listed in.
Of course, this is just a fraction of what you can do in the dashboard — click here for more information on your WordPress site settings and customization options.
7. Install plugins.
Plugins are pieces of software that add functionality to your WordPress website and enhance the user experience. With over 55,000 available plugins, there are options for most every type of website and user. Some of the most popular plugins available include:
HubSpot WordPress Plugin : Easily add pop-ups, forms, and live chat to your WordPress website. And as an added bonus, pair this plugin, or other CRM plugins , with your HubSpot CRM.
All in One SEO : A top-rated SEO plugin that’s used by businesses to improve their rankings and uncover new SEO growth opportunities.
The Events Calendar : An effortless events calendar that makes scheduling events from your site easy.
Yoast SEO : The go-to plugin to help you with on-page SEO. This app makes sure you’re following best practices before you push your site live.
TablePress : Need a table on your site? Look no further.
The SEO Framework : Another plugin that can help you master SEO on your site.
Weglot : A top translation plugin for translating WordPress and WooCommerce websites.
To begin installation, head to the Plugins section in your admin dashboard. This shows you all the plugins currently installed on your site. Depending on your host, you might have several plugins installed already. Note that for a plugin to work you must activate it after installing.
To add a new plugin, click Add New. Search for your desired plugin and then click Install Now, wait a few seconds, then click Activate.

**2.** <https://wordpress.com/support/getting-started-with-wordpress-com/>

Will you build my site or blog for me?
The Basics
Every WordPress.com site has a dashboard with a list of settings down the left side for making changes to your website.
To access your dashboard, visit the WordPress.com homepage and sign in. If you have more than one website in your account, you’ll see a Switch site option at the very top to select the site you wish to work on.
Don’t worry about learning every single option you see in your dashboard. As you’re getting started, you’ll visit the following options most frequently in the beginning:
Upgrades: Manage your plan, domain, and email.
Posts: Write and edit blog posts on your site, if you plan on blogging.
Pages: Write and edit your website pages. For example, About and Contact are common pages on most websites.
Media: All your site’s images, videos, and other files are stored here.
Appearance: Control the design of your website.
Options in the dashboard
Choose a Design
The design of a WordPress website is known as the theme. In your dashboard, navigate to Appearance → Themes to choose from a large collection of theme designs for your website. All WordPress.com themes are professionally designed to adhere to modern web design principles, optimized for mobile, and conform to accessibility standards.
The theme you choose is a starting point – you’ll later change, add, and remove any elements to make the design your own.
Focus on the overall layout, rather than the theme’s subject matter shown in the demo. A theme’s demo site may showcase an example of a furniture store, a music portfolio, a fashion site, or a food blog. However, your site can be customized for any topic imaginable once you swap out the demo text and images with your materials.
Browse the theme collection at Appearance → Themes
Add Your Content
Once you’ve selected a theme, you can visit the Site Editor to customize your website’s text, images, and other elements.
When editing in WordPress, each element on your site is known as a “block” — think of these as the building blocks of your website. There are blocks for text, images, columns, buttons, and much more .
You can add content to a page by inserting various blocks. To insert a block, click on the + block inserter icon, which is found in various places within the editor screen:
Adding a block
Here are some of the most common blocks you will use a lot:
Paragraph block : the default block to add regular text.
Heading block : add header text to the post or page.
List of Blocks
When you click on the + block inserter icon, you can search for different types of blocks or scroll down to see what’s available. Once you add blocks, you can reorder them using the left and right arrows or by clicking and dragging.
Whenever you add a block and select it, you can make changes using two areas of settings:
The toolbar, which appears just above or below the block.
The sidebar settings, on the right side of the editor:
If you do not see the sidebar on the right, click the Settings icon in the top right corner to bring up the settings. This icon looks like a square with two uneven columns:
The settings icon in the top right corner
Remove a Block
You can remove a block by selecting it, clicking on the ellipses (three dots) menu in the toolbar, and choosing Delete.
Once you’re happy with how your page looks, click Save in the top right corner.
📌
Worried about people viewing your site before it’s done? Your site will be in a private “Coming Soon” mode until you launch it. Go to Settings → General and scroll down to Privacy to launch the site! Visit the Privacy Settings guide to learn more.
Add New Pages or Posts
Have some more pages you want to add, or some blog posts? You can add as many pages and posts as you want to your site. Let’s learn how. What’s the difference between a page and a post?
A page is best used for content that isn’t going to change very often. Good examples of pages would be a home page, an about page, a contact page, or a page that lists your products or services.
Posts, or blog posts, are more like news articles. Good examples of posts include updates about your industry, a personal journal, movie reviews and other similar specific pieces of writing. Every site built on WordPress.com has the ability to add a blog, but you don’t have to use it!
We have more information on the difference between the two here .
From your dashboard , go to Pages and click Add new page (or Posts and click Add new post):
This will open the WordPress editor.
For pages, you will see an option to select a pre-designed layout upon creating a new page. You can choose a layout and edit it further, or start with a blank page.
When working on a page or post, you’ll have access to the following options explained below:
Type the title of your page or post.
Add the main content of your page or post here (text, images, and more.)
The + block inserter to add new blocks.
Save, preview, publish, access help, and more options.
The settings sidebar.
Learn more about the WordPress Editor
Add a Navigation Menu
Now you should have a few pages of content to work with. Let’s make sure people can view them by adding a menu. To do so, go to Appearance → Editor in your dashboard :
You’ll see the beginnings of a navigation menu at the top of your site:
This is the Navigation block , used to display a list of links to the various pages of your site. You can click the block to add pages to the menu, create drop-down menus, and more. Remember, your pages must be published before adding them to your navigation menu.
Learn More About Menus
Common Questions
This guide should help you get up and running, but maybe there are some more features you’re looking to implement! Here’s a list of common questions and features:
How do I have a page that shows only specific blog posts, not all of them?
These are called category pages! To set these up, create a few blog posts and assign categories to them when editing the post. Then, you can add a category to your menu . Only blog posts given that category will appear on that page.
Alternatively, you can use the Query Loop block to display a list of blog posts with a specific category on any page.
How can I add plugins?
All sites on WordPress.com come with a large number of built-in features that should cover what you need. If you wish to install a plugin, upgrade to a plugin-enabled plan.
How do I connect my domain?
Any site with a WordPress.com plan can connect to a custom domain. You can use one you already own or register a new one with us.
Add a Domain
How can I change my design?
You can change themes by going to Appearance → Themes. Feel free to change themes as many times as you like! Changing your theme affects the look and feel of your site but won’t delete your content.
Keep in mind that some themes may require additional steps to customize them. These steps will be detailed on the theme setup page.
Themes
How can I get help?
By purchasing a WordPress.com plan, you have access to our global support team to assist you with any questions related to your website. Click the ? icon in the top right corner of your dashboard to reach our friendly Happiness Engineers.
Will you build my site or blog for me?
Yes! If you’d like to have your site built for you, and then all you’re responsible for is maintaining it, our team is happy to build your site for you.

**3.** <https://wordpress.com/learn/>

.
Get the Most from WordPress.com
Whether you are brand new to WordPress.com or you are looking to get up to speed with the latest software changes, we’ve got you covered.
Building a website is a journey, and you’ll continue to tweak it along the way. To help you achieve your goals, there are several approaches you can take. The intent of this site is to make access to resources as convenient as possible to align with your preferred method of learning and exploring.
Dig in, return often to see what’s new, and most importantly… have fun!
I’d like to learn . . .

**4.** <https://www.wpbeginner.com/guides/>

»How to Make a WordPress Website in 2023 (Ultimate Guide)
How to Make a WordPress Website in 2023 (Ultimate Guide)
Last updated on
Email
Are you looking to make a website? Starting a website can be a terrifying thought specially when you’re not techy. Don’t worry, you’re not alone.
Having helped over 400,000+ people make a website with WordPress, we have decided to create the most comprehensive step by step guide on how to create a WordPress website without learning how to code.
This guide is useful for users of all ages and skill levels. However, if you need help, then you can contact our expert team to help you setup your website for free.
→ Click Here to Get Your Free WordPress Website Setup! ←
If you want to do it by yourself, then please continue with this post, our beginner-friendly guide on how to make a website.
Here is an overview from start to finish of all the steps we’ll walk you through in this guide.
How to find and register a domain name for free
How to choose the best web hosting
How to install WordPress
Customizing WordPress with addons and extensions
Resources to learn WordPress and get support
Taking it further, building websites with more features (eCommerce stores, membership sites, selling online courses, and more).
Before we start creating a website, let’s cover some of the most commonly asked questions that we get.
First, no you DO NOT need to be a web developer to create a custom website. Our guide is written for non-techy users, and we will show you a no-code solution to create a website.
With that said, let’s look at all the things you need to build a website.
What do I need to build a website?
You’ll need the following three things to start your WordPress site.
A domain name – this is the name of your website such as google.com
WordPress hosting – this is where your website files are stored.
45 minutes of your undivided attention.
How much does a WordPress website cost?
The answer to this question really depends on what kind of website you are trying to build. We have written a comprehensive 3,000-word guide explaining how much does it really cost to build a website .
A typical personal website can cost as low as $100. The cost of a business website can range from anywhere between $100 per year to as high as $30,000 per year.
We recommend all our users to start small and then add more features to your website as your business grows. This way you will save money and minimize potential losses while avoiding overspending.
In this guide, we’ll show you how to build a website for less than $100.
We will also show you how to take it further by adding more features to it in the future.
Which is the best website builder platform?
There are many website builders available that will help you setup a website. We recommend using self-hosted WordPress as your website platform.
WordPress is the most popular website platform in the world. It powers nearly 43% of all websites on the internet.
WordPress is free , open source, and comes with thousands of pre-built website designs and extensions. It is extremely flexible and works with almost every third-party tool and service available to website owners.
We use WordPress to build all our websites including this one, WPBeginner.
How to make the most of this website design tutorial?
This is a step by step tutorial on how to make a website. We have divided it into different steps, and we’ll walk you through everything from start to finish. Just follow along the instructions, and you’ll have a professional looking website in the end.
We will also point you in the right direction on how to take your website to the next level based on your needs.
Have fun creating your WordPress website.
Remember, if you need help, you can contact us and we will setup your website for free.
Let’s get started.
How to Create a Website (Video Tutorial)
Subscribe to WPBeginner
If you prefer written instructions, then please continue reading.
Step 1. Website Setup
One of the most common mistakes that beginners make is choosing the wrong website platform. Thankfully, you are here so you will not be making that mistake.
For most users, a self-hosted WordPress.org site is the perfect solution. It comes with thousands of designs and addons which allow you to create any kind of website you can think of. For more on this topic, please see our guide on why you should use WordPress .
WordPress is free for anyone to download and use to build any kind of website without any restrictions.
If WordPress is free, then where is the cost coming from?
WordPress is free because you’ll have to arrange your own custom domain name and web hosting provider, which costs money. For more on this topic, see our article why is WordPress free?
A domain name is your website’s address on the internet. This is what your users will type in their browsers to reach your site (For example, wpbeginner.com or google.com).
Next, you’ll need website hosting. All websites on the internet need a web host to store their website files. This will be your website’s home on the internet.
A domain name typically costs $14.99/year and hosting costs start from $7.99/month.
This is A LOT for most people who are just starting out.
Thankfully, Bluehost , has agreed to offer our users a free domain name and over 60% off on web hosting.
→ Click Here to Claim This Exclusive Bluehost Offer ←
Bluehost is one of the largest hosting companies in the world. They are also an official WordPress-recommended hosting partner.
They have been working with WordPress since 2005, and are committed to give back to the community. That’s why they have promised us that if you cannot set up your website by following this tutorial, then our expert team will complete the process for you without any cost. They will compensate us, so you don’t have to. Feel free to contact us for free website setup help.
Note: At WPBeginner, we believe in transparency. If you purchase hosting using our referral link, then we will get a small commission at no additional cost to you. In fact, you will get a discount on hosting + free SSL + a free domain name. We would get this commission for recommending any WordPress hosting company , but we only recommend products that we personally use and believe will add value to our readers.
Let’s go ahead and purchase a domain name and hosting.
First, you’ll need to go to the Bluehost website in a new browser window and click on the green ‘Get Started Now’ button.
This will bring you to a pricing page where you will need to choose a hosting plan for your website.
Basic and plus plans are the most popular choices among our users.
You’ll need to click on Select to choose the plan that you like and continue to the next step.
On the next screen, you’ll be asked to select a new domain name.
Ideally, you should stick to a .com domain name. Make sure it is related to your business, easy to pronounce and spell, and easy to remember.
Need help with choosing a domain name for your website? See these tips and tools on how to choose the best domain name .
After choosing your domain name, click on the next button to continue.
Now you’ll be asked to provide your account information such as name, address, email, etc.
On this screen, you will also see optional extras you can purchase. We generally don’t recommend purchasing these extras. You can always add them later on if you decide that you need them.
Next, you will add your payment information to finish the purchase.
After completing your purchase, you’ll receive an email with details on logging in to your web hosting control panel (cPanel).
This is your hosting account dashboard where you manage everything, like getting support, setting up emails, etc. Most importantly, this is where you’ll install WordPress.
Step 2. Install WordPress
When you signup with Bluehost using our link , they will automatically install WordPress for you. They launched this one-click WordPress installer to make it easier for non-techy users to create their websites.
What this means is you simply need to log in to your Bluehost account and then click the Login to WordPress button to get started. This setup process has reduced the learning curve needed to make a website.
You can also login to the WordPress dashboard by going to yoursite.com/wp-admin/ directly from your browser.
Your Bluehost account can also be used to create multiple websites. Simply go to the My Sites section and use their one-click WordPress installer to make additional websites.
If you are using a different WordPress website hosting service like SiteGround , Hostinger , HostGator , WP Engine , etc, then you can see our comprehensive guide on how to install WordPress for step-by-step instructions for those providers.
Once WordPress is set up, you’re ready to customize your website design by selecting a new template and creating new pages.
Wasn’t that easy?
Now, let’s move on to the next step and choose a design for your website.
Step 3. Select Your Theme
A WordPress theme controls the visual appearance of your WordPress site.
WordPress themes are professionally designed templates you can install on your website to change its appearance.
By default, each WordPress site comes with a basic theme. If you visit your website, then it will look something like this:
This is not very appealing to most users.
But don’t worry. There are thousands of free and paid WordPress themes that you can install on your site.
You can change the WordPress theme for your website from the admin dashboard. Visit the Appearance » Themes page and click the ‘Add New’ button.
On the next screen, you can search from 11,000+ free WordPress themes available in the official WordPress.org themes directory.
You can sort them by popular, latest, featured, and other feature filters (i.e. industry, layout, etc).
Need help choosing a theme? Check out our list of these awesome free WordPress business themes and our pick of the best premium themes for WordPress .
For the sake of this guide, we’ll be using Astra . It is a popular multi-purpose free WordPress theme with flexible design options for all kinds of websites.
If you want to create a completely custom WordPress theme, we recommend using the SeedProd builder for WordPress.
We have created a detailed tutorial on creating a custom WordPress theme without writing any code.
How to Install a Theme in WordPress
If you know the name of the free theme you want to install, you can look for it by entering it in the search field.
WordPress will show you the theme in search results. You will need to take your mouse over to the theme and then click on the Install button.
Once you have installed your theme, you can customize it by clicking on the Customize link under the Appearance menu.
This will launch the theme customizer , where you will be able to change your theme settings with live preview of your website.
If you’re using one of the newer full site editing themes , you will see a different version of the site customizer that can be found at the Editor link under Appearance.
However, keep in mind that neither the default WordPress customizer nor the Full Site Editor offer a true drag & drop customization experience.
This is why many website professionals and small business owners choose to use a WordPress page builder plugin like SeedProd to customize any theme to update fonts, change styles, colors, and other items to match your website needs.
You can even create a fully custom WordPress theme without any code.
Remember, you don’t need to finalize all theme settings right away. You can customize it much better once you have some content on your website.
Let’s see how to add content to your WordPress site.
Step 4. Add Content to Your Website
WordPress comes with two default content types called posts and pages . Posts are part of the blogging functionality and appear in reverse-chronological order (newer items are displayed first).
On the other hand, pages are meant to be static “one-off” type content such as your about page, contact page, privacy policy, custom landing page, etc.
By default, WordPress shows your blog posts on the front page of your website. You can change that, and make WordPress show any static page as the homepage of your website (we’ll show you how to do that later in this guide).
You can create a separate page for your blog or news section to show your recent posts. Alternatively, you can create a website without any blog section at all.
Let’s add some content to your website.
You’ll start by adding a few pages to your WordPress site. Don’t worry if you don’t have enough content for these pages. You can always edit and update them.
Head over to Pages » Add New page in WordPress admin area. This will bring you to the page editor screen, which will look similar to this, depending on your theme:
First, you need to provide a title for your page. Let’s call this page ‘Home.’
After that, you can add content in the text editor below. You can add text, links, images, embed videos , audio, etc.
After adding content to your page, you can click the publish button to make it live on your website.
You can repeat the process by adding more pages for different website sections. For example, an about page, contact us, and a blog page to display blog posts.
Now let’s add a few blog posts as well.
Head over to Posts » Add New in your WordPress admin area, where you will see a screen like you saw earlier when adding pages.
You can add a post title and content in the visual post editor. You’ll also notice some extra options in the sidebar, like post formats, categories and tags .
You can click on the Save button to store your post as a draft or the Publish button to make it visible on your site.
For more detailed instructions on utilizing all these options on post and page edit screens, please see our guide on adding a new post in WordPress .
Step 5. Customizing and Tweaking Your Website
Now that you have created some content for your website, you will be able to customize and put it all in an excellent presentable shape for your users.
Let’s start by setting up a static front page (or homepage).
Setting up a Static Front Page
Visit the Settings » Reading page in your WordPress admin dashboard. Under the ‘Front page displays’ option, click on the static front page and then select ‘Pages’ you created earlier for your home and blog pages.
Don’t forget to click on the ‘Save Changes’ button at the bottom of the page to store your changes.
WordPress will now use the page titled ‘Home’ as your site’s front page and ‘Blog’ page to display your blog posts.
Change Site Title and Tagline
During the installation, you get to choose your site’s title. Optionally, you can also choose to add a short tagline to describe your website.
You can change your site’s title and tagline at any time by visiting the Settings » General page.
Your site title will be the name of your website, like WPBeginner. The tagline is usually a single line that describes your website.
You can also leave the tagline field blank because WordPress SEO plugins like AIOSEO , Yoast SEO, and others will override it for better search engine optimization (more on this later).
Don’t forget to click the save changes button to store your settings.
Set up Comments Settings
WordPress has a built-in comment system allowing users to leave comments on your posts. This is great for WordPress user engagement, but it is also targeted by spammers.
You’ll need to enable comment moderation on your website to deal with this.
Visit the Settings » Discussions page and scroll down to the ‘Before a comment appears’ section. Check the box next to the ‘Comment must be manually approved’ option.
Don’t forget to click the save changes button to store your settings.
Adding Navigation Menus in WordPress
Navigation menus allow users to browse different pages of sections on your website. WordPress has a powerful navigation menu system and your WordPress theme uses it to display the menus.
Depending on your WordPress theme there are two ways to create and edit navigation menus in WordPress.
1. Create Navigation Menus in Classic Themes
If you are using a classic WordPress theme, then you will be able to visit the Appearance » Menus page.
From here, enter a name for your navigation menu and click the blue Create Menu button.
WordPress will now create an empty navigation menu.
Next, select the pages you want to display in your menu and click the add to menu button.
You will notice your selected pages filling the empty area of your navigation menu.
You can move these menu items up and down to rearrange their position on the menu.
Now you need to select a display location. Your WordPress theme defines these locations. Usually, most WordPress themes have a primary menu in your website header at the top.
Finally, click on the save menu button to store your navigation menu.
You can now visit your website to see the menu in action.
2. Creating Navigation Menus in Site Editor
If you are using a block-based WordPress theme, then you can add navigation menus by visiting the Appearance » Editor page.
Click on the area where you want to add or edit the menu, and WordPress will open it for editing.
Alternatively, you can choose the template where you want to add the menu from the left column. Most websites usually place navigation menus in the Header template.
In the Site Editor, click the Add (+) new block button and add the Navigation block.
After that, click on the Add (+) button under the Navigation block settings under the right column.
After that, select Page link to add a link to the post, page, or category on your website.
You can move items up and down by moving them in the menu.
Once you are finished, don’t forget to click on the Save button to store your changes.
For more detailed instructions, see our beginner’s guide on how to add a navigation menu in WordPress .
Step 6. Installing Plugins in WordPress
WordPress Plugins are like apps for your WordPress site. They allow you to add features and customizations to your WordPress site. Think of contact forms, photo galleries, etc.
You can install plugins from your WordPress dashboard by clicking on the Plugins page.
There are currently more than 59,000 free plugins available for WordPress. There are also paid plugins sold by third-party websites and developers.
With this many plugins, how do you find which plugins to install? We got you covered there as well. See our guide on how to choose the best WordPress plugin .
Here is our list of essential plugins you should install on your site immediately. All of them are free.
Features
WPForms Lite – Allows you to add a contact form on your WordPress site. All professional websites display their contact information on the same page as their contact form. You can even accept payments using WPForms Lite without any additional setup.
MonsterInsights – Connect your website with Google Analytics and see how visitors find and use your website, so you can keep them coming back.
SeedProd – Drag and drop page builder for creating completely custom designs & layouts without any technical know-how.
Website Optimization
WP Super Cache – Free WordPress caching plugin that helps improve your website speed
PushEngage – It helps increase website traffic by letting you connect with visitors after they leave your website. Push notifications are the top 5 traffic sources for WPBeginner.
Security
Updraft Plus or Duplicator – Create automatic scheduled backups of your website
Sucuri – Website security audit and malware scanner
Extras
WP Simple Pay – for readily accepting credit card payments in WordPress.
WooCommerce – create an eCommerce website with WordPress. It makes setting up an online store and selling physical products easily.
MemberPress – makes it easy to create and sell online courses and digital memberships.
For more plugin recommendations, check out our list of must have WordPress plugins for business websites .
Step 7. Mastering WordPress
WordPress is easy to use but also an extremely powerful content management system. Occasionally, you may find yourself looking for some quick WordPress help.
The good news is that there are plenty of free WordPress help available. See our guide on how to properly ask for WordPress support and get it.
WPBeginner itself is the largest WordPress resource site on the internet. You will find the following resources on WPBeginner (all of them are entirely free).
WPBeginner Blog – This is where we publish our WordPress tutorials, how-tos, and step-by-step guides.
WPBeginner Videos – These step-by-step videos will help you learn WordPress FAST.
WPBeginner on YouTube – Need more video instructions? Subscribe to our YouTube channel with more than 292,000 subscribers and 40 Million+ views.
WPBeginner Dictionary – The best place for beginners to start and familiarize themselves with the WordPress lingo.
WPBeginner Blueprint – Check out the plugins, tools, and services we use on WPBeginner to help grow our business online.
WPBeginner Deals – Exclusive discounts on WordPress products and services for WPBeginner users.
WPBeginner Engage Group – Connect with our WordPress experts and other like-minded website owners (over 94,000 members).
Here are a few of our guides that you should bookmark right away. It will save you lots of time and money in the future.
Ultimate WordPress SEO guide for beginners (step by step)
If all of that is not enough, you can always take a look at our expert-picked list of blogs about WordPress you should read and follow .
Many of our users use Google search to find answers on WPBeginner. Simply type keywords for what you are looking for and add wpbeginner.com at the end.
Can’t find an answer? Send your question directly using our contact form , and we will try our best to answer.
Step 7. Taking it Further
So far, we have shown you how to make a WordPress website, add a new theme, add new web pages, and install essential plugins.
Want to take it even further?
Using WordPress, you can create powerful niche websites capable of doing much more.
For more examples, check out our list of 19 types of websites you can create with WordPress
Frequently Asked Questions (FAQs)
Having helped thousands of people start a website, we have answered quite a lot of questions. Below are the answers to the most frequently asked questions about creating a website.
Is WordPress the only way to create a website?
No, there are a lot of other website builders out there such as Web.com , Wix , GoDaddy , etc. But we believe that WordPress is the best and easiest platform to build a website that works on both desktop and mobile devices.
Other industry experts agree with us, which is why over 43% of all websites use WordPress.
Can you build a website from scratch with WordPress?
Yes, you absolutely can use WordPress to build a completely custom website from scratch using a no-code drag & drop page builder plugin like SeedProd .
How Much Traffic Can WordPress Handle?
WordPress can handle virtually unlimited website traffic, depending on your hosting platform and caching setup. We have written a detailed guide on how much traffic WordPress can handle along with expert scaling tips.
How do I make money from my website?
After helping users create a website, this is by far the most commonly asked question. There are a lot of ways to make money online from your website.
We have a list of 30 ways to make money online using WordPress . These aren’t get rich quick schemes. If you’re looking for a way to get rich quick by making money online, then sorry to break the bad news, there’s no such way.
How do I start a website where I can sell products?
You can easily add an online store to your WordPress website. We have created a list of the best eCommerce plugins for WordPress . You can also follow our step-by-step guide on how to start an online store .
While there are many other eCommerce platforms like Shopify , BigCommerce , etc, we recommend using the WooCommerce plugin for WordPress.
It gives you more user-friendly features at an even more affordable price. This is why WooCommerce is the most popular eCommerce platform in the market.
If you’re looking to sell digital products, then we recommend using Easy Digital Downloads . This is what we use to sell our digital products in WordPress.
Do I need to know HTML / CSS to create and customize my website?
No you don’t need to know how to use HTML / CSS to build a website with WordPress. You can use one of the many drag & drop WordPress page builder plugins to easily customize your web design.
We recommend using SeedProd because it lets you create completely custom WordPress themes from scratch without any code.
How can I start a website for free?
Some website builders may offer free options, but we strongly recommend against using those website building solutions. Often they will insert their advertisements on your website which doesn’t look professional and offer a terrible user experience.
It’s always better to purchase your own domain name and hosting, so you have full ownership of your website. See what is the difference between domain name and web hosting .
Can I start a website like eBay?
Yes, you can easily create a website like eBay using an auction plugin for WordPress. We have a step by step guide on how to build an online auction website using WordPress that you can follow.
Can I get a free domain for my website?
Yes, some web hosting companies offer a free domain if you choose to start a website with them. Bluehost is an officially recommended WordPress hosting provider, and they’re offering WPBeginner users free domain + 60% off hosting if you choose to build your website using their service.
With that said, you can always register a domain name separately from a popular domain registrar and then purchase web hosting from a different hosting company like SiteGround or WP Engine .
Can I create a website like Facebook?
Yes, you can absolutely use WordPress to turn your website into a social network. We have a step by step guide on how to make a website like Facebook using WordPress .
Can I start a website with a discussion board / forum?
The answer again is yes. You can use one of these forum plugins in WordPress to build a website with discussion board features.
What’s the difference between WordPress.com vs. WordPress.org?
When we mention WordPress in our tutorial, we’re talking about the popular self-hosted WordPress.org platform. It’s the powerful open source software that you always hear about.
WordPress.com is a limited blog hosting service. They have recently expanded their platform to offer website and eCommerce plans with custom domains, but they’re far more expensive compared to other WordPress hosting services like Bluehost or SiteGround .
For more details, see our detailed comparison chart of WordPress.com vs WordPress.org .
I accidentally started my site with WordPress.com or another website builder, can I switch?
Yes, you can always switch your website to WordPress. Often times beginners make the mistake of using the wrong website builder and then realize that those platforms don’t have all the features they need.
We have written detailed tutorials on how to properly migrate from other website builders to WordPress. The most important part is to make sure that your permalinks (URL structure) moves over seamlessly, so you don’t lose SEO rankings.
Here are our detailed tutorials on how to move your website to WordPress:
How to Properly Move from Squarespace to WordPress
How do I grow my online presence?
Now that you have created your new website, it’s time to to grow your online presence and get more traffic.
We have created an ultimate guide with over 27 actionable tips to drive traffic to your new WordPress site .
The most important advice we give to small business owners is to immediately start building an email list.
Email marketing allows you to stay in touch with website visitors and customers after they leave your website. It’s proven to have a 4300% ROI on investment.
Here is our comparison of the best email marketing services for small business .
We hope this guide helped you learn how to make a website without hiring a web designer or overspending money. You may also want to see our tutorial on how to create a professional business email address , and our comparison of the best business phone services for small business.
If you liked this article, then please subscribe to our YouTube Channel for WordPress video tutorials. You can also find us on Twitter and Facebook .
Shares 18k

**5.** <https://wordpress.org/documentation/article/get-started-with-wordpress/>

Step one – Read
WordPress is a great product. It’s easy-to-use, powerful, and flexible. Creating a website, and maintaining a website, is a science and art that has quickly evolved. In order to fully appreciate this it is important to be well read on the subject. One major thing to keep in mind is your investment of time. Being knowledgeable will without a doubt save you much time in the long run. With that in mind, before you invest your valuable time and energy into installing WordPress, there are some documents you need to read to help you get started.
Suggested reading includes:
WordPress Lessons
It is important to make a plan about how you want to use WordPress on your site. Here are some questions to ask yourself.
Will you install WordPress in the root directory , subdirectory, or you just want to make a test site to make sure you want to use it?
Have you made a list of your site categories to organize your content by groups?
Have you made a list of Pages you may want to add to your site, such as About, Contact, or Events?
Have you thought about what you want in the header part of the site?
Have you developed a content strategy and list of topics to help start blogging?
Have you thought about how to integrate social media into your WordPress site and workflow?
Step four – Set up WordPress
With your installation complete, it’s time to set up WordPress so it will work the way you want it to work.
To help you understand how all the various features and screens on the WordPress Administration Screens work, check out the Administration Screens guide for a detailed walk-through.
For help on creating your user profile information, of which some or all may appear on your WordPress Theme, see the Users > Your Profile pages for guidance.
To set the site name and other information, go to Administration > Settings > General in the dashboard.
After you’ve published a few posts, you can experiment with the full edit or quick edit features in the Administration > Posts > Posts screen.
Add your “About,” “Contact,” and other information Pages by going to Administration > Pages > Add New.
Want to change the look and feel of your WordPress site? Go to Administration > Appearance > Themes .
You’ll find helpful information by reading WordPress Lessons , and these helpful documents:
Learn WordPress for WordPress.com and beginning self-hosted WordPress tutorials and guides.
The WordPress Theme Directory features thousands of WordPress Themes
WordPress Widgets can quickly add more information and content to your Theme
If you want to create a new WordPress Theme from scratch, or do major renovations, or even design WordPress Themes for public release, you should visit WordPress Theme Developer Handbook .
If you want a custom-made WordPress Theme created especially for you by expert web-designers, it is recommended you search for qualified web designers on the Internet, or look in your local community.
Adding WordPress plugins
There are many “add-on” scripts and programs for WordPress called Plugins that add more capabilities, choices, and options to your WordPress site. WordPress Plugins do many things, including customizing the results of your site information, adding weather reports, adding spell check capability, and presenting custom lists of posts and acronyms. For more on how to work with Plugins and where to find WordPress Plugins for your site:

**6.** <https://www.hostinger.com/tutorials/wordpress>

WordPress Tutorial
Copied!
WordPress Tutorial
In this WordPress tutorial, you will find everything you need in order to create a website with WordPress. From installation to backups – we have it all covered.
Be sure to check out the list of our newest WordPress tutorials at the very bottom of this page.
WordPress first saw the light of day on May 27, 2003. The founders are Matt Mullenweg and Mike Little.
WordPress can be referred to as an online, open-source site-building tool based on PHP and MySQL programming languages. In more advanced terms it is called a content management system (CMS).
When WordPress was first launched it had several users but over time grew into the biggest and most popular CMS in the world. Today, WordPress is powering over 800 million websites.
Research carried out in 2023 shows that this content management system is used by more than 30% of the 10 million best-ranking sites.
Newest WordPress Tutorials
Why Is WordPress So Popular?
After finding out the massive number of users WordPress has, it may leave you wondering, why is it so popular? Let’s break down the reasons behind the success of WordPress.
The general viewpoint is that WordPress is a simple blogging tool, however, it is much more than that.
Due to the fact that WordPress is an open source project, it allows anyone to improve and edit its code according to one’s liking. It also features thousands of free plugins, themes, widgets, and other tools.
All these features allow you to create any type of website, starting from simple blogs, personal websites or portfolios, ranging to e-shops, knowledge bases or job boards.
Another factor is that WordPress is free and supports all hosting platforms with PHP and MySQL. On top of that, this CMS is constantly updated with new versions that improve security, include new features and improve overall performance.
Last, but not least, WordPress has a huge community with dedicated forums and discussions all over the internet. The amount of data that is available and thousands of WordPress tutorials also make WordPress one of the easiest to use content management systems out there.
What Is a CMS?
A content management system or CMS for short is an application with the ability to create, modify and publish digital content. In most cases, it also supports multiple users, allowing them to work in collaboration.
For example, in WordPress it is possible to create several administrative users, each one having different privileges. Content management systems also include text and formatting features, the ability to upload videos, photos, audio, maps or even your own code.
A content management system consists of two major components:
A content management application (CMA). The CMA can be referred to as the graphical user interface (GUI) that lets a user create, modify, remove and publish content without ever needing to have knowledge of HTML or programming languages.
A content delivery application (CDA). The CDA is responsible for the back-end services that manage and deliver content after it is in the CMA.
Other features worth mentioning are:
SEO-friendly URLs
WordPress.org
WordPress.com and WordPress.org are two ways of hosting a WordPress site.
The thing that varies with these two methods is the actual host. By using WordPress.org, you may download the script free of charge and host it yourself on a local machine or with a hosting provider ( such as Hostinger ).
On the other hand, WordPress.com takes care of all that by hosting the site for you. You don’t have to manage a web server, pay for hosting or download software, however, ads are shown on your site.
Both WordPress.org and WordPress.com have certain pros and cons.
If you are not interested in having your own hosting or managing a web server, then WordPress.com may be the way to go.
It is free and can be quickly set up. You will also have various features and options for your site’s customization.
However, it comes with downsides. Your website will include WordPress.com in the URL and you will not be able to upload custom themes or plugins.
The ability to edit or modify PHP code behind your site will also not be possible.
Using a self-hosted version from WordPress.org provides more flexibility and control over your site. You will be able to use your own domain name, upload themes, plugins and install them.
Read More
Interested to learn more before you decide? Read our extensive guide on WordPress.com vs WordPress.org
This WordPress tutorial will focus on the self-hosted WordPress version.
Step 1 – Installing WordPress
One reason for WordPress popularity is the low system requirements needed to run this CMS on a web server:
PHP version 7.4 or greater.
MySQL version 5.7 or greater or MariaDB version 10.3 or greater.
It would be hard to find a hosting provider that does not support WordPress. Plus, many hosts use various auto-installers to make the WordPress installation process as simple as possible.
By using auto-installers, users no longer have to deal with database creation or file uploading.
In this part of our WordPress tutorial, you will learn two different ways to install WordPress.
Pro Tip
Before proceeding with WordPress installation, you need to decide on how you want to access your website. Do you want WordPress on your domain name root (example.com), subfolder (example.com/blog) or subdomain name (blog.example.com)? Only if you want to set up WordPress on a subdomain name, you will have to take an additional step and create a subdomain name. On Hostinger this can be easily done in the Subdomains section.
Option 1.1 – Installing WordPress on Hostinger by Using Auto Installer
Let’s start with the simplest and fastest way to install WordPress – Hostinger auto installer. The steps below show how to install WordPress on Hostinger control panel:
Access Hostinger control panel.
First of all, download the latest WordPress from the official WordPress.org website.
Once the download is complete, you can start uploading WordPress files to your hosting account. You can use either a File Manager provided by your hosting provider, or an FTP client.
There is no difference which tool you will use to upload WordPress files, besides ease-of-use. The only thing that you should take into account is the destination directory.
For example, if you want to have WordPress on a root domain name, files should be uploaded to the public\_html folder. If you want to serve WordPress from a subdomain name or a subfolder, upload the files to the appropriate directory.
WordPress stores information in the database. Thus, it’s mandatory to create one. On Hostinger, a new database can be created in the MySQL Databases section. Be sure to write down the database details as you will need them later.
Now visit your domain name in order to start the installation process. You’ll be asked to fill in the MySQL database information, administrator details and the site information.
Read More
How to Migrate WordPress the Right Way: A Comprehensive Guide
Step 2 – Navigating in WordPress Dashboard
Once the installation is complete, the first thing you would want to do is log in to the WordPress administrator dashboard.
Usually, there is a link to the login page on the front end of WordPress blog. However, some themes don’t have this link. In this case, the easiest way to log in to WordPress is by adding wp-admin at the end of your website’s address like this:
http://www.yourdomain.com/wp-admin
This URL will direct you to the login screen where you will be asked to enter the administrator’s username and password. Remember, you have entered these details during WordPress installation. If you have forgotten your password, click on the Lost your password? Link.
Read More
Need more details? Find them in our guide on how to log in to WordPress
After logging in, you will see the administrator dashboard. It’s built to give you an overview of your entire website and contains 3 main sections:
A toolbar at the top of the page. It contains links to the most commonly used administrative functions and resources. For example, if you hover over your website’s name, you will get a link to the public view of your site. It also displays simple notifications like updates and new comments count.
The main navigation menu on the left-hand side. It contains links to all administrative screens of WordPress. If you hover over a menu item, a submenu with additional items will be displayed.
The main work area.
The first time you log in to the WordPress admin panel, you will see a welcome module which contains some useful links to help you get started.
Once you are comfortable with the dashboard, press the Dismiss button in order to hide this module.
Other Modules:
At a Glance box will tell you how many posts, pages and comments you have. It also shows WordPress version and theme you are running.
Activity box gives you a bit more information about your latest posts and comments. It shows the status of all comments and a short list of the most recent comments.
Quick Draft box. Entering content into this box will start a new blog post. However, you cannot publish one from here as this box is only for taking blog posts ideas for you to come back to later.
WordPress News. This module displays the latest WordPress news.
Each of these windows has little arrows which you can use to quickly hide the box. You can also drag and drop them to different positions.
Step 3 – Publishing Content
Creating a website with WordPress starts with publishing a new post or a new page. You may wonder, what is the difference between posts and pages?
The answer is simple. WordPress posts can be categorized, tagged, archived. WordPress posts are used to publish time-sensitive content.
In contrast, pages are mainly for static, dateless content. They don’t have categories or tags. Contact us or About pages are good examples of pages.
Step 3.1 – Creating a New Post
To create a new WordPress post open the Add New section under Posts or choose New → Post option from the top toolbar.
You will be presented with an editing screen with an array of posting features. The first thing you should do is enter a title for your post.
Secondly, enter the actual content of your post using WordPress blocks in the field below. If you want to format your text, use the block toolbar options.
At the right-hand side of the screen, you can see the post settings panel. Each section has a particular function.
Post Summary. Here you can change the status and visibility of your post, schedule it. If you want to make the post sticky, check the Stick to the top of the blog option.
Categories. On this box, you can add, delete, or edit the category of your post.
Tags box allows to quickly add new tags.
Featured Image. Here you can assign a featured image to a post. It will be visible at the very top of the post (image location can be different depending on theme).
To publish the post, click the Publish button at the top-right corner of the editor screen.
Read More
Here is a full guide on how to add a new post in WordPress .
Step 3.2 – Creating a New Page
In order to create a new WordPress page, open the Add New section under Pages menu or click New → Page button at the top toolbar.
Add New page section has identical block editor just like the Posts section has. Thus, the process of text input and formatting is the same.
You may also notice that Pages section does not have Tags and Categories options. Instead, it has a section called Page Attributes.
In this section, you can change the order of your pages and set parent pages. This is useful if you want to have several pages under one parent page.
Step 4 – Installing WordPress Plugins
The primary purpose of WordPress plugins is to expand WordPress functionality. Just by installing and activating a plugin you can add new features to WordPress site without any coding.
There are thousands of free and paid plugins built for different purposes – from social media sharing to security. Thus, you will surely find a plugin that fits your needs.
Installing WordPress plugins is an easy task even for a beginner. Free and freemium plugins are available on WordPress.org plugin directory.
Just like themes, these can be installed by using the inbuilt WordPress installer.
To install a WordPress plugin press the Add New button under Plugins and enter the name of the plugin you want to install in the search field. Hit Install and then Activate button.
There are thousands of premium (paid) WordPress plugins which cannot be installed from the official WordPress plugin directory. If you purchased a premium plugin, you would have to manually upload it to WordPress.
The process is quite similar to themes installation. To proceed, press the Add New button under Plugins and hit Upload Plugin. Now select a plugin archive and upload it. Finally, install and activate the plugin.
Read More
If you need a detailed guide, see our tutorial on how to Install a WordPress plugin .
Essential WordPress Plugins
There are so many WordPress plugins – it could be hard to choose the right one. In fact, many of the plugins serve the same purpose, for example, there are dozens of WordPress caching plugins.
That is why we decided to list the best WordPress plugins that are essential for every WordPress blog.
Google XML Sitemaps. This plugin will automatically generate XML site maps for better search engine optimization. It’s easy to use and update it regularly.
Yoast SEO. Probably the most popular SEO plugin for WordPress. It will help you improve the search engine optimization. From meta tags to writing suggestions – Yoast SEO plugin has it all.
Wordfence Security. This plugin will keep your WordPress safe from hackers and malware. It has firewall and malware scanner modules which are super useful.
Contact Form 7. Simple but very powerful WordPress contact form plugin. Create any contact or even lead generation forms with this plugin.
Pro Tip
If you want more plugin recommendations, here is our guide on best WordPress plugins. But remember – it’s not recommended to clog Wordpress with dozens of plugins as it can decrease the site’s performance. Keep your WordPress clean by installing only essential plugins and delete the ones you are not using.
Step 5 – Installing WordPress Themes
The look of WordPress site can be changed by applying themes. There are free and premium WordPress themes. Some of them are universal and can be used on any website. Others are built for a very specific purpose, for example, the e-commerce themes.
WordPress made theme installation super easy. It literally takes just a few minutes to install free WordPress themes.
In order to proceed, access the Appearance section and search for some nice-looking free WordPress themes . You can even filter themes by features or colors.
Theme preview feature lets you see how your website will look with a selected theme. This is useful, as it will save your time – you will not have to install multiple themes just to find the theme that fits your needs.
The above method is suitable for free and freemium themes only. What if you purchased a nice looking premium theme? In this case, you will have to upload the theme files manually.
Access the same Appearance section, press the Upload Theme button and select the theme’s .zip file. It can take up to a few minutes for the uploading process to complete. Once it’s done, simply Activate the theme.
Read More
Need exact steps? See a comprehensive tutorial on how to install WordPress themes.
Step 6 – Optimizing WordPress Performance
In this WordPress tutorial, we have now learned how to install and use WordPress in order to create and manage your very own website. As your WordPress site grows, so does the amount of text, images, code and other media files.
A bigger website means that it will take longer to load. To avoid slow response time in WordPress, you should also invest some time in optimization.
It will ensure that your pages load quickly and efficiently, thus, leaving your visitors happy and wanting to come back for more.
Everyone has encountered a slow website at least a few times and felt the frustration that comes while waiting endlessly for it to load.
Taking that into account, spending some time to improve your WordPress speed is a really good idea. The best part about WordPress is that it’s really easy to optimize due to the number of plugins and other tools available.
You can make your WordPress site lightning fast without even having any coding knowledge at all. To get you on the right track, we will cover a few WordPress optimization techniques that will provide a notable speed boost to your website.
Step 6.1 – Using WordPress Caching Plugins
The first step in optimizing your WordPress site is setting up a WordPress caching plugin. Is short, a cache is a temporary data storage. In most cases, active data is cached which results in reduced loading times.
For example, when you access a frequently visited site, your browser will have a portion of the site’s static content located in its cache.
As a result, the browser needs to request fewer files and information from the server which ultimately leads to quicker loading.
WordPress caching plugins work by creating a static version of your website and delivering it, instead of loading all PHP scripts every time when someone refreshes or re-enters your site.
Most popular WordPress caching plugins are:
You can find a detailed guide on how to implement caching for your WordPress website .
Step 6.2 – Optimizing WordPress Images
Image optimization is another crucial task that should be done in order to make your WordPress site fast. Generally, there are 2 main issues that cause images to load slowly:
Using images that are too large. For example, you upload a 500 x 500 dimension picture but your site resizes it to 100 x 100. As a result, the visitor’s browser will have to download the larger file first, scale it down and only then display it. The proper way would be to simply upload a 100 x 100 dimension picture so that the excessive task of scaling down the image would be avoided. The image would also take up less space that way, resulting in an overall boost of speed. To make things easier, we prepared a detailed guide on improving website performance with scaled images.
Images are not fully compressed. You can save lots of space and bandwidth by properly compressing your images. Luckily, WordPress has a really great plugin that can help you with that. Read how to implement this WordPress image optimization plugin and optimize your WordPress images .
The more images your WordPress site has, the more beneficial this optimization task will be.
Step 6.3 – Enabling gzip Compression for WordPress
Enabling gzip compression for a WordPress website is a great way to increase speed and performance. In short, gzip compression works by finding similar strings in a text file and replacing it temporarily, resulting in a smaller file size.
HTML and CSS files have a lot of repetitive text and spaces, making gzip compression very effective. On the whole, it can reduce the size of a WordPress page by up to 50-70%.
There are a few ways to enable gzip compression:
Enabling gzip compression via .htaccess file (recommended). A more detailed WordPress tutorial can be found here.
Enabling gzip compression via WordPress plugins, such as GZip Ninja Speed.
One thing that you should keep in mind is that gzip compression may slightly increase CPU usage. If CPU is not an issue, then gzip compression is a really great way to optimize your WordPress site.
Step 6.4 – Deferring parsing of JavaScript in WordPress
Most themes, plugins and social media add-ons use a lot of JavaScript which is by default loaded first when accessing a site. This will make the HTML and other visual contents appear only after the JS is loaded.
You can defer parsing of JavaScript so that the visual elements appear faster, while various social media buttons and other content that uses JavaScript would be loaded afterwards.
This is one of the techniques recommended by Speed Booster Pack. See our more detailed tutorial on how to defer parsing of JavaScript in WordPress .
Step 6.5 – Using a Content Delivery Network
Implementing a content delivery network (CDN for short) will speed up WordPress by caching content in multiple data centers around the world.
After a visitor enters your site, the content will be delivered by the nearest datacenter available resulting in a better front-end experience.
CDNs also work great with WordPress caching plugins and there are free solutions to get you started. For example, CloudFlare has a free plan which provides both benefits of a CDN while protecting your site from DDoS attacks.
Read More
Check out our tutorial on how to set up Cloudflare CDN on WordPress for step-by-step instructions.
Step 6.6 – Removing Query Strings from Static Resources
GTMetrix and other optimization tools suggest removing query strings from CSS and JS in order to improve caching of those elements.
Read our article on how to remove query strin gs for static sources.
Step 6.7 – Enabling Lazy Loading
Generally, when a web page is opened, all the content is loaded instantly, which is called eager loading. Alternatively, it is possible to delay the initialization of some objects (such as images) until they are needed, which is called lazy loading.
The most common practice is displaying images only when they are visible from the visitor’s viewpoint or on the screen.
All you need to do in order to take advantage of this technique is to install and enable a plugin such as Rocket Lazy Load .
Step 7 – Keeping WordPress Secure
Last but not least, in order to have a successful WordPress site, you must harden its security. Just as WordPress is the most popular CMS in the world, it also turns out to be the most hacked.
However, there are quite a few things that you can do in order to protect your site against hacking and other malicious activity.
Step 7.1 – Keeping WordPress Updated
One of the most important factors in having a safe environment is to always update and use the latest version of WordPress, themes and plugins.
Most updates include security tweaks, vulnerability fixes and prevent them from being exploitable in the future versions.
A common practice among hackers is taking advantage of web pages that are running an outdated version of WordPress with a known vulnerability.
By default, WordPress is updated automatically upon the release of a new version, however, it may not always work or the feature may be disabled on some hosts.
Generally, when a new version of WordPress arrives, a notification will be shown at the top of your Dashboard. You may also update your themes and plugins via Dashboard → Updates section.
Step 7.2 – Using Unique Usernames and Passwords
Admin is the username set by default in all WordPress installations. It is highly recommended to change it, as it will add an extra layer of security to your login credentials.
Imagine a situation where someone knows your password, however, they are not aware of the username.
The end result is that the person will still be unable to access your dashboard because they do not know the username. Leaving the value as admin can make the hacker’s job that much easier, therefore it should always be changed.
When setting up a password, make sure to include numbers, capital letters and special symbols. In case you are having difficulties keeping track of all the passwords, you can store them using such tools as Last Pass.
It will save the trouble of remembering all the different passwords while allowing you to go wild on the password difficulty.
Step 7.3 – Backing up WordPress
Generating WordPress backups is a crucial task for any website. Not only will it increase your security, but will also provide you with a reliable way of restoring your site in case of unexpected errors or issues.
You can perform a backup manually or use automation. The manual process would involve downloading the files and the MySQL database of a WordPress site.
However, if you make lots of new posts, changes, or manage several different websites, downloading everything manually each time can be a real hassle.
In addition, nowadays, most hosting providers offer automated account backups. As an extra security measure, you can use WordPress plugins to automate backups monthly, weekly or even daily.
They will save you lots of time and also give the option of storing the backup WordPress files and database to a remote location such as DropBox. You can use such plugins as:
UpdraftPlus is a plugin with the ability to backup WordPress to a remote location and restore it.
BackUpWordPress is a light-weight backup plugin with automation. It allows you to exclude certain folders, schedule the execution time and has support for several different languages.
Read More
These are just the basics. To make sure you’re taking all possible precautions, you can refer to our guide on how to secure WordPress.
Newest WordPress Tutorials
In this WordPress tutorial, we have learned about the history, structure of this CMS and types of WordPress hosting. Two installation methods were covered with a short tour of the dashboard, post, plugin and theme management.
To get a good head start, we have also overviewed the most crucial WordPress speed and optimization techniques with a few security tips. If you want to continue learning about WordPress, check the list of our newest WordPress tutorials below.

**7.** <https://www.bluehost.com/blog/how-to-create-a-website-guide/>

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In today’s digital age, having a website is more crucial than ever for small businesses, eCommerce stores, bloggers, and webmasters. A website serves as your virtual storefront, providing a platform to showcase your products, services, or ideas to a global audience. It is a powerful tool that enables you to establish your online presence, attract potential customers, and engage with your target audience. With so many tools at your fingertips in 2023, it’s not difficult to learn how to create a website.
Get started by following these essential first steps:
Identify website goals and choose a platform
Choose a domain and hosting provider
Design your website
Learn about promoting your website
Identify website goals
Learning how to create a website starts with deciding its primary purpose. You’re creating a website for a reason. Maybe it’s to sell a product or a service. Or maybe you need a place to put your ideas.
Given the time and the money you put in to get a website up and running for your business, it should be a means to an end. But, of course, that end is decided by you, whether it’s building your email list, selling your products on your e-commerce store, or gaining clients. Ask yourself a few questions before you begin to create a website:
Why do you want to build a website?
What features will your website need to be successful?
What will take center stage?
How will you define success relative to your website?
There’s no right or wrong answer to these questions! As long as they’re meaningful to you and actionable.
Key benefits of using WordPress as a platform for website creation.
Our advice? Try WordPress . We think it’s better than Wix , Weebly, Shopify , or Squarespace, because it gives you control over each aspect of the web building process. WordPress isn’t just a website builder. It’s the leading content management system (CMS), powering over one-third of the web.
When it comes to creating a website, WordPress stands out as a leading platform that offers numerous benefits. As an intuitive and user-friendly content management system, WordPress empowers even non-technical users to build professional and visually appealing websites with ease. With its vast library of themes and plugins, WordPress provides unparalleled flexibility and customization options, allowing you to tailor your website to suit your unique needs. Moreover, WordPress is highly scalable, making it suitable for both small blogs and large eCommerce websites. Its robust community support and regular updates ensure that your eCommerce website remains secure and up-to-date.
Embrace the exciting possibilities of creating your own website! With WordPress as your trusted companion, you have the tools and resources to transform your ideas into a captivating online presence. Whether you’re a small business owner looking to expand your reach, an eCommerce store owner aiming to boost sales, a blogger seeking to share your passion, or a webmaster in need of a versatile platform, WordPress opens doors to limitless opportunities. So, let’s embark on this journey together, unlocking the potential for success and taking your online presence to new heights.
In addition, WordPress is search engine friendly, facilitating better visibility in organic search engines’ results. Its robust community support ensures that you have access to resources, forums, and updates, further enhancing your website’s performance and security. Embrace the advantages of WordPress and unlock the potential for success in your online journey.
Get ready to create a WordPress website that captivates your audience, delivers valuable content, and achieves your goals!
Choose a domain and hosting provider
To kickstart your WordPress journey, the first step is to register a domain name and secure web hosting. Consider a reliable web hosting provider like Bluehost, which offers seamless integration with WordPress. With Bluehost, you can easily register a domain name that reflects your brand and select a suitable hosting plan that aligns with your website’s needs.
When you choose Bluehost for your website hosting, we’ll install WordPress with a single click.
Tips for buying a domain name
Now, it’s time to let the creative juices flow by choosing a domain name. Selecting a domain name and hosting it is a crucial piece to building your website, because it’s a representation of your online identity. But first, let’s break down what a domain name is .A domain name is your website’s address. Otherwise known as a URL. For example, the domain name for bluehost is bluehost.com .
How to choose a domain name – When you are considering your domain name options, think of keywords, phrases, or slogans that will help your brand stand out from the competition. You want your domain to be short, catchy, and easy for users to remember so they have no problem typing it into a web browser.
Related: How to choose a domain name for your business or website
Take Google, Facebook, Twitter, and Apple for example. They’re more than just successful brands. They’re successful domains. They’re unique and easily recognizable, short and easy to pronounce.
Using a domain name generator is an excellent resource to make sure that your domain name isn’t currently in use. It can also provide creative alternatives, like using a different top-level domain (TLD). A TLD is a domain extension. In other words, it’s what follows the “dot” after the end of a web address. The standard TLDs are .com, .org, or .net. But you can also consider creative TLDs like .me , . io , . xyz , .bio., and .blog.
Tips for choosing a website hosting plan
After you decide on the best domain, you’ll want to find the right website hosting plan.
But why are there so many hosting options? A reliable web host like Bluehost offers a variety of hosting plans to cater to websites of all sizes. Think of hosting plans as the online “home” for your site. You’re essentially renting a space for your website to reside and the size of your home depends on your individual needs. With all hosting plans, you can enjoy essential features like site security and maintenance, as well as services to help you build a website in the first place.
When you’re choosing a WordPress hosting plan that’s right for you, there are a number of factors to be conscious of:
How many websites do you want to create?
What kind of files and creative will you be using on your website that might impact the amount of storage you’ll need?
Do you need a high level of customization, security and reliability?
For most business owners, shared web hosting is the way to go. It’s more cost-efficient, because you’re sharing hosted space with several customers. Plus, security and maintenance updates are managed by the hosting company.
That said, there are also options for dedicated and VPS hosting that give you more control over your own designated space. So it really depends on what hosting package fits your needs.
Installing WordPress with Bluehost
The beauty of Bluehost is that it simplifies the process of installing WordPress on your hosting account. Once you sign up, the WordPress installation comes automatically, saving you time and effort. Bluehost’s seamless integration ensures that you can dive straight into building your website without any technical hurdles.
After the installation, you can access your WordPress website by logging into the WordPress admin dashboard. Simply enter your login credentials, and you’ll be greeted by a user-friendly interface where you can manage every aspect of your website, from customizing the design to creating engaging content. The WordPress admin dashboard puts you in control, empowering you to shape your online presence with confidence and ease.
Remember, with Bluehost and WordPress, you have the perfect foundation to embark on your website creation journey. Let’s dive in and unleash the potential of your online venture!
Accessing WP Admin with Bluehost
When you log into your Bluehost account manager, the first thing you’ll see is your homepage.
Click on Hosting. This will take you to an overview of your hosting plan and the sites you currently own.
If you click on the three dots to the right of your site, you’ll be able to login to your website. It will take you straight to your WP admin!
Choosing a website design and theme
If you’re not a designer, you probably have no idea how to start. Luckily, WordPress has hundreds of customizable themes for you to choose from! And if you’ve selected Bluehost as a web host, WordPress is automatically installed for you. So you don’t have to worry about the installation process. You can immediately pick a theme.
Selecting the right theme for your website is crucial as it sets the tone and establishes the visual identity of your online presence. A well-chosen theme can captivate visitors, convey your brand’s personality, and enhance user experience. It’s essential to invest time in finding a theme that aligns with your website’s purpose and appeals to your target audience.
Related: How to choose a WordPress theme
When it comes to exploring themes for WordPress, you have two primary options: the official WordPress theme directory and premium theme marketplaces. The WordPress theme directory offers a vast collection of free themes that you can easily browse and install directly from your WordPress admin dashboard. On the other hand, premium theme marketplaces like ThemeForest provide a wide range of professionally designed, feature-rich themes for a fee.
As you evaluate themes, consider factors such as design, responsiveness, customization options, and user reviews. The design should be visually appealing, reflecting your brand’s aesthetics and creating a positive impression. Ensure that the theme is responsive, meaning it adapts seamlessly to different devices and screen sizes, providing an optimal user experience. Customization options are essential to tailor the theme to your specific needs without requiring coding expertise. Lastly, take into account user reviews and ratings to gauge the desired theme’s reliability, performance, and support from the theme developer.
Remember, choosing the right theme is an investment in your website’s success. Take the time to explore various options, compare their features, and envision how they align with your brand. By selecting a theme that resonates with your audience and supports your goals, you’ll be on your way to creating a visually stunning and engaging website that leaves a lasting impression.
How to install a WordPress theme in WP admin
Let’s get on the same page first: the homepage of your WP admin.
Next, hover over Appearance in the left menu. It will open another menu with three options.
Choose Themes. This will take you to an overview of the themes you’ve already installed.
There are two options for you to add a new theme. Either click on the large square with the plus sign in the center of the page. You can also click on Add New. This button is between the title and the search bar at the top of the page.
You’ll be taken to an overview of all the available themes.
Here, you can scroll until you find one that suits you! If you hover your cursor over a theme, you’ll have the option to Preview what the theme looks like, or immediately Install it for your website.
After you’ve clicked on Install, the theme will install and be available in your Themes overview.
However, it’s not yet used on your site. To do so, simply click on Activate after you’ve clicked on Install.
Customize your website using WordPress Customizer – or – WonderSuite by BlueHost
Option 1: WordPress Customizer
The WordPress Customizer is your gateway to personalizing your website and giving it a unique touch. It provides an intuitive interface that allows you to make real-time changes and see the results instantly. With the Customizer, you have the power to customize various aspects of your site and truly make it your own.
Start by customizing the site’s title, tagline, and logo. These elements play a significant role in brand recognition and establishing your website’s identity. Choose a compelling site title and tagline that accurately represent your brand’s essence. Additionally, upload a professional logo that reinforces your visual identity and makes your website easily identifiable.
The Customizer also enables you to customize the layout, colors, fonts, and background of your own website pages. Select a layout that suits your content structure and enhances user experience. Experiment with color schemes that align with your brand’s aesthetics and evoke the desired emotions. Choose fonts that are easy to read and reflect your brand’s personality. Lastly, set a background that complements your overall design and adds visual interest.
Enhance the functionality of your website by adding widgets, menus, and integrating social media. Widgets allow you to add useful elements such as a search bar, recent posts, or a contact form to your sidebar or footer. Create menus to improve navigation and make it easy for visitors to explore your site. Integrate social media buttons to encourage sharing and expand your online presence.
With the WordPress Customizer, the possibilities for customizing your website are endless. Take advantage of this powerful tool to create a visually appealing, user-friendly, and engaging online presence that truly represents your brand.
Option 2 (Highly Recommended): WonderSuite by Bluehost
WonderSuite by Bluehost is a comprehensive digital co-pilot that simplifies the process of setting up a website using WordPress. It offers a range of products designed to guide and empower users throughout their website building journey.
WonderStart provides a personalized onboarding experience that seamlessly integrates user inputs into the website creation process.
WonderTheme is a versatile WordPress theme that allows users to showcase their websites effectively.
WonderBlocks is a library of customizable block patterns and templates tailored to suit the specific needs of each user.
WonderHelp is an AI-powered guide that offers step-by-step instructions within the site builder, eliminating the need for external searches.
WonderCart is an eCommerce feature that maximizes online sales with cross-selling and upselling functionalities.
With WonderSuite, users can confidently create a stunning website that reflects their vision and captivates their audience, without the need for coding or design skills. It streamlines the website setup process, making it effortless, personalized, and exceptional.
Learn more about WonderSuite, our easy WordPress website builder today.
Creating and managing website content
In WordPress, understanding the difference between posts and pages is essential. Posts are typically used for blog-like content, where you publish articles, news, or updates in a chronological order. They are listed in reverse chronological order on your website’s blog page and can be organized into categories and tags. On the other hand, pages are more static and are used for static content like the About Us, Contact, or Services pages. They are not organized by date and provide timeless information.
Creating and formatting engaging content in WordPress is a breeze with its user-friendly editor. The editor offers a familiar interface, similar to a word processor, where you can compose your content, add headings, format text, and create lists. Use this powerful tool to craft compelling articles that captivate your audience. Remember to keep paragraphs short, utilize bullet points, and use subheadings to enhance readability.
Enhance your content by adding images, videos, and other media elements. Visuals play a crucial role in engaging readers and conveying information effectively. Insert relevant images and optimize them for web use to maintain fast loading times. Embed videos from platforms like YouTube or Vimeo to provide dynamic content. Additionally, consider using infographics, charts, or diagrams to present data or complex information visually.
Organize your content by utilizing categories and tags. Categories help in structuring your content and creating a logical hierarchy. Choose broad topics that your content falls under and assign appropriate categories to each post. Tags, on the other hand, provide more specific descriptors for your content. They enable visitors to find related articles easily and improve overall website navigation.
With the power of WordPress, you can create and manage compelling content seamlessly. Whether you’re publishing blog posts or creating informative static pages, utilize the features and flexibility of WordPress to engage your audience and deliver valuable information in a visually appealing manner.
Extending website functionality with plugins
WordPress plugins are powerful tools that expand the functionality of your website. They are like add-ons that can be installed to enhance specific features or add new capabilities to your WordPress site. Plugins offer endless possibilities, allowing you to customize and optimize your website according to your unique requirements.
When it comes to essential plugins, there are a few categories that every website owner should consider. Firstly, security plugins help protect your site from potential threats and vulnerabilities. They offer features such as firewall protection, malware scanning, and login security to keep your website secure.
SEO plugins , such as Yoast SEO , are crucial for optimizing your site’s visibility in search engine results. Yoast SEO plugin allows for keyword optimization, sitemap generation, and meta tag management.
Performance optimization plugins help improve your site’s speed and load times, ensuring a smooth user experience. They can cache your content, minify CSS and JavaScript files, and optimize images. Social sharing plugins make it easy for visitors to share your content on social media platforms, boosting your own website traffic’s reach and engagement.
How to install a plugin
Again, let’s head to the homepage of your WP admin first.
On the left, you’ll see the option Plugins. If you hover over this, it will open a little menu with three options.
Choose Add New.
You’ll see an overview of all the plugins you can download. Feel free to use the tabs: Featured, Popular, and Recommended to browse through everything WordPress has to offer!
If you want to install a plugin, simply click on Install Now.
When it’s installed, you’ll see the button change to Activate. If you click on Activate, your new plugin will work on your site!
Most plugins have configuration settings that you can access from the “Plugins” or “Settings” menu, allowing you to customize their behavior according to your preferences.
Take advantage of the vast array of plugins available to enhance your website’s security, improve SEO, optimize performance, and encourage social sharing. Carefully select and configure plugins that align with your goals and ensure that they are regularly updated for compatibility and security. With the right combination of plugins, you can extend the functionality of your WordPress site and take it to new heights of success.
Fill in the blanks with content and create a superior user experience
A user-friendly website is key to attracting and retaining visitors. When users have a positive experience navigating your site, they are more likely to stay longer, engage with your content, and convert into customers or loyal readers. Ensuring a seamless user experience is crucial for the success of your website.
Responsive design and mobile optimization are essential elements of a user-friendly website. With the increasing use of mobile devices, it’s vital that your site looks and functions well across different screen sizes. Responsive design allows your website to automatically adapt and adjust its layout to provide an optimal viewing experience on smartphones, tablets, and desktop computers. Mobile optimization involves optimizing your site’s loading speed, minimizing large images, and ensuring that navigation is easy and intuitive on mobile devices.
Improving site speed and performance is another crucial aspect of enhancing user experience. Slow-loading websites frustrate users and lead to higher bounce rates. Utilize caching plugins to store static versions of your site, enabling faster loading times. Optimize images by compressing them without sacrificing quality. Minify CSS and JavaScript files to reduce their size and improve loading speed. Regularly update plugins and themes to ensure compatibility and security.
Consider implementing techniques like lazy loading, which loads images and content only when the user scrolls to them, further improving web page speed. Additionally, utilize content delivery networks (CDNs) to distribute your site’s files across multiple servers, reducing the distance between the user and your website’s data.
By prioritizing user experience through responsive design, mobile optimization, and site speed improvements, you create a welcoming and engaging environment for your visitors. Remember, a user-friendly website not only boosts engagement and conversions but also builds a positive brand image and fosters long-term relationships with your audience.
How to create the first page of your website
Alright, let’s start at the homepage of your WP admin.
Next, you’ll want to hover over Pages in the left menu. It will open up another menu with two options.
Choose Add New.
You’ll be taken to a a new page, blank page where you can start adding your content. Good luck!
Consider adding a blog to your site
Blogs are fairly commonplace nowadays. They make it easy to share ideas, develop a brand, and also drive traffic. Because blog posts are a perfect place to work on your SEO by trying to rank for certain keywords. But a blog can also position your brand as an expert on a certain topic.
Just make sure that you write about topics that your audience wants to read. You can create a beautiful space filled with words and images, but if it’s not useful to your visitors then what’s the point?
How to add a blog post to your website
Let’s look at how to add a blog to your website. First, it’s important that you have a theme installed that supports a blog. Luckily, most WordPress themes support blogs.
In the WP admin menu on the left, hover over Posts. It will open another menu with four options.
Choose Add New.
This will take you to an empty post, where you can start writing your first blog post. It’s as easy as that!
Consider adding an online store using WooCommerce
Setting up an online store using WordPress is made easy with plugins like WooCommerce. WooCommerce is a powerful and popular eCommerce solution that seamlessly integrates with WordPress, providing you with all the tools necessary to create and manage your online store. To get started, install and activate the WooCommerce plugin from the WordPress plugin directory. Once activated, WooCommerce will guide you through the initial setup process, helping you configure essential settings such as currency, shipping options, and tax rules.
With WooCommerce , adding products to your online store is a breeze. From the WooCommerce dashboard, you can easily create product listings, including details like title, description, pricing, and images. You can organize your products into categories and assign attributes such as size, color, or material. WooCommerce offers extensive customization options to showcase your products in the best possible light.
Configuring payment gateways is crucial for facilitating secure and convenient transactions. WooCommerce supports various popular payment gateways, including PayPal, Stripe, and Authorize.net. Simply choose the payment gateways that suit your business needs and follow the provided instructions to set them up. This allows your customers to make purchases using their preferred payment methods.
Managing orders is a fundamental aspect of running an online store. WooCommerce provides a comprehensive order management system, allowing you to track and process orders with ease. From the WooCommerce dashboard, you can view and fulfill orders, generate invoices, and update order statuses. You can also manage inventory, set up automated email notifications to keep customers informed, and handle refunds or returns.
With WooCommerce and WordPress, you have a robust and flexible platform to build and grow your online store. Take advantage of its user-friendly interface, extensive customization options, and powerful features to create a seamless shopping experience for your customers.
Ensure website security
Website security is of utmost importance to protect both your business and your users’ data. A secure website not only builds trust but also safeguards sensitive information from unauthorized access or malicious attacks. It is crucial to prioritize website security and make it a top priority in your online presence.
B. Implementing essential security measures is the first step in fortifying your website. Start by using strong, unique passwords for all user accounts and regularly update them. Enable two-factor authentication to add an extra layer of security. Regularly back up your website’s files and databases to ensure you can restore them in case of a security breach or data loss. Keep your WordPress core, themes, and plugins up to date to patch security vulnerabilities and benefit from the latest security enhancements.
Security plugins can provide an additional layer of protection to your WordPress website. Popular security plugins like Wordfence, Sucuri, or iThemes Security offer features such as malware scanning, firewall protection, and login security measures. Configure these plugins to block suspicious activities, monitor file changes, and receive notifications about potential security threats. Implement best practices such as limiting login attempts, blocking IP addresses with suspicious activities, and securing your website’s login page.
It’s essential to follow security best practices, such as using secure hosting, implementing SSL certificates to encrypt data transmission, and securing your website’s database. Regularly monitor your website for any signs of security breaches or unauthorized access. Educate yourself and your team about common security threats and stay informed about emerging vulnerabilities to proactively address them.
By prioritizing website security, you can protect your business and your users’ data, instill confidence in your website visitors again, and maintain a positive online reputation. Remember, investing in website security is an investment in the long-term success and trustworthiness of your online presence.
Launching and promoting your website to generate more traffic
Before launching your own WordPress website, it’s crucial to perform a final review to ensure everything is in order. Proofread your content, checking for spelling and grammatical errors. Take the time to review all pages, posts, and media files, ensuring they are correctly formatted and visually appealing. Check for broken links and make sure all internal and external links are working properly. This attention to detail will ensure a smooth and professional user experience.
Once your website is ready to go, it’s time to promote it and drive traffic to your WordPress website . Utilize social media platforms to share your website and engage with your target audience. Create compelling and shareable content that encourages interaction and encourages readers to visit your site. Implement search engine optimization (SEO) techniques to improve your website’s visibility in search engine results. Focus on relevant keywords, meta tags, and high-quality content that aligns with your target audience’s interests.
Consider online marketing techniques such as email marketing, paid advertising, and collaborations with influencers or relevant websites in your niche. Building an online presence takes time, so be patient and consistent in your promotional efforts.
Encourage readers to share your website with their networks and seek feedback from others. Emphasize the importance of user feedback in improving your website and creating a better user experience. Engage with your audience by asking for their thoughts, opinions, and suggestions. Create a sense of community and encourage them to share their experiences with your website.
Launching a website is an exciting milestone, but it’s just the beginning. Focus on promoting your website through various channels, engaging with your audience, and continuously improving your content and user experience. By leveraging social media, implementing SEO strategies , and seeking feedback, you can attract visitors, build a loyal following, and achieve your online goals.
Conclusion: You can create a website using WordPress!
In this article, we explored the process of creating a website with WordPress, catering to small business owners, eCommerce store owners, bloggers, and webmasters. We discussed the importance of having a website and highlighted the benefits of using WordPress as a versatile content management system. We covered the initial steps of registering a custom domain name name, purchasing web hosting through Bluehost, and logging into the WordPress admin dashboard.
With WordPress, you have access to a user-friendly interface and extensive customization options, allowing you to create a website that reflects your unique vision. We discussed the significance of choosing the right theme and provided guidance on exploring the WordPress theme directory and premium theme marketplaces. We also touched upon customizing your website, creating and managing content, and extending functionality with plugins.
The possibilities to build a WordPress website are endless, and with the resources and guidance provided, you are equipped to embark on this exciting journey. I encourage you to take action today and start building your website. Remember, every step you take brings you closer to your goals. Embrace the enthusiasm and potential for success that comes with creating a website with WordPress, and enjoy the process of bringing your online presence to life.
More articles about Websites

**8.** <https://www.godaddy.com/resources/skills/how-to-build-a-wordpress-website-for-the-first-time>

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What’s next?
Why learn how to build a WordPress website? Well, here’s a scenario to consider: You run into a friend you haven’t seen in quite some time at the supermarket. While catching up, you mention that you started your own business recently and things are going well. She immediately responds with, “Oh, that’s great! I’ll have to check it out … What’s your website address?”
Panic. Dread. Cold sweats.
You see, you haven’t yet tackled what you view as the overwhelming issue of building a website. You know you want to use WordPress, but you don’t know how to build a WordPress website. Who even knows where to start?!
Deep breaths … you can do this.
Learning how to build a WordPress website for the first time isn’t as hard as you might think.
How to build a WordPress website — A guide for first-timers
With the right tools and a little know-how, you can have a great-looking website that you’ll be proud to show off. Here’s what we’re going to cover in this guide:
Ready? Let’s get your first WordPress website up and running!
What is WordPress?
WordPress is one of the most popular content management systems (CMS) available, powering 43% of all websites . While that might sound highly technical, it’s really quite simple.
A content management system does exactly that — it manages how your content is displayed.
Basically, you provide what you want to show on your site, and the CMS takes care of how it gets displayed. This means that a CMS is fantastic for anyone who wants to create or maintain a professional-looking website without having to earn a new degree in computer programming.
There are many different content management systems available, but we’re going to focus on WordPress. It is widely supported, easy to customize, and best of all, free to use (with the exception of hosting — more on that below). WordPress is a great option for building a flexible, polished website without learning code.
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Who should use WordPress?
In short, anyone who wants an easy-to-maintain but highly customizable site should learn how to build a WordPress website. WordPress is often thought of as a platform for bloggers, but it works well for many different types of websites.
A small business needing an online presence to advertise, a family wanting to keep loved ones up to date with photos and news, and the professional offering their services to the public can all benefit from WordPress.
And yes, it works great for blogs, too.
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OK, but how does WordPress work?
Think of it like this — WordPress is your framework. Just like a house, you first start with the framing.
Think of WordPress as the skeleton of your website.
It is the backbone and provides the support for all the main functions you will need.
Next, we add the content. This consists of text, images and videos that you use to convey your message to visitors. In our house analogy, this is the furniture, pictures and items within your site.
Your theme controls how your site looks; overall colors and page layouts are part of your theme. These are your paint and carpet in your website house.
But, as you’re learning how to build a WordPress website, what if you decide you want to change your color schemes and rearrange your furniture? You don’t want to have to buy a whole new house just to change the look. This is where building your website with WordPress provides a huge advantage. Once your content is set up initially, you can change your design without having to recreate your pages.
The beauty of WordPress is you can easily edit content, add features, or completely redesign your site without having to start over from scratch.
You can expand, remove or edit content without any change in functionality. You can also choose to change your look (i.e. your WordPress theme) without losing any content or having to recreate your page structure.
WordPress can do many things right out of the box, but what if you want to add functionality?
This is where plugins come into play.
Plugins are additional features you can install (or plug INto) your WordPress website to add functionality. Think of them like adding apps to your mobile device; you can add capabilities to the basic structure by finding a plugin that does something WordPress doesn’t offer by default.
What you need to build a WordPress website
Let’s get down to the nitty-gritty: what do you need to get started?
Every website needs two main components: a domain name (also called your URL, or website address) and hosting .
The domain name is how people will access your site, and the hosting refers to the physical computers that store and serve the website files.
A word of advice: stick with a reputable hosting company . “Discount” hosting can cost you much more in the long run.
Start by securing your hosting and domain name.
Related: How to buy a domain name in 3 steps
A GoDaddy WordPress Hosting hosting account would be a great place to start. WordPress is automatically installed and configured on these plans. And with managed hosting, tasks such as automatic core software updates, website backups and malware scanning are handled for you.
If you decide to go with an unmanaged hosting plan and install WordPress yourself, you can grab the latest version download from WordPress.org . Any hosting plan will work as long as you have access to both a database to store values and a place to upload files. We’ll cover self-installation below.
Once you’ve secured hosting and registered a domain name, there are a few other things you’ll need to gather to get your website up and running:
Content — What are you going to say?
Images and/or videos — Because an all-text website would be incredibly dull.
Theme — WordPress comes with several defaults installed, and there are many free themes to choose from beyond the default options. If you prefer a certain look, there are also themes available for purchase from online sources such as ThemeForest
A cup of coffee — OK, I guess this one could be optional.
What you DON’T need to get started:
Expensive editing or web-design software — Everything in WordPress is created, added and edited from within your web browser.
A rich uncle or family inheritance — WordPress is free and hosting plans are very affordable.
An advanced degree in computer programming, mathematics or physics — once you know the basics, WordPress is easy!
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The easiest way to build a WordPress website
The single easiest way to set up WordPress is to start with a hosting account specifically designed for WordPress websites. If you choose a plan like the GoDaddy Managed WordPress Hosting account, for example, WordPress is already installed for you. Furthermore, if you purchase any annual WordPress Hosting plan from GoDaddy, you can also get a free domain .
GoDaddy’s WordPress Hosting makes building your first WordPress website easier with a Quick Start Wizard, pre-built themes, core software updates, daily backups and 24/7 support.
Many hosts will offer a one-click option or simple directions to install WordPress directly from their control panel. If WordPress is already installed, you can skip the next section.
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Step 1: Choose a domain name and hosting for your website
A domain name is the name of a website, and it can be seen as the most important part of your online presence. A domain name is like your physical address or phone number. So there is no way there can be two identical domain names. GoDaddy is a great option for choosing domain names because you can instantly find the right domain with their search tool .
You will also need to choose a hosting company - like GoDaddy to host your website .
Step 2: Installing WordPress manually
If you are feeling more adventurous and want to install WordPress yourself, we’ve still got you covered. Before you can install WordPress, we’ll need to do a little bit of setup work. Let’s install WordPress manually.
1. Create a database
We’ll start by creating a database. A WordPress website is slightly different from what we used to think of as the “standard” site. Back when the internet was new (you know, when dinosaurs roamed the earth), websites were only a collection of files stored on a computer.
WordPress operates differently; your site is generated from a combination of files stored on a server AND information saved and accessed from a database. This means we need to set up a database for WordPress to use.
You should have received credentials to log into your hosting control panel, or cPanel. Once you log in, you should see several options on your administrative dashboard. We want to start by locating the Databases section; we’re going to create a database using the MySQL Database Wizard.
Follow the prompts in the wizard to create your database. You will specify a database name and create a database user with a password. When prompted, make sure that the user has “All Privileges” to the database.
Note the database name and username and password you set — you’ll need these in a minute.
2. Upload the WordPress files
Next, we’re going to set up the files needed by WordPress. Download the latest version of WordPress from WordPress.org .
Return to your cPanel dashboard and click on your File Manager.
Once there, click on the public\_html folder; this is where you want to set up your files. Click Upload and upload the zip file you just saved from WordPress.org.
Once the file is finished uploading, return to the main File Manager window. Right-click on the file and select “Extract”. This will unpack all of the files needed by WordPress into your working directory (be patient, this part might take a few moments to complete).
Once finished, you’ll see a “wordpress” directory under your “public\_html” folder. Click on that folder and select everything inside.
At the top of your screen, click Move and move all of the files into your pubic\_html directory. You can delete the (now empty) “wordpress” folder and the original wordpress zip file. If you’ve done everything correctly, you should now have a file structure that looks like this:
3. Install WordPress
For the final step, go to a web browser and visit your website at whatever domain name you picked. The installation process should begin automatically for you by asking you to select a language.
4. Enter your database credentials
Remember those credentials we saved from earlier? Here is where you will need them. Enter the database name, username and user password in the appropriate boxes. Most hosts will use localhost for the hostname.
If you are uncertain, your web host can provide this information.
It’s also a good idea to change the default table prefix from wp\_ to something different. It doesn’t matter what you choose, just make it different from the default. Click Submit to continue the installation.
5. Set username and password
Now you will set the username and password that you will use to log into your new WordPress website.
It is a good idea to use a username other than “admin.”
This is the default username, and therefore increases the chances of your site being hacked later on.
Select a secure password , or let WordPress generate one for you. Give your website a title if you wish, and continue the installation.
That's it! WordPress is now installed.
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Step 3: Getting to know the WordPress dashboard
As you learn how to build a WordPress website, the dashboard is where you will control every aspect of the project. Access the dashboard by going to “yourdomainname/wp-admin” in your browser. Log in using the username and password you created in the last step of the install process.
This dashboard is the center for all things WordPress. Where to start?
Let’s begin with a quick overview of the different areas you can use to add content to your site and configure WordPress.
The bulk of your website will be built using posts and pages. Posts are generally used for content that is updated frequently, such as blog articles. For content that does not change as frequently, such as an About Us or Contact link, it is better to use Pages.
Most themes will display your most recent posts on the home page by default (think blogs). However, you can change this setting to always display a static page if you wish. This option, as well as other options — like setting your time zone or changing the administrator email address — are found under the Settings tab on the left menu.
The Appearance menu is where you will control your theme and everything related to the visual display of your website. Here you can select and upload themes, create menus, and decide what will show in your sidebar using widgets.
The Plugins menu allows you to view plugins currently installed and add new ones.
Any plugin currently installed on your WordPress website will show on this page. However, only plugins that are activated can be used on your website.
Sometimes when you install a plugin, a new menu item will be added to the left-hand menu (themes can also add these menus). Often, however, new options will be added to one of the existing menu items.
The Media Library is where you can view, edit or delete images you have added to your WordPress website. All images, regardless of where they are added, will appear in the media library. For example, you can add an image to a post or page directly from the post or page edit screen.
These images will still show up in the gallery. If you add an image directly to the media gallery, it is accessible from the Content section of your pages.
Now that you’re familiar with the different areas, let’s do some basic setup work. Start by setting your URL structure.
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Step 4: Setting your URLs by configuring permalinks
By default, WordPress utilizes a form of URL writing that is not SEO (search engine optimization) friendly. We want to change this setup so search engines will rank the website pages higher in their results.
Do not wait to complete this task — get it done quickly before you start publishing pages or blog posts.
There are many other SEO tips and tricks you can use later, but let’s start by setting your permalinks.
In the Dashboard find the Settings category link on the left rail navigation. Select Settings and then Permalinks. The Plain URL writing rule will be selected by default. We need to change that, so select the Post Name and click Save Changes.
What did that accomplish?
By default, WordPress uses “messy” URLs that specify the post ID. We changed them to be more user-friendly and readable. This will not only help our visitors find the pages they want, but it is much better for SEO .
Now that WordPress will create “pretty” links when we add content, we can start focusing on the website display.
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Step 5: Choosing a theme for your WordPress website
While the most critical piece of building a WordPress website is the content, you should also give careful attention to your theme . The theme affects how your website is displayed and the overall impression it gives to your visitors.
There are many things to consider when choosing a good theme, but anyone can learn how to design a website when you’re not a web designer . Overall, you want a theme that is stable, clean and easy to work with.You also want to select a theme that is responsive (meaning it will handle different screen sizes, like tablets and mobile devices, as well as desktops).
Many themes are also highly customizable, allowing you to change colors and backgrounds with ease. This can help you achieve a more unique look that better suits your website design idea.
Step 6: Adding content to your WordPress website
As I mentioned before, nearly all content is added via a post or a page in WordPress. Adding content to a page and post are handled the same way. With the release of WordPress 5.0, the method for entering content on a page changed dramatically.
WordPress now uses what is known as the Gutenberg editor, and you can read this great article that details how it works.
There are a few tips to note when working with your content. Along the right-hand side, you will see some additional options. Setting a featured image, for instance, automatically sets the thumbnail image that goes along with posts in many themes. You can also save an item in draft format if it is not yet finished. This saves your changes but does not make them live to your website.
Only posts and pages that are published will be visible.
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Step 7: Use plugins and tools to enhance your website
Use plugins and tools to make your website look nicer and work better. Here is a short list of WordPress plugins that can make your life easier:
HubSpot’s free WordPress Plugin can help you centralize marketing for your WordPress website. With HubSpot, you can add free forms, live chat, email marketing, analytics, and more to your site.
Sucuri Security – Auditing, Malware Scanner and Security Hardening plugin can complement your existing security posture by offering additional auditing, monitoring and scanning functionalities, as well as recommendations and notifications.
Yoast SEO plugin helps millions of websites worldwide improve their search results. It offers SEO analysis, readability analysis and bulk editors.
W3 Total Cache plugin reduces page load time and improve user experience by saving up to 80% of bandwidth via minify and HTTP compression of HTML, CSS, JavaScript and feeds. Smush Image Compression and Optimization plugin optimizes performance in terms of both speed and quality, by compressing media uploads and stored images.
Some of the most popular WordPress plugins and capabilities are automatically installed when you spin up a new WordPress site using GoDaddy WordPress Hosting . If you are a web designer or developer, you should check out how GoDaddy Pro saves you time by giving you access to every client and their website from a single dashboard. GoDaddy Pro includes features like bulk WordPress updates, client shopping carts, and uptime monitoring. Other benefits include site management and account delegation.
Common questions about building a WordPress website
How much does it cost to build a WordPress website?
WordPress itself is free, but the cost to build a WordPress website can vary a lot depending on the scope of the project.
How hard is it to build a WordPress website?
Building a website can be a challenge, but building a website on a content management system, like WordPress site can make it smoother. With WordPress as a platform, adding pages, updating a website, or changing images can be done easily once you get the hang of it.
How do I build a simple WordPress site?
To build a simple WordPress site you need to follow these steps: choose a domain name, install WordPress, learn how to use the dashboard, set up your URLs, choose a theme and plugins, and start to add content to your website.
How long does it take to build a website in WordPress?
The amount of time it takes to build a WordPress site varies a lot depending on some factors, such as the type and complexity of a website and the experience a web developer has with WordPress. You can build a simple WordPress site in a couple of hours or a couple of months.
What’s next?
There is so much that WordPress can do that we have hardly scratched the surface. Ready for more?
You can discover how to optimize your website for SEO , and learn all about making your WordPress website more secure .
Once you’ve got your WordPress site looking and working the way you want it to, share it with the world!
Start including a link to your website in your social media posts. Add a website link to your email signature . Use a plugin to begin building an email subscriber list … the possibilities are endless.
Whatever your needs, building a WordPress website for the first time is easier than you might have thought. So go have fun and create!
Products Used

**9.** <https://wpengine.com/resources/how-to-use-wordpress/>

13. Start Using WordPress with WP Engine
The Benefits of Using WordPress
WordPress is an open-source piece of software. This means its codebase is public for anyone to see and use. This has several benefits.
First, you can use the same adaptable and user-friendly publishing system that many internationally-known brands and publications use. What’s more, WordPress is always free to download and has many free plugins and themes to offer that you can use to enhance your website.
Additionally, the WordPress community is vast. When you use this platform, you’ll have access to a wealth of expert knowledge and friendly assistance. Since WordPress is open-source, there’s also a constantly growing community of developers working on new projects related to the CMS, or Content Management System, which may leave you wondering how to use WordPress for your personal use or business. If you are interested in building a website on WordPress, consider whether you would like to use WordPress.org or WordPress.com.
WordPress.org vs WordPress.com
Though they share a name and appear quite similar on the surface, WordPress.org and WordPress.com come with different features and possibilities. Before making a choice, WordPress users should first understand the most crucial difference between the two: hosting.
With WordPress.org, you’ll need to find a hosting provider before your website can go live. WordPress.com already acts as a hosting provider, meaning you can design your website and have it running in minutes—without having to worry about back-end details. While this second option may seem more appealing, there are some limitations.
Because WordPress.com is built as a one-stop shop, users have less control over their site. Without upgrading to a paid plan, you’ll be unable to use custom themes, upload plugins, or run your own ads. You’re also stuck with the web traffic stats from the WordPress Dashboard, as there’s no way to install Google Analytics or another tracker without a business plan.
And even with a paid plan, you still lack full autonomy. Since your WordPress.com site is hosted by WordPress.com, they could theoretically remove it at any time.
These issues are nonexistent with WordPress.org, where you have the freedom to design any website or blog imaginable with thousands of customizable themes and plugins. Using WordPress.org is also completely free—all you need to do is download and install the software on a web browser. Of course, you’ll need to pay for a domain name and a hosting provider, but these are affordable and simple to manage.
To summarize, both options allow you to create an eye-catching, functional website. However, WordPress.org can be thought of as a base from which you can build and customize your site, while WordPress.com is a fully fleshed-out website service.
Whether you are a WordPress beginner or a seasoned expert, learn how to create key pages, add videos, plugins, and more below.
How to Make a WordPress Website
Best of all, starting up a new website with WordPress is a relatively quick and easy process. Let’s walk through how it works, one step at a time.
Buy and Register a Domain Name
Before you create your website, you’ll need both a domain name and web hosting. Your domain can be thought of as your ‘address’ on the internet. Most often, you’ll purchase it through a dedicated registrar (such as Whois ):
The cost of a domain name will vary based on its availability. Something that is trending or more popular might be quite expensive. However, you can typically get a WordPress domain name for under $20 per year.
Choose a WordPress Host
As for your site’s hosting provider, that is even easier. WP Engine is the leading provider of managed WordPress hosting , and we have plans available for every budget and niche:
Once you have these two elements in place, it’s time to actually install WordPress.
Install WordPress
Many web hosts provide various ways to install WordPress. However, you’ll often still need some technical knowledge in order to get your site up and running.
Fortunately, WP Engine users have it much easier. We’ve covered how to set up the platform in a previous Resource Center article . To sum the process up, you’ll want to:
Log in to your User Portal , and click on the Installs tab.
In the navigation bar, select Add Install.
Fill in a few details about your site.
Click on Create Install, and await an email with your new credentials.
After that, you’ll be able to log into your new WordPress installation. That means you can begin customizing it!
Add a WordPress Theme to Your Website
For the uninitiated, themes are essentially ‘skins’ that dictate how your website looks (although they can also include extra functionality). There are thousands to choose from, many available for free in the WordPress Theme Directory :
We’ll cover exactly how to choose and install your theme in the next steps. However, it’s worth noting that you can preview the themes you’re interested in from your dashboard. You’ll be able to read reviews and any WordPress developer notes that might be important as well.
How to Choose a WordPress Theme
If you have the budget, you can also purchase a premium theme from a site such as ThemeForest . This will typically provide you with greater support and more frequent updates.
When evaluating themes , it’s a good idea to create a ‘must have’ list. This will help you narrow down your choices. If customization and flexibility are important, make sure the theme has enough options to suit your needs.
While most themes are now built to be mobile-friendly, that’s another feature to consider. There’s no denying the amount of web traffic that is now conducted on mobile devices. You’ll want to make sure your theme is optimized for those users.
Finally, there are a handful of checklist items you’ll want to look for with any theme. Your chosen theme should have plenty of positive reviews and ratings from other WordPress users, be compatible with your site’s version of WordPress, and receive regular updates from its developers.
Install Your WordPress Theme
Once you’ve chosen a theme , installing it is easy. Log into your WordPress dashboard, navigate to the Appearance > Themes screen, and click on Add New at the top:
If you’re choosing a free theme, you can simply search through the list of options and pick one you like. Then, clicking on the blue Install button (and after that, the Activate button) will install it on your website:
However, if you’ve purchased a premium theme, you’ll need to follow a different procedure. These themes come as packaged ZIP files, which you’ll need to save to your computer. Then in WordPress, go to the Add Themes screen, and click the Upload Theme button:
From there, select the theme file, and choose Install Now. Click on Activate once the theme has been installed, and it will become active on your site. Alternatively, if you’re hosting your site with us, you’ll also have access to our StudioPress themes through your User Portal.
Finally, at some point you may decide that you want to switch your theme. To do that, head back to the Appearance > Themes screen, and simply click Activate on whatever theme you want to use. You can do this as many times as you like, although you’ll want to check your content afterwards to make sure it looks alright.
Create Your Key Pages
Now that you’ve set up your site and have a theme in place, it’s time to create some content. There are several important pages that just about every website should have. Let’s take a look at how to get them ready for your site.
How to Create a Static Home Page
WordPress offers you two ways to present your home page. By default, your site’s home page will be a list of your most recent blog posts.
However, you can switch to a static home page through the Settings > Reading screen. Look for the radio buttons under Your homepage displays, and select A static page. Then, choose any page you want to use from the drop-down menu.
Once you save your changes, you can check out your site on the front end to see your new home page displayed.
How to Create a Blog on Your WordPress Site
WordPress is ideal for many types of sites, but blogs are still one of its most popular applications. To set up your own WordPress blog, you’ll first need to create a dedicated ‘archive’ page for your posts.
To do this, head to Pages > Add New in WordPress, which will bring you to an editor screen. From there, title the page “Blog”, and then hit Publish. There’s no need to add content to this page.
Next, head to the General > Reading section, and find the radio buttons under Your homepage displays. Under A static page, choose the page you’ve just created from the Posts page drop-down menu.
Once you save your changes, you can see your new blog page by simply adding /blog to your site’s primary URL. The resulting page should display a list of your most recent posts.
How to Create a Contact Page
Another important part of just about any website is the Contact page. This is where your users or customers will go to ask you questions or get in touch.
Your contact page can be as simple as a page listing your phone number and address, along with other vital information. Alternatively, you can add a contact form to your page, so visitors can send you specific requests or information directly.
We recommend using a WordPress plugin to create and embed your form. When you use a form rather than just posting your email address, you have a little more control over what lands in your inbox. Specifically, this approach can help you manage spam.
One of the quickest ways to get a contact form on your site is to use a plugin like Contact Forms by WPForms .
You can navigate to Plugins > Add New in your dashboard and search for “WPForms”. Once you click on Install and then Activate, you’ll be able to create your contact form. This WordPress plugin gives you access to a drag-and-drop form website builder, so you can be up and running quickly.
Once you’ve used the page builder and are happy with your form, you’ll have the option to Save and Embed it. We recommend saving your form and going back to your Contact page. With the Block editor, you can easily choose “WPForms” from the list of blocks, and then select the form you want to embed on your page.
You’ll use WPForms to configure the rest of your form’s features as well, and determine where form submissions will be sent. To find the options you need, you can access the WPForms menu option in your dashboard.
How to Create an About Page
Creating an About page for your website is also pretty simple. Just as you did for the Contact page, you’ll want to start by going to Pages > Add New. Once you have your page open, you can set your title and begin designing your content.
Depending on the purpose of your website, you can craft your About page to tell your story.
In fact, your About page can become a pretty important part of marketing your site . It’s likely the first place a customer will go to find out more about your business, so it’s important to make sure this page reflects your mission and core values.
Add Content to Your WordPress Site
Once your WordPress site is set up, one of the first skills you’ll need to learn is how to add content. That means learning how to work with text, images, and videos.
How to Add Text to Your WordPress Site
Before you can add text to your site, you’ll need to create either a post or a page. Posts are for blog posts, news articles, and similar content. On the other hand, pages are designed for content that rarely changes, such as your Contact and About pages.
To create either type of content, hover over Posts or Pages and click on Add New.
At that point, you’ll be presented with the WordPress Block Editor , which is how you’ll create your content.
From there you can simply begin typing, using the toolbar to format your content appropriately.
How to Add Images to Your WordPress Site
You’ll almost certainly want to add images to your site as well. The most common way to do this is to insert your images directly into a post or page.
With the new WordPress Block Editor, adding images is a snap. To bring up the tools you need, you can just click the plus icon that appears above or below your text if you hover over a block. Then you’ll get the option to choose Image.
You’ll then be able to select your image, adjust its size, and add captions or ‘ alt text ’.
After that, all you have to do is select Insert into post or Insert into page (as relevant), and you’re done.
How to Add Videos to Your WordPress Site
Finally, you can add videos to WordPress by uploading them into your Media Library. Similar to adding an image, you can also use the video block:
However, WordPress recognizes that videos can also be found on (and shared from) dedicated sites like YouTube and Vimeo . Fortunately, adding these types of videos to your content is a breeze.
All you’ll need is the video’s URL. Then, choose the relevant block from the Block Editor menu:
The block will give you options for embedding your video, and will place it in your content. That’s all there is to it
WordPress Categories and Tags As a CMS, WordPress has a pretty elegant way of helping you organize your content. Categories and tags are both part of the WordPress taxonomy system. Let’s take a look at how to add and manage both.
How to Add and Delete Categories in WordPress
Essentially, taxonomies are WordPress’ way of classifying posts (but not pages). As we mentioned above, there are two types of taxonomies you can use: categories and tags.
You can think of categories as akin to chapters in a book. They should be broad topics that help to organize your various content. To assign categories to a post, open it up and scroll down until you see the Categories meta box in the right-hand sidebar.
From there, you can either check off the categories you wish to assign, or create new ones using the Add New Category link.
If you’d like to edit your categories, you can do that in the Posts > Categories screen.
You can also add or delete categories from this screen. To do the latter, simply check the box next to any categories you want to remove, and then select Delete from the Bulk Actions drop-down menu:
Hovering over an individual category gives you the opportunity to delete it too, or to edit its details.
As we mentioned, of course, categories aren’t the only type of WordPress taxonomy.
How to Add Tags to a Post in WordPress
Unlike categories, tags can be thought of as the entries in a book’s index. They should be highly-specific terms that describe what your post is about. Generally, you’ll want to keep them short and in lowercase:
To add tags, open up a post and scroll down until you see the Tags meta box:
To add a fresh tag, simply type it into the text field, and hit Enter when you’re done. To delete them, click on the X symbol next to each tag you want to remove.
As with categories, tags also have a dedicated administrative page, found at Posts > Tags. Editing or deleting tags from here involves following exactly the same process we outlined earlier for categories.
How to Customize Your WordPress Site
One of the major benefits of WordPress is how flexible it can be. Most of the customizations you can make are located within the WordPress Customizer, which can be found by navigating to Appearance > Customize:
There are a wealth of options here, although what’s on offer will depend on your active theme. However, you’ll often find that this screen can help you change your site title, logo, and tagline, color scheme , fonts , and much more.
What’s more, specific areas on your site will be designated for ‘widgets’ . These are typically sidebar, footer, or header areas where you can include a variety of additional content (for example, a short list of recent posts or a contact form).
Your widget options are primarily determined by your themes, as well as some of the plugins you have installed. For example, if you go to Appearance > Widgets, you’ll see what widgets are available and where you can place them:
Widgets are perfect for adding useful content to your website in a more global way. If you’re looking to add unique information to your site, custom fields are another helpful feature you might want to look into.
Additionally, if you need a certain layout or structure for a specific kind of post you will reuse often, you can look into creating Custom Post Types (CPTs). Our comprehensive CPT guide will show you how to create these with a plugin, or by manually editing your functions.php file.
CPTs come in handy in many situations, especially if you’re creating an online store. You can use them to develop special product pages with dedicated fields for pricing information and inventory.
If you’re still itching to tweak elements of your website or add new styling options, you can also customize your theme’s Cascading Style Sheet (CSS) file. This is where all of the instructions for how things look on your site are stored.
Of course, that’s not all you have at your disposal. You’re not restricted to the default options in WordPress. If you want to add further functionality , such as to optimize images or increase your site’s security, you can always turn to plugins.
WordPress Plugins
We’ve covered what plugins are elsewhere in our Resource Center. To sum them up briefly, they’re add-ons that can add new features and functionality for WordPress. Plus, they’re simple to install on your website.
How to Install WordPress Plugins
To add a plugin to your site, first head to Plugins > Add New within your dashboard.
There, you can search for a specific plugin or simply browse around. Once you’ve found a plugin you like, click on its Install Now button. After the plugin is installed, the button text will change to Activate, and you’ll want to select that as well.
Once you’ve installed a plugin on your site, you’ll usually find new dedicated tabs within the WordPress menu that let you use its functionality. You’ll want to visit these new sections to explore all of the plugin’s options.
Recommended WordPress Plugins
So, what plugins should you install? The answer to that question will vary based on your unique requirements, needs, and goals. However, we do consider some plugins to be essential for the smooth running of your website.
In fact, we’ve looked at plenty of these tools in the past. For example, Yoast SEO (Search Engine Optimization) can help you rank better in search engines. For a more comprehensive selection, we invite you to download our free e-book on the subject, and check out some of our previous articles within the Resource Center.
How to Preview Your WordPress Site
Whenever you make changes to your WordPress site, it’s important to test them out before publishing them. At the very least, you should proofread your content for any typos or grammar mistakes, and have multiple people try using the site to make sure that all its functionality works as it should.
The easiest way to see what your site actually looks like is via the Live Preview screen. You can find this by heading to Appearance > Customize, which will show a preview of your site next to the customization options.
This lets you see how your site will appear to visitors, and gives you the opportunity to make further changes. You can also preview individual posts and pages.
This is perfect for seeing how your content’s formatting looks on the front end. In fact, it’s one of the most useful features when developing your site and content
Common WordPress Mistakes
Although much of WordPress is intuitive, there are still some fairly common mistakes that new users make. Here are five pieces of advice to help you avoid making those mistakes yourself.
Always update your theme, plugins, and WordPress itself whenever you’re prompted to. This ensures that your site is not subject to security vulnerabilities.
Don’t use the default admin username, and select a strong password . These are two common weak points when it comes to security breaches .
Only install the plugins you need, and make sure you uninstall those you’re no longer using. This helps with security, and can keep resource usage to a minimum.
Make changes to WordPress’ default settings , in order to fully customize your site. This includes setting up your permalinks, implementing branding, and more.
Finally, we recommend creating a ‘child theme’ and testing any layout and design changes there for safety reasons. Making changes to your live site or ‘parent’ theme can negatively impact your traffic levels.
These tasks may take a little practice. However, they’ll soon become second nature as you get more comfortable with WordPress. Alternatively, you can check out some of our other time-saving resources.
For example, we created our own Smart Plugin Manager , so you can avoid potential disasters and confidently update your plugins with a failsafe process in place. We also offer our customers automatic updates and patches for WordPress.
Frequently Asked Questions About WordPress (FAQs)
Of course, many WordPress beginners have plenty of questions to ask about the platform. Asking questions is vital, but finding the right answers can take up valuable time if you don’t know where to look.
We’ve covered most of the basics already throughout this post. However, there are a few more questions you may find yourself wondering about, including:
How can I add a menu within WordPress?
To add a menu in your WordPress site, you’ll want to navigate to Appearance > Menus. There, you’ll have access to the Menu dashboard.
This is where you can customize what you want to appear on the menu. You can include pages, posts, categories, outside links, and more. Themes will differ on where menus can be displayed, however. This is handled through Appearances > Customizer > Menus.
Depending on your theme, you’ll be able to make certain style adjustments. Additionally, if you want to make a quick change to the content of the menu, you can do that from the Customizer as well.
How should I stop comment spam on my site?
In order to manage spam comments on your website, you can use a combination of plugins and manual effort. For example, the Akismet Anti-Spam plugin is a good option to get started.
This can help you automate some of the work involved in filtering out spam comments. You can also set your blog to require that all comments be reviewed before being published to your website. While time consuming, this gives you a lot of oversight.
How do I speed up my WordPress website?
There are a number of ways to increase the speed of your website. Your first order of business should likely be to assess your page performance .
Once you understand what might be dragging things down, you can apply the appropriate fix. This might include using a Content Delivery Network (CDN) to more efficiently deliver images. Additionally, you might need to use a plugin to cache pages for faster delivery.
Advancing Your WordPress Skills
Even after you’ve learned how to set up and customize a website, there’s always something new to learn about WordPress. In fact, given how frequently WordPress is updated, there’s also new functionality being added to the WordPress platform all the time.
To keep up, it’s a smart idea to subscribe to one or more WordPress blogs or newsletters. This will help you keep your finger on the ‘pulse’ of WordPress, and also ensure that any breaking news is reaching your inbox.
Google will be your friend whenever you have a WordPress question, as there are a wealth of articles available to help you on practically every subject. However, you’ll want to make sure you’re getting advice from reputable sites that are staffed with genuine experts, as good advice will (of course) speed up your development.
Our sister blog – Torque – is also ideal for boosting your WordPress knowledge. What’s more, there’s even a newsletter you can subscribe to!
Start Using WordPress with WP Engine
Regardless of your current WordPress skill level, you’ll sometimes need a helping hand for those times when you can’t find an answer to your question or problem. Fortunately, with any of our WordPress hosting plans , you’ll get access to expert advice and useful developer resources .
In addition to the resources you can access through the WordPress community, we’ve created a comprehensive Resource Center where you can find useful WordPress tutorials, case studies, and other useful articles to ensure your site is efficient. We’re here as your reliable headquarters for handy advice on how to use WordPress in just about any situation!
Join the 1.5M websites that trust WP Engine as their WordPress host.

**10.** <https://themeisle.com/blog/how-to-make-a-website/>

How to Make a WordPress Website: Step-by-Step Guide for Beginners
Last Updated:
18 comments
Themeisle content is free. When you purchase through referral links on our site, we earn a commission. Learn More
Even though it might not seem like so at first, knowing how to make a website from scratch is a must-have skill for today’s small business owners. Here’s why:
You can save big by eliminating web developer and designer costs.
Quickly adapt to market trends on your website without needing a programmer.
Outrun competition by relying on your DIY skills, avoiding lengthy developer consultations.
Plus, our DIY approach (no coding needed) lets you set up a WordPress website for around ~$33 per year—a true budget saver!
The following guide takes you by the hand and shows you all the steps to getting the job done.
How to build a WordPress website step-by-step
✅ Key takeaways:
Sign up for web hosting (we recommend Bluehost ).
Pick a domain name for your website.
Install the free WordPress software.
Choose a WordPress theme.
Install a couple of essential plugins.
Don’t forget marketing.
⚡ Pro tip:
When you’re ready to sign up for a web hosting account, make sure you use one of the Bluehost links on this page. Going through them will result in two things: (1) they are affiliate links, which means that we receive a small commission if you buy through them, (2) it will unlock a $2.75 vs $3.95 discounted price with a free domain for you. You won’t get this discount if you visit the Bluehost site in any other way.
How to make a WordPress website – bird’s eye view
The process as we’re presenting it here has only eight steps. This is all you need to end up with a professional-looking WordPress website at the end.
We’ll embark on this journey, starting with picking our platform, selecting the perfect domain name and choosing a reliable hosting service. Then, we’ll dive into setting up WordPress, customizing your site with themes and plugins. Finally, we’ll wrap up by talking about how to start adding engaging content. By the end, you’ll be well-equipped to launch your very own site!
📚 Table of contents:
Would rather read an ebook? Download the complete guide here: “How to Create a Website With WordPress” PDF
Step 1: Choose WordPress as your website platform
Truth be told, there are many website platforms that you can use when building a new site – Content Management Systems (CMS) are what they’re usually called.
The idea of a CMS is to give you some easy-to-use tools so that you’re able to edit your site’s content without any knowledge of coding. For the most part – from the user’s point of view – those CMS look much like the familiar interfaces at Facebook or Google Docs. You basically create new pages or documents, and then have them published on the web.
But enough with the technicalities! As I said, there are many CMS out there – more than 100, in fact, as listed by Wikipedia . Luckily, though, picking the best one is simple. There’s only one king on top of the mountain – and it’s WordPress.
WordPress is used on more than 43.1% of all websites ( data says ). Again, that’s all websites! Or, to say it differently, roughly every third website that you visit is built on WordPress.
⚡ Pro tip. Here are the fastest practical ways to set up a new WordPress website:
💠 Get it through Bluehost🌀 Use DreamHost website builder♓ Get it set up through Hostinger
If you’re going to be building an actual live website on WordPress – a website that’s meant to represent your business or project – then the fastest way to kick start your progress will be to sign up with Bluehost and tick a box during registration process where it’s them who actually install WordPress for you. That way you don’t even have to get your hands dirty but can get started working on your content or design right away. Plus you get a domain name for free for one year. All that for $2.75 / mo.
it’s fast, optimized, and secure
it’s SEO-ready
it makes promotion on social media easier
Now, one important distinction: the “WordPress” that we’re talking about here is “WordPress, the software.” You can find it if you go to WordPress.org .
There’s also the other flavor of WordPress – “WordPress, the commercial service,” which you can find if you go to WordPress.com. We describe the differences between the two here . For now, though, let’s just remember that what we want is at WordPress.org, since it’s a more versatile and cheaper-to-use version of the platform. This will all become clear in the next steps.
🎯 Action note. At this point, there’s no actionable task that you need to do. Step 1 is just about getting yourself familiar with the tool that you’re going to use to create your WordPress site in the next steps.
Step 2: Pick a name for your website, buy a domain & hosting
When learning how to make a website, picking a name is probably the most fun aspect of the whole process.
After all, you have complete freedom here. You can pick literally any name you wish for your website.
However! There are still some things you need to understand to set yourself up for success later down the road.
First off, there are nearly 2 billion (!) websites online on the web (at the time of writing)
[1]
. Meaning, staying original can be quite challenging.
It’s a really good idea to construct your website’s name (and thus your domain name) around either the name of your organization (the most obvious approach) or a phrase that’s associated with the niche you’re in, but with some added words for better brandability.
In short, a good domain name should be:
brandable – unique sounding, like nothing else that’s out there in the market
easy to memorize
short – those are also easier to memorize
easy to type and hard to mix up – you don’t want people to be wondering how to spell your site’s name
including niche-related keywords – for instance, if you do anything with pizza, it would be cool to have “pizza” somewhere in the name of the site; it works the same in non-pizza industries as well. 🍕
Here’s a quick tool you can use to find out if the domain name you’re interested in is available:
If you have no idea which domain you want to get, then go straight to our no. 1 generator – DomainWheel and see how it can help you.
Start by inputting a seed keyword that defines your website well.
DomainWheel will come back with some suggestions. You can narrow it down from there to find your perfect domain name.
The next step, once you know which domain name you want, is to register it and also buy a hosting package in one go. Let’s take care of that next:
a) Buying your domain name and hosting
💡 Note. While things like buying a hosting package might sound intimidating at first, there’s really nothing to worry about. The process we’re presenting here is simplified and doesn’t require you to do any technical heavy-lifting.
🧙 Beginner's note: What is hosting anyway?
To put it simply, web hosting (aka. web server) is something that no website can live without. It’s the place where your website sits and waits to be accessed by visitors.
Contrary to popular belief, websites are not “just on the internet” or “on Google.” Instead, they’re housed on web servers – web hosting setups – and then get served to all visitors from there.
To keep your website online, you need to rent out server space from a web hosting company.
This is all much simpler in practice than it sounds, which you’ll see in just a minute.
There are tens if not hundreds of different companies that can register a new domain name for you. Then, there are also tons of companies that can sell you a hosting package…
But let’s not complicate things for ourselves and instead get everything from a single company – and in one go.
We’re going to use Bluehost . Here’s why:
Bluehost is a reputable web host that’s optimized for WordPress and will make sure that your website operates with no hiccups
it’s one of the few companies recommended on the official WordPress.org website
it’s cheap ( from $2.75/month )
it’s easy to use and beginner-friendly
you get a domain name for free
Here’s what’s going to happen now:
We’re going to go to Bluehost and pick a hosting plan for our website.
We’re going to register a custom domain name with Bluehost as well (that is a free domain name).
We’re going to tell Bluehost to install and configure a clean version of WordPress on our new hosting setup.
We’ll walk out with a 100% operational WordPress website!
Let’s get started – this is how to make a website:
First, click here to go to Bluehost . Once on the page, click on the “Choose Plan” button.
In most cases if you’re launching a new site, the cheapest plan – called Basic – is going to be enough. It’s only $2.75/month:
In the next step, enter the domain name that you’ve decided to get for your site:
Next, provide your personal data:
Before continuing, it’s good to check and confirm the parameters of the hosting setup that you’ve chosen. This can be found in the section labeled package information:
Note; you’ll get the lowest price if you purchase your hosting package for at least 12 months.
At this stage, you can click on “SUBMIT” and finalize your purchase.
Step 3: Install WordPress and get familiar with the interface
Installing WordPress is one of the easiest things to do – provided that you’ve signed up with the right web host! The top hosting companies, will actually handle the installation process for you, or will give you a handy one-click-install option, which takes literally a minute to go through.
ℹ️ Note
The process we’re going to show you below is based on Bluehost’s interface. It’s our top recommended host for WordPress, and also one that makes installing WordPress super-simple. If you, however, choose to go with another host, please refer to this other guide of ours that goes through all the possible scenarios on how to install WordPress on other platforms.
Now, onto the interesting stuff. So the best part about installing WordPress is that you don’t really have to do it yourself. I mean, why would you, when you can get other people to do it for you, and for free! Here’s how:
As soon as you complete the sign-up process with Bluehost, you should have received an email from the Bluehost crew with some details on how to log into your customer profile and begin working on your site.
Once you’re logged in, Bluehost will show you an easy-to-use wizard that takes you through the process of installing WordPress on your hosting setup.
To get started, go into My Sites:
From there, simply click on Add site and then on Create new site:
All that Bluehost needs in order to install WordPress for you is the name of your new site and the username/password that you want to use when managing WordPress. Once you’ve completed the wizard, your site is installed and ready to go!
Log in to the main dashboard
You can now log in to your WordPress user panel if you go to www.YOURDOMAIN.com/wp-admin/
This is what you’ll see:
Use the access credentials that you’ve set up on Bluehost in the previous step (the “WordPress install screenshot” above).
After logging in successfully, you’ll see the main WordPress interface in all its glory:
(1) Welcome message – Some of the most important areas of the admin panel listed as quick shortcuts links – these are usually your shortcuts to how to make a website.
(2) The current status of your site and what’s going on with it.
(3) Posts – go here to create blog posts .
(4) Media – upload/manage images and other media files here.
(5) Pages – go here to create sub-pages.
(6) Comments – this is where you can moderate comments.
(7) Appearance – change your site’s design here and/or customize how certain things are displayed on the current design.
(8) Plugins – install new plugins here.
(9) Users – manage user accounts that can access the admin panel of the website.
(10) Settings – the main settings.
At this stage, it’s good to take care of some basic getting-started WordPress settings that will improve your experience further down the road. Here they are:
a) Set your website title and tagline
Go to Settings → General and set the Site Title and Tagline fields to what you want.
Your site title and tagline might appear in various places throughout the site. Some WordPress themes display those on the homepage and in the SEO description – which Google uses when listing your website on the results pages.
The tagline is optional – you can leave it blank if you don’t have one for the site. However, it’s always part of the web design process, so it’s nice to come with u suitable one.
b) Make your site public
I guess you want Google to be able to find and index your website. To make sure that’s the case, go to Settings → Reading, and make sure that the box labeled “Discourage search engines …” is unchecked.
c) Set your time zone
Setting your time zone correctly will make publishing new pages and posts more predictable.
Generally, you want to set the time zone to either where you’re at or where your target audience is at. Whichever makes more sense.
You can set the time zone in Settings → General.
☝️☝️☝️ Those were your ABCs – the must-do in order to set up your site correctly from a visibility perspective on the web.
👇👇👇 The the additional DEFs below are more optional , but it’s still a great idea to take care of them as well:
d) Set permalinks
Permalinks define how the individual web page addresses – aka URLs – are structured within your site.
The most optimized structure is to have the page’s title in the URL. For example, your “about” page (more on that page later on) should be available under something as simple as YOURSITE.com/about. Setting the permalinks correctly will allow you to achieve that.
To set your permalinks, go to Settings → Permalinks from the main sidebar in your WP dashboard.
Once there, select this setting:
e) Allow or disable comments
Whether or not you want to accept comments on your website is up to you.
On the one hand, letting readers leave their opinions and questions under your articles/pages can be great for building a community around the website. But, on the other hand, you’ll also have your hands busy dealing with spam and making sure that there’s no trolling. It’s sometimes better to leave the contact page as the primary channel of communication.
Whether you’ll end up allowing or disabling comments, it can be done in Settings → Discussion.
f) Disable pingbacks and trackbacks
I don’t know why this setting is even still in WordPress. It’s mostly a leftover from back in the day when pingbacks and trackbacks were a thing.
Though, if you want to learn how to make a website in this day and age, you can simply deactivate them by deselecting the following setting in Settings → Discussion.
With the basic settings out of the way, we can get to the fun stuff:
Step 4: Pick a theme / design for your website
The great thing about WordPress is that it works with interchangeable designs – called themes.
Meaning, you can change the way your WordPress website looks with just one click.
For example, this is what a WordPress website looks by default, right after the installation:
With just a couple of clicks, and with a popular free theme called Hestia , for example, we can get it to look like this:
Here’s how:
a) Pick a theme that you like
As I mentioned, WordPress themes are out-of-the-box design packages that define the way your website looks. You can install them quickly and then change them in the future if need be.
Your website design should be selected based on the purpose of your site – selling high-quality products, marking your online presence as a blogger, transitioning your business online, setting up a simple website, an ecommerce store or ecommerce website, or for email marketing.
The critical detail here is that themes don’t change the contents of your site but only alter the presentation.
There’s a huge abundance of WordPress themes out there. Just looking into the official directory at WordPress.org , there are hundreds of themes there.
But that’s just the tip of the iceberg. There are a lot more free themes on the web on third-party sites, and there’s also a whole other world of paid themes that are distributed by independent theme stores (like ThemeIsle or aThemes ) and even theme marketplaces (like ThemeForest ).
Even though there are myriads of paid themes out there, for most users, free themes are a great option to start with. The surprising thing about some of the best free themes is how many impressive features they bring to the table without asking for anything in return.
So, how to pick a theme that’s right for you? Here are some tips if you want to give this a more in-depth look. Generally, though, you don’t need to spend too much time on this and go a simple route instead.
We can do that because the theme you choose today doesn’t have to be your final decision. You can always come back to it later on and change it in a matter of minutes.
Therefore, we’re going to go for a safe bet and use one of the most popular free themes in the market today to demonstrate how WordPress themes work. That theme is the aforementioned Hestia.
🎨 Note. While we will use Hestia as the example in the following section, it’s not the only free theme that you can use. Here’s a collection of theme roundups for multiple purposes, starting from business websites to blogs, travel, food, personal sites, and more. You can use any one of those themes. The procedure is the same.
b) Install your theme
If the theme you’ve chosen is available in the official directory at WordPress.org then the only thing you need in order to install it is the theme’s name. Yep. That’s it.
Here’s how theme installation is done:
Go to Appearance → Themes from your WordPress dashboard and then click on “Add New.”
From there, input the name of the theme that you want to install, like so:
You’ll see it displayed on the list below the search field. Just click on the Install button under your desired theme:
After a second, the theme will be installed. To fully enable it on your site, click on the “Activate” button that will appear in place of the “Install” button.
Hestia is one of those themes that offers some excellent onboarding for new users. To see what the theme has in store for you, click on the button from the welcome prompt.
You’ll see your main Hestia panel, from which you can learn about the theme and extend its out-of-the-box features with some extras and integrations. Let’s do that now.
First, click on the “Recommended Actions” link to see what’s available.
Out of the options proposed there, let’s go with only “Orbit Fox Companion” for now. Just click the “Install and activate” button.
💡 Note. Orbit Fox Companion is a plugin. We’ll talk about WordPress plugins more in depth later in this guide on how to make a website.
Orbit Fox is a nice addition to Hestia as it delivers some cool features to upgrade your site’s looks. For instance, you get some useful new modules for the homepage, a template directory that will be helpful when building your sub-pages (such as “about” or “contact”), and custom menu icons.
At this stage, your new theme is active on your site. You can see it in action simply by going to YOURDOMAIN.com.
Though, what you’re seeing there is far from the theme’s potential. Right now, we’ll take care of adapting the design, menus, and other elements to make the site look exactly like you want it. Here’s how:
c) Customize the theme
While the out-of-the-box look of your theme might be already quite nice, you should still do some basic customizations to make it fit your needs hand-in-glove. In the beginning it seems to involve a learning curve, but it’s really intuitive, especially over time.
To begin, go to Appearance → Customize. You’ll see the main WordPress Customizer interface.
From there, you can fine-tune a load of things. We’ll start with the homepage, since it’s the most representative.
Setting up your homepage.
In the sidebar, go to “Homepage Settings“.
Select the option, “A static page” under your homepage display setting.
Click on “Add New“, to create a new page to act as your homepage.
Input the name for the page – “HOME” seems like a good idea – and click on “Add“.
This will replace the default listing of your site’s most recent articles with a completely custom homepage. By default, you’ll see some cool elements on your new user-friendly homepage. These look nice both on laptops, smartphones, and other mobile devices.
See here:
For starters, let’s change the main headline on the page. It’s a good idea to put either the name of your business there or anything else that serves as the title for the entire site.
To make the changes, click on the pencil icon that’s next to the headline.
When you do so, a customization panel will appear on the left.
Through it, you can:
change the background image – make it something related to your business
change the title
change the text under the title – you can remove this completely if you want to
change the button text – usually leading to your products or most crucial pages (more on that in a minute)
Underneath that, you get to adjust any of the other available homepage blocks. It works similarly to the mechanisms offered by the popular website builders (like Wix, Squarespace, or Weebly). By default, you get all of these (see this list by going to “Frontpage Sections” from the Customizer sidebar):
The Features section is a great place to explain what your company has to offer or what the purpose of the website is – that “purpose” is probably the no. 1 thing to keep in mind as you learn how to make a website.
The About section is a great place to talk about your story.
The Team section you can use if more people work in your business and you’d like to highlight them.
The Ribbon is another place where you can mention your primary call to action.
The Testimonials section is awesome when you want to showcase what your previous customers had to say about your business.
The Contact section is where you can display your contact information and let people know how to best reach you.
There are also a handful of more sections available. It’s best to browse through those and pick the ones that make sense to use for your business and in your specific situation.
When you’re done adjusting the homepage, don’t forget to click on the main “Publish” button that’s at the top.
Adjusting the typography.
The next thing to do would be to take care of your site’s typography – the fonts used throughout the site.
You can do that by going to Appearance Settings → Typography from the WordPress Customizer sidebar. In there, you will be able to pick a font and see it on your site immediately.
Colors.
Out the box, your new theme is going to use a couple of primary colors that define its default color scheme. You can change that setting in the WordPress Customizer. Just click on Colors in the main sidebar.
The Accent Color is usually the color used for buttons, links, and everything else that’s meant to stand out from the rest of the site’s design.
…
After doing the above, your website will start feeling like it’s truly yours. You will have made all the necessary tune-ups and customizations to make it fit with your brand.
💡 Note. There are many more settings in the WordPress Customizer to experiment with. Most of them are designed to increase the user experience of your site. For instance, you can:
pick the default layout according to your website needs – whether you want the sidebar to be on the left, right, or nowhere,
how you want the blog listing to be displayed,
whether you want a main background image for the entire site,
the shape of the buttons, and much more.
Step 5: Get plugins to extend your website’s abilities
Plugins are to your WordPress site what apps are to your iPhone. 📱
In other words, they extend the standard functionality of your site by adding some much-needed features. Essentially, as you’re figuring out how to make a website on your own, plugins are how you can get some great features without knowing any coding.
Here are the plugins you should consider getting – best of all, they are all free:
Yoast SEO – helps you make search engine optimization tweaks and make your site more accessible to the search engines in general.
Google Analytics for WordPress – this one integrates your website with the most popular traffic analysis solution on the web.
Wordfence Security – improves the security of your WordPress site.
UpdraftPlus – does automatic backups of your website.
Optimole – optimizes your images.
WPForms – lets you add interactive contact forms to your website, which your visitors can use to reach you directly – much better than displaying your email in plain text on your site.
Also look through this list of the most popular WordPress plugins of all time . You might find something interesting there as well.
Installing plugins is simple. If it’s a free plugin that we’re dealing with, then all you need is the plugin’s name.
Go to your WordPress dashboard and then to Plugins → Add New. From there, input the name of the plugin that you want into the search field, and then click on “Install” and “Activate.”
Step 6: Create basic pages
There are some pages that all websites should have, regardless of their purpose or goal.
But first, how to even create a page in the first place:
To do that, simply go to your WordPress dashboard, and then Pages → Add New. You’ll see this screen:
(1) A place for the headline of the page.
(2) The body section – the main content of the page. The interface is very similar to MS Word. You get all the basic text formatting features (like bold, italics, aligning text to left/right/center, creating lists, etc.).
(3) You can add images by clicking this button.
(4) Switch between the Text and Visual editors. Use the former only if you’re at least vaguely familiar with HTML code.
(5) The Publish section. This is where the main Publish button is.
(6) Discussion. Decide whether or not you want to allow comments. The “trackbacks and pingbacks” setting you can leave unchecked.
(7) Featured image. Most WordPress themes take that featured image and display it somewhere in a prominent spot alongside your page.
When you’re done editing the page’s content, click on “Publish“.
Now, with the how-to out of the way, here are the pages you should consider creating:
About – I’ve mentioned this a couple of times now since it’s really an important one. Your About page is where you get to tell the story of what your website is and why people should pay attention. This one page is basically a must-have for everyone who wants to learn how to make a website.
Contact – this is where you can display some contact info along with a nice contact form, through which people can reach you directly (you can get such a form via the aforementioned WPForms plugin).
Privacy Policy – this page has become a hugely important element on today’s web. Learn more about privacy policy pages in WordPress here .
Portfolio – a place for you to showcase your past work.
Store – a crucial thing if you want to sell anything from your ecommerce site. To make this work, you also need a popular WooCommerce plugin – the best e-commerce solution for WordPress.
FAQs – if the scope of your new website requires some extra information for potential users.
Once you’re done with those, you can also check out this list of some valuable pages worth having on your site . You can treat it as a beginner’s guide to the must-have website elements.
Step 7: Consider starting a blog
A blog (as well as marketing through content – aka “content marketing” in general) is among the most effective ways to promote not only your website but also any products that you might want to sell through that website.
And it’s not just me saying this; there’s raw data proving that blogs are a superior tool for marketing online, with 55% of marketers saying that blogging is their top inbound marketing priority
[2]
.
Running a blog is a straightforward concept. What you do is publish articles related to the topic of your website and do it regularly.
From a technical point of view, WordPress has blogging tools built right into it from the get-go. In fact, WordPress started as a blogging platform.
To create a new blog post, all you need to do is go to Posts → Add New (from your WordPress dashboard).
The process itself of creating a blog post works nearly the same as creating a new page. The editing panel looks nearly the same (the screenshot below), and the options are mostly the same as well.
One of the few differences is that you can also assign your posts to categories and tags.
This is what adding a new blog post looks like:
Once you’re done working on a blog post, click on “Publish.”
To make your posts easily accessible, you should designate one of your pages to serve as the main blog listing for the posts.
To do it, first, go to Pages → Add New and create a blank page. Call it “BLOG” – just to make things clear.
Next, go to Settings → Reading, and select your newly created Blog page as the “Posts page” like so:
At this stage, you can navigate to that new page and see all your recent blog posts there. If you’re going to create a lot of content for your blog, consider an SSL certificate, so that your readers feel safe while browsing through it.
Of course, the tough part about starting a blog is writing blog posts regularly and making them attractive for people to read. Here’s a step-by-step guide on how to build a WordPress blog that rocks !
Step 8: Adjust your site navigation
With all your key pages online (and perhaps your blog started as well), it’s now a good moment to adjust your site’s navigation and make it overall easier to consume for the visitors.
We’ll focus on two elements here:
a) Menus
Menus are the primary vehicle through which visitors navigate your site, thus they’re crucial when figuring out how to make a website.
Depending on your theme, you will have a couple of options to choose from regarding menu settings. Here’s what you can usually do (on Hestia’s example):
First, go to Appearance → Menus in your WordPress dashboard.
You’ll see this default panel:
To the left, there are all the pages you can choose to add to a menu. To the right, you can see the menu structure itself and all its settings.
Let’s start by selecting a couple of key pages and adding them to the menu. A good idea is to pick About, Contact, plus whatever other one or two pages you consider to be important, and add them to the menu.
The great thing about this whole panel is that you can drag and drop the menu items to reorder them.
When you’re done, select the menu location at the bottom. Usually, selecting the location labeled “Primary Menu” will result in showing the menu in the top section of the website. This is probably what you want for your main menu. Click on “Save Menu” to save the settings.
💡 Note. You can create additional menus as well. Just click on the “create a new menu” link that’s visible in the screenshot above. This will show you the same menu creation panel. Each menu needs to be displayed in a different location. So, for this new one, you can assign it as the “Footer Menu.”
When you go to your site now, you’ll see the menu in place.
b) Widgets
Widgets are an old-school feature in WordPress. In simple terms, a widget is a small block of content that can be displayed in various places around the website.
The usual placement of those blocks is in the sidebar or the footer of the site.
To see what this might look like and to set your widgets, go to Appearance → Widgets in your WordPress dashboard. You’ll get this screen:
The Hestia theme offers a number of widget areas apart from the sidebar or the footer, but let’s not focus on those additional placements for now.
To add any widget to a widget area, just grab it from the left-hand side and drag-and-drop it onto your chosen widget area on the right.
For instance, as you can see, on my site, I have Search, Recent Posts, Archives, and Categories in my sidebar (screenshot above). Here’s what those widgets look like when I go to my About page, for example:
After you’re done with your widgets and navigation, your site is basically ready for the world to see!
FAQs about how to make a WordPress website
What is WordPress?
WordPress is a free and open-source content management system (CMS) that allows you to create and manage websites easily. It’s one of the most popular platforms for website creation, supporting everything from personal blogs to full-fledged business sites.
How much does it cost to build a website on WordPress?
The cost of building a WordPress website can vary, depending on your needs. The WordPress software itself is free, but you’ll need to pay for web hosting, which typically starts at around $3 per month. You may also choose to purchase a premium theme or plugins, which can add to the cost.
Do I need to know how to code to use WordPress?
No, you don’t need to know how to code to use WordPress. While knowledge of coding can be useful for customizing your site and fixing problems, it’s not necessary for building a basic website or blog.
How can I install WordPress?
Most web hosting providers offer a one-click WordPress installation on their dashboard. Bluehost is one of such companies. They are known for providing you with everything you need to get started working on your site. After purchasing a hosting plan, look for the WordPress icon in your hosting control panel.
What is a WordPress theme and where can I find one?
A WordPress theme is a collection of templates and stylesheets that define the appearance of your website. You can find free and premium themes in the WordPress theme directory , or on third-party websites, like ours. Feel free to browse our collection of market-tested WordPress themes.
What are WordPress plugins and where can I find them?
Plugins are software add-ons that extend the functionality of your WordPress website. They can add new features and capabilities to your site. You can find free and premium plugins in the WordPress plugin directory , or on third-party websites, like ours. Check out our plugin offerings for some really useful ways to enhance your WordPress site.
How do I make my WordPress website SEO-friendly?
WordPress is already quite SEO-friendly out of the box. However, you can enhance its SEO capabilities by using an SEO plugin like Yoast SEO or Rank Math . These plugins guide you in optimizing your content for search engines.
Can I make an ecommerce website using WordPress?
Yes, you can create an ecommerce website using WordPress. WooCommerce is the most popular ecommerce plugin that adds all the essential features you need to set up an online store.
Conclusion 🏁
That’s it! You’ve just learned how to start a website! 🍾🎊
The cool thing about the process presented here is that you can do it all by yourself and don’t have to hire anyone.
Click To Tweet
Creating a website with WordPress as your platform is the most budget-friendly solution available.
If you want to learn more about what to do with your website once it’s launched – e.g., how to promote your website , how to monetize your website , or how to increase website traffic – read any of our other guides on the blog.
If you have any questions about how to build a website from scratch, ask away in the comments below!
Go to top
“How to Create a Website With WordPress” PDF
We took our learnings and condensed them into a 40-page ebook on how to create a website with WordPress (PDF) from start to finish. You can digest the whole thing in an afternoon. 🍛
📖 Some key details about the ebook:
it’s free (no opt-in, no nothing)
it comes in interactive PDF form (all links work and the table of contents can be used for quick navigation through the ebook)
it’s optimized for print (no unnecessary colors that will kill your printer ink)
📚 Here's what's inside:
How to make a website – in bird’s eye view
Step 1: Choose WordPress as your website platform
Step 2: Pick a name for your website, buy a domain & hosting
a) Buying your domain name and hosting
b) Telling Bluehost to install WordPress for you
Step 3: Get familiar with the WordPress UI
a) Set permalinks
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f) Set your time zone
Step 4: Pick a theme / design for your website
a) Pick a theme that you like
b) Install your theme
Step 5: Get plugins to extend your website’s abilities
Step 6: Create basic pages
Step 7: Consider starting a blog
Step 8: Adjust your site navigation
a) Menus

**interested customers**

**1.** [https://www.lawinsider.com/dictionary/interested-customer#:~:text=Interested Customer means a customer,termination or expiration date of](https://www.lawinsider.com/dictionary/interested-customer#:~:text=Interested%20Customer%20means%20a%20customer,termination%20or%20expiration%20date%20of)

We have no data for this page, because it isn't accessible for our crawler.

**2.** <https://forum.wordreference.com/threads/can-i-say-interested-customers-to-mean.2866599/>

We have no data for this page, because it isn't accessible for our crawler.

**3.** <https://smallbusiness.chron.com/make-customers-interested-32060.html>

Hearst Newspapers participates in various affiliate marketing programs, which means we may get paid commissions on editorially chosen products purchased through our links to retailer sites.
How to Make Customers Interested
How to Deactivate Advertisements on YouTube
To create a successful business, company managers must be able to attract the interest of potential customers. If customers are not aware that a product exists or are not informed of its benefits, they are not likely to be interested enough to buy the product. Businesses can use a variety of different methods to generate interest in the company's products and services.
Market Research
Market research is an essential first step in the process of enticing customers to purchase products and services. Market research involves gathering information about the needs of potential customers and using that information to design products and services to meet their needs. Written surveys and telephone surveys are common forms of market research that allow business managers to collect data on a variety of topics. Conducting market research can help businesses identify a specific group of customers that are especially interested in buying a certain product or service. Managers can then target future marketing efforts toward generating interest among that group.
Demonstrations and Samples
Demonstrations and samples are two common methods businesses use to generate interest in products. Demonstrations involve showing off products in public places, like malls or stores to inform customers of the product's benefits. Giving out free samples of products to potential customers allows them to experience these benefits personally. Samples help eliminate the misgivings customers may have about spending money on new products.
Media Advertising
Advertising through media channels such as television, radio, newspapers, magazines and the Internet are additional ways to make customers interested in your products or services. Media advertisements have the potential to reach thousands or even millions of potential customers. Companies typically target advertisements toward specific groups of customers to increase its effectiveness. For example, a company that sells cutlery might advertise on a TV station with food-related programming, while a company that sells sporting goods would better served by placing advertisements on channels that air sporting events.
Pricing
No matter how well a company advertises, it won't generate sales unless it sets prices that customers are willing to pay. One of the most important aspects of conducting market research is determining how much consumers are willing to pay for products and services and how much they currently pay for similar products or services. A company must be able to cover its expenses with the revenue generated by selling products and services at a price that consumers are willing to pay to be profitable.
References

**4.** <https://blog.hubspot.com/sales/get-stranger-interested-si>

Get Customers to Buy Your Product & Increase Sales Using These 20 Tactics
March 10, 2022
Selling to prospects who are already interested in your product is straightforward.
They're what we call “ hand-raisers ” which means they’ve done preliminary research and decided your business has a solution. However, starting a relationship with someone who's never heard of you or isn't actively looking to solve a relevant challenge is tough.
It's not impossible. With the skills, empathy, and a plan, you’ll be able to find the prospects who have a need for the products you have to offer. I use the following five techniques to kick things off with these kinds of buyers.
How to Get People to Buy Your Product
In order to get people to buy your products or services you must solve a problem that they have. Sell your solution by understanding their perspective, being a valuable resource, and emphasizing positive customer experiences. Each of these techniques appeals to the customer with logic and emotion — both of which they need to make a decision.
1. Sell the dream.
Not everybody you’re selling to will be interested in your product, but they’re always interested in themselves. Creating a vision of what the prospect's life might be like when they purchase your product is a great place to start.
Think about Nike’s catchphrase, "Just do it," or Burger King’s "Have it your way." These phrases don’t tell you what they sell. They tell you what you can do with the things they sell.
When I call on a VP of Sales at a Fortune 500 company to sell her my firm’s services, I certainly don’t lead with, "Hi! I’m Jeff from Boston, and I sell sales training and consulting products. I’d like to introduce my services. Is this a good time?"
Yawn. That isn’t interesting to her (or me!) and it certainly doesn’t make her curious to find out more. Instead, I do this. As soon as she picks up the phone, I say, "Hi. I got you live on my first dial, and when you hire me, I'll teach your sales reps how to do the exact same thing."
Now, I have her attention. You’ll notice I didn’t even introduce myself or describe my services. Instead, I’ve managed to gain her attention and plant the first seed of curiosity. Only after she's interested, will I then take the time to introduce myself and my services. Now that she’s actually listening, of course.
If you sell copywriting services, you might look for errors on your prospect's website and email them with the corrections, adding, "As your copywriter, I'd ensure your site was 100% typo-free at all times."
If you provide leadership training, you might say, "It looks like you've been hiring a lot of middle managers lately. That often occurs when internal candidates aren't being properly developed. What would it be like to have an 80% internal promotion rate?"
2. Pique their curiosity.
Once you've gotten your prospect to agree to another call, your goal is to keep their attention. I use this strategy to do just that.
At the beginning of the meeting, I'll say, "Before I forget, I want to ask you something related to our last conversation. Let's get into the agenda now, but will you remind me?"
They'll say, "Sure, no problem."
At the end of the call, they'll either ask, "Hey, what was that thing you wanted to talk to me about?", or they won't mention it.
If it's the former, I know they're engaged and present. I've also managed to create a little intrigue. If it's the latter, I know they don't really care (and I should either try a different approach or move on).
Wondering what to bring up? I usually ask something I actually want to know that's too short to include in the agenda, such as, "What percentage of your revenue comes from channel sales versus direct?"
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3. Use past successes (not failures) as your guide.
I’ve always found it far more instructive to focus on what went well and try to replicate specific successes, rather than to dwell on mistakes. Our minds often behave like a search engine, displaying the results that reflect your query.
For example, if you Google "don’t show me fast-food restaurants" you are bound to get a massive list of fast-food restaurants. Coincidentally, if you only focus on how things haven’t worked in the past, then that's probably all you will ever see.
The good news is that the same rule applies if you focus on the things that have already worked. One way to reinforce that mindset is to reach out to your current customers and ask about the things that got them interested in your offering.
Look for trends in their responses and then reuse those successful approaches with future prospects. Who knows, they might say, "Hey, that’s not why I took your meeting, I took it for this reason."
The best answers for how to sell can usually be found from the people you have already closed.
4. Enlist your prospect as a teacher.
One of the fastest ways to earn engagement and interest is to understand the fact that your prospect wants to be respected and heard. Learn the opinion of the person you’re speaking with and take that opinion seriously.
Think of it this way; we’d all generally agree we don’t talk to strangers. But if a stranger approaches you on the street and asks for help, you’ll probably help them.
We’re wired to help others, so use that to your advantage when speaking with prospects. If you’re having trouble getting your prospect’s IT director on board, say, "We’ve got to have IT on board for this deal to close. How would you approach this person? What roadblocks do you foresee?"
Use the information they give you to close the deal.
5. Create a sense of urgency.
While we would never encourage you to use scare tactics to make the sale, creating a sense of urgency with prospects who are on the fence about your offer can be a helpful approach.
Here are some ways you can create urgency to get your prospect to invest in your offer:
Offer a short-term discount or incentive: Whether you provide a lower price for prospects who purchase by a specific end date or include a bonus offer by a specific date, these offers can create a sense of urgency by rewarding decisive action with even greater value.
Emphasize the immediate benefit of your product: You should have a solid understanding of the problem your prospect is trying to solve. Create a sense of urgency by emphasizing how the purchase of your product can provide an immediate solution or relief to their problem.
Communicate scarcity: Knowing your offer is limited or only available for a short time can create a sense of urgency for buyers. Whether you are selling a product that is limited-edition, or are selling a service that is only available to a specific number of customers, communicating these parameters during the sales process can entice buyers to make their purchase immediately.
6. Sell your key consumer benefit.
The key consumer benefit — or KCB for short — is the primary benefit that a feature within your product provides to the customer. Now, this isn’t a free pass to rattle off all the features of your product and ask your prospect to buy it. The KCB needs to be communicated from the perspective of “benefit first.”
Here’s what that looks like:
“Your sales team needs help closing their deals faster to keep their pipelines healthy.
67% of sales managers agree that a sales hub software helps reps close deals three times faster than reps who don’t use software.
We know this affects your bottom line, so we’ve developed software that lets you optimize and track that progress in real-time. What types of decisions would you make if you had this kind of data?”
Notice the way this idea is structured? Instead of mentioning the problem first, I explain the need and justify it with something we can both agree on. Then, I set up the feature with some data to build credibility and authority around my product.
Finally, I empathize with the prospect by referencing their bottom line, and I briefly mentioned the product I sell. I finished the statement by asking an open-ended question that invites the prospect to imagine themselves benefitting from the product.
7. Be biased about your product.
I see far too many reps pretending to be unbiased in an effort to sound "credible." The buyer, who is both educated and experienced, expects sales reps to be biased. In fact, nothing you say will make a customer forget that ultimately, your job is to get them to buy your product.
So, stop pretending. If anything, do the opposite: Believe that your service is simply the best.
Your buyer is sophisticated. They understand the use of hyperbole. Embrace the fact that you’re excited about your offering and that you’d love to share your point of view.
When you tell prospects your product is "the best on the market" or that your customer’s sales team "will be blowing out their numbers after working with us," you aren’t having an academic discussion relying on data to defend your conclusion — you’re sharing your opinion. Customers trust those opinions that are authentic and genuine, not merely impartial.
8. Be transparent about your product’s capabilities.
Along the same lines of being biased about your product, you want to be transparent about it, too. Sometimes, that means admitting when your product doesn’t do something exactly the way the client would prefer.
For example, a client wants to know exactly how many leads have been moved to opportunities on a minute-by-minute basis. The software you sell syncs about once an hour. It’s important to be transparent and note that your product doesn’t sync that quickly. However, you don’t have to mention it in the negative. You can always share helpful solutions to issues like this.
Perhaps your product supports integrations with other systems that can sync a bit faster. By reframing product limitations with creative solutions , you can become a helpful resource to your prospect and build trust with them as a result.
9. Be a valuable resource.
Picture this. You’re in the market for a new mattress, and the sales rep at one of the mattress companies you are considering provides stellar service. Not only do they actively listen to your concerns with your current mattress and understand what you’re looking for in your next purchase, they’re able to confidently speak to how their product is the perfect fit for you.
They have been able to get you an answer to every question you asked, and they’ve even shared some valuable content about sleep health, and how their mattress can help you get the best sleep of your life.
This rep has gone above and beyond for you before you even became a customer so just imagine how attentive they will be once you are onboard.
During the sales process, how you treat a prospect while they are still considering your product gives them a glimpse into what life as your customer could look like. If you serve as a resource before they buy, you’re building trust with your prospect that is valuable in the long run.
10. Find common ground.
Your prospects want to find a connection with you, even if it doesn’t seem that way at first. Give them what they want by doing your research beforehand. Find something you have in common, and if you can’t make it your mission to find common ground in the first couple of minutes on your call.
The primary common ground with prospects who are interested in the solution you offer is just that — your product! Leverage this in your initial conversation with the prospect to see why they were interested in speaking with you. You’ll likely uncover a lot more information when they know you have something in common.
11. Make the decision convenient.
When tasks are inconvenient or complicated to complete, we’re less likely to do them. That’s one reason why businesses like Uber, Instacart, and Amazon are so ingrained into our lives.
Consider your prospect’s situation. As a sales rep trying to close a deal, your contract is likely not at the top of their list of things to complete. Making the decision easier for them could be the defining factor.
Perhaps you just need a simple “Yes!” in an email. Giving them a few bullet points that highlight the contract can be the difference between the deal closing in five minutes vs. five days.
Make it known that you understand that they have a busy schedule and you can augment the process to be more convenient. They’ll definitely appreciate the thoughtfulness.
12. Keep the conversation going.
If you don’t succeed in making the sale the first time you pitch, don’t be discouraged. By using the tricks above, you likely have built a level of trust with the prospect that is invaluable. The "no" could very well be a "not right now". Keep the door open with this prospect in case they change their mind, or are a better fit for a different offering. Here are a few ways you can keep in touch with your prospect:
Connect on social media: If you had a great conversation with a prospect, ask to connect on social media . Seeing what content your prospect shares will give you insight into what products they are using and how they feel about them. Not only that, when they see the content you share, it will keep your conversation and product top-of-mind.
Ask for feedback: If your prospect is open to providing feedback about your product and sales approach, take them up on it. This feedback provides useful information about how you could improve your sales process in the future and allows you to stay in touch with the prospect longer, which can be helpful for winning them over at a later date or with a different offer.
Attract Customers Online With These Strategies
Not being in person or on the phone poses a unique challenge for sellers as it's more challenging to make a personal connection to help persuade potential customers to buy. Attract customers online with our tips.
1. Provide them with social proof.
Remember when you were younger and your parents harped on the importance of drinking water, saving money, and eating a balanced breakfast? Now, think about how many podcasts and thought leaders you follow that say the same. You listen now, don't you?
No matter how many times you say something, people want to hear it from another source . This has little to do with logic and more to do with bias. People already have their minds made up after a brief encounter with you, your product, or the brand you represent. You can expand their perspective and gain their trust through social proof .
This can be done through highlighting user reviews, articles mentioning your product, or simply other influencers using your product and praising it online.
Example
When Tori Dunlap, founder of financial education platform Her First 100K , was featured in Glamour, she made sure to share it across her social channels.
When potential customers see that your product or service has been vetted and approved by an outside source, it adds credibility to your brand. The boost in popularity may also help convince them to buy.
2. Drive more traffic to your site.
Customers can’t make purchases if they can’t find your site, so making sure your site is Google-friendly is a must. Utilize search engine optimization (SEO) for an organic traffic boost.
Your brand should have a market niche you can target with content tailored to your audience. Each topic you write about should include related keywords you can use to help your article rank higher in Google’s search results. Once users click on your blog, make it easy for them to find your products using a well-placed call-to-action (CTA) .
Leverage your social media channels to increase engagement and drive more visitors to your site. Share your articles and other valuable content with your target audience. It’s important to note that organic traffic is not a quick fix, but more of a long-term traffic strategy.
For a quicker jolt of traffic, you can consider paid advertising platforms like Google Ads , Meta for Business , or TikTok for Business . Due to the added expense, going the paid traffic route may not be the best option for small businesses. However, if you have a dedicated marketing budget, paid advertising is a useful tool to have at your disposal.
3. Harness the power of email marketing.
Another method online businesses use to attract and retain customers is email marketing. Once you’ve reeled in users to your site with your amazing content, use a CTA to entice them to sign up for your email list or newsletter. This way you can market to them when they’re not on your site and keep your brand top of mind.
Example
UK-based design firm HE Creative sent the marketing email above giving me a heads up regarding their new offerings and limited free shippping. In addition to design services, they have a shop with apparel, accessories, posters, and children’s books with a punk rock aesthetic.
Sending a targeted email showcasing your new products is a great way to reengage customers. I hadn’t shopped with them in a few months, but I definitely browsed their shop after receiving the email.
4. Offer an introductory discount for new customers.
Discounts can be a useful tool when trying to attract new customers. It’s not uncommon to see eCommerce businesses offering a discount of 10% to 20% off first purchases.
Example
Women’s clothing brand NGO Bolingo utilized this tactic on their site by using the discount offer in a CTA.
Incentivizing potential customers with a discount is a great way to encourage people to take immediate action and make a purchase.
How to Sell More Products
What’s better than making a sale? Making even more sales. Here are our tips to help you boost sales.
1. Tap into your existing customers.
While it may be tempting to focus your efforts on attracting new customers, chances are your business is already sitting on a goldmine of existing customers. That’s right, your existing customers are more valuable than new ones. In fact, repeat customers spend more on each purchase than new, or first-time buyers.
Introduce them to your new products or retarget them with an email marketing campaign.
2. Introduce a referral program.
Another way to utilize your existing customers is to implement a referral program. Word of mouth is an incredibly valuable marketing strategy and there’s no better way to attract new customers than having current ones vouch for your product or service.
Encourage your existing, happy customers to share their experiences with their colleagues, friends, and associates. As an incentive for bringing in new business, you can offer them a discount or additional services for each referral they bring in.
3. Analyze competitors to see where you can add value.
Do you have competitors selling similar products or services? If so, it’s worth taking stock of what they offer and their marketing strategies. Compare pricing, products, services, and look at their customer reviews. If there is an area where they are falling short, you can capitalize on it by solving for the customer and providing more value.
For example, if you sell product management software, maybe you have an edge over your competitors because your platform has built-in analytics. Whatever your strengths over your competitors are, play them up.
4. Consider using abandoned cart software.
For online sellers, abandoned carts come along with the territory, but you do have options for encouraging customers to complete their purchases. Abandoned cart software is a tool that can help you figure out why customers are leaving your site before completing purchases and can also help you convert them to get more sales.
Plugins like HubSpot for WooCommerce can easily be installed on your eCommerce site, and include features like real-time customer reporting, recovery email templates, customizable coupon codes, and email collection.
Make Your Product Irresistible to Prospects
We’ve touched on a few different ways to sell your products and services to people who are ready to make a decision. The common thread that ties these tactics together is customer empathy. By appealing to your prospect for help, you’ll satisfy their desire to be heard and earn their interest in helping you close the deal — simply by asking for it.
This article was originally published in March 2021 and has been updated for comprehensiveness.
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**5.** <https://blog.hubspot.com/service/re-engage-your-customers>

17 Ways to Engage & Re-Engage Your Customers [+ Sample Letter]
Published:
March 19, 2020
Engaging a customer for the first time can feel much like approaching a crush that doesn't know you exist. You want to start a conversation, but you also want it to feel natural and sincere. If you come off as too eager or too interested in yourself, they'll probably move on to a competitor who has a better understanding of their needs.
Customer engagement is crucial to your business and it's a core step in HubSpot's flywheel model.
Knowing how to effectively engage your customers helps you attract and delight them at every turn in the customer journey . For service personnel, this means creating interactions that are positive, memorable, and unique to each customer. That's how you create an experience that sets you apart from your competitors.
Read on for some ideas for how your customer service teams can engage customers. Then, let's review some ways to re-engage old customers and look at a sample letter to help you do it.
How to Engage Customers
Provide self-service resources.
1. Monitor social media feedback.
Social media has become a powerful feedback tool that provides up-to-date insight into how customers are feeling about your brand. 47% of customers with complaints will use social media to voice their opinions and most expect a response within minutes. This creates an excellent opportunity for your service team to delight frustrated customers.
By responding to tweets, posts, and comments, your service team showcases your customer service quality. If you successfully resolve the issue and satisfy the customer's needs , your social media following will witness it as well. And, that can lead to conversations with new leads and free word-of-mouth marketing for your brand.
2. Attend industry events.
When you attend a major conference, you probably send a marketing manager or salesperson to represent your company. But, sending a customer service employee can be a great way to attract new customers and educate them about your product.
For example, every year HubSpot hosts, Inbound , a marketing conference in Boston. Aside from the Inbound staff, HubSpot also sends its customer support team to assist attendees as well. These employees provide customer support to HubSpot users who are attending the conference. And, if someone decides to download HubSpot while they're at Inbound, the support staff is there to answer any immediate questions.
3. Build a community forum.
Community forums are a fun way to communicate with customers who are passionate about your business or industry. They bring customers together, giving those who love your brand a chance to tell others why it's so great. You can also leverage your forum as a customer service resource where reps answer questions that aren't addressed in your knowledge base or FAQs .
One company that has a great community forum is Xbox . Not only does Xbox host a space where users can help each other, but it also rewards people for participating in the community. Users can become, "Xbox Ambassadors" and receive a free "Xbox Live Gold Membership," as well as free games and brand merchandise. In return, they create promotional content and provide product feedback that Xbox uses to attract and engage more customers.
4. Ask questions.
One of the simplest ways to personalize a customer interaction is by asking questions. If you're working with a customer over the phone, in-person, or in a chat thread, ask them a question that doesn't relate to the inquiry. Even asking about their day is a great first step to developing rapport with them.
The one note to consider here is timing. If a customer seems frustrated or eager to resolve the issue, it may not be appropriate to ask a personal question. They may think you've lost focus or aren't interested in resolving their problem. Instead, wait for a lull in the action where neither party is doing much talking and you want to keep the conversation going.
5. Follow up on customer feedback.
Collecting customer feedback is great, and putting it to action is even better. But, a step that's often overlooked is follow up. Reps should respond to customers whenever they leave a review, regardless if it's positive or negative.
If it's a positive review, your rep should thank the customer to let them know that their feedback hasn't gone unnoticed. If it's a negative review, reps should spring into action to prevent potential churn. Regardless of the situation, reps should be looking for ways to extend customer engagement after a problem is resolved.
6. Create a customer loyalty program.
Customer loyalty programs are effective because they add value to the customer experience that goes beyond the initial purchase. This keeps customers engaged and interested in your brand's content, even if they're not actively looking to buy at the moment. By giving them access to promotional deals and discounts, customers will continue to open your newsletters, read your ads, and consider your company's products until they're ready to make a purchase.
7. Host a company tour.
Sometimes it's not just the product that makes your brand great, it's the people and systems that are supporting it that are incredible as well. Giving an inside look at your company and how it operates is a great way to attract potential customers and make them fall in love with your brand.
One popular example of this concept is brewery tours. Breweries will often host tours where customers can walk through the facility and sample products. Since beer is an incredibly crowded industry, this creates a personal connection between the brand and its customers. Customers don't just buy the beer because they like the taste, they buy it because they have the memories of touring the facility and engaging with the staff.
8. Provide self-service resources.
Customer self-service is often viewed as a retention tool, however, it also engages people who haven't purchased your product. For example, Hyundai has augmented reality user manuals where customers can explore the interior of a vehicle through overlayed features on a tablet's camera.
Image Source
This service simplifies what could be a confusing user-interface. Instead, customers know exactly what each function does inside the car and can recall information without having to ask the sales rep. This reduces friction within the customer experience and helps salespeople close deals.
These tips should help you attract and engage new customers. But, don't make the mistake of overlooking one of your most valuable assets: existing customers. But reconnecting with them after months have gone by isn't always easy. It can feel awkward and uncomfortable, which is why so many people fail to re-engage them.
If you can learn to actively re-engage your existing customers on a regular basis, you'll stand out from the competition -- and find way more business in the process. Implement these simple tricks to re-engage your existing customers and drastically improve your retention rates this year.
How to Re-Engage Your Existing Customers for More Business
1. Send them a valuable note in the mail.
Your customers are probably inundated with phone calls and emails all day long. That's why an old-fashioned letter in the mail packs a big punch when it comes to re-engaging them. Write each of your existing customers a short note, accompanied by something valuable: an article they'd be interested in, a newsletter about their industry, or some other item that conveys useful knowledge.
Be sure to handwrite the address on the envelope and the note inside to make it as personal as possible. This simple act will strengthen your relationships and give customers a reason to think about you in a positive way.
2. Reach out with a "happy birthday."
Spend some time researching your customers on Google and Facebook to find out their birthdays (without being too creepy). Enter each date in your calendar or CRM so you'll automatically be reminded every year when their birthdays roll around. It's never been easier to discover someone's birthday, but the vast majority of salespeople and customer service reps don't say "happy birthday" to their customers. Stand out from the crowd by sending them a birthday email -- or, better yet, send them a physical birthday card in the mail every year.
3. Ask for introductions to new customers.
This trick has two powerful benefits for you: You'll reconnect with existing customers while simultaneously getting leads for new business. Give your customers a call and ask if they'd be willing to introduce you to some people in their world who might benefit from your product or service. A conversation like this is a powerful way to re-engage customers you haven't spoken to in a while and remind them of the benefits of working with you. If you're persistent with this approach, you'll also generate new leads .
4. Regularly request customer feedback.
To make your customers feel valued, understood, and important, ask them for feedback. One of the biggest mistakes you can make is not regularly requesting customer feedback -- on everything from their products and services to the current state of the industry. Your customers will love being asked for their opinions, and you'll also learn a great deal from their responses. Create a scheduled plan for sending emails and surveys to request feedback from your existing customer base every few months.
5. Host a customer event twice a year.
Everyone loves being invited to exclusive events, and your existing customers are no exception. Hosting events is a powerful way to compel your existing customers to reconnect with you face-to-face. Rent out a room at a local hotel or restaurant and plan to share some exciting new industry insights. If you host a private event like this twice a year, you'll ensure you don't lose touch with your customers for more than six months at a time.
6. Invite them out for a bite to eat.
Treat your existing customers to breakfast or lunch. This vastly underutilized strategy is an easy way to strengthen your bond with them. Meet your customers near where they work during the week, and use a quick meal as an opportunity to find out what's new in their world and remain top-of-mind.
7. Call them with a clear purpose.
When you pick up the phone to re-engage your existing customers, make sure you have a reason to do so. Just saying things like "hi" or "I'm checking in to see what's going on" is a surefire way to annoy your customers and make them start screening your calls. Instead, have a clear purpose in mind when you call. Maybe you want to tell them about your company's newest offer, or let them know about a special deal that's going on this week. Whatever it is, it must be valuable enough to warrant a phone call during their busy day.
8. Send them your favorite business book.
What's the best business book you've read in recent years? It's time to put together packages for your existing customers. Include a personalized, handwritten note to each, explaining why you loved the book and think they would enjoy it too. Very few organizations reach out to their customers in this way -- you'll immediately set yourself apart. And your customers will think of you every time they see the book sitting on the shelf in their office.
9. Share their content on social media.
Make sure you're following your customer on different social media platforms so you can keep in touch with them. By keeping track with what they're posting and what's happening with their company, you'll be able to identify what cross-selling or upselling offers will be the best fit for them, and you'll be able to build rapport with them by sharing their accolades and published writings to keep up a business friendship.
Sample Letter to Reconnect with Old Clients
Here's a template you can use to reach out to re-engage your clients via email to re-open the lines of communication:
Hi [Customer],
I hope you're doing well! How were the holidays for you? I hope the beginning of 2019 is treating you and [Company] well.
I saw your LinkedIn post about [Topic] earlier this week, and I wanted to check in to see if you wanted to hop on a call and talk about your [Topic] strategy for the year. We've launched a few new tools in the last year that might be helpful in your approach that I'd love to tell you more about. What's your schedule like this week?
Hope to hear from you soon,
[Your name]
To learn more, read our list of tips to upsell and cross-sell your customers.
Don't forget to share this post!
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**6.** <https://www.forbes.com/sites/allbusiness/2020/02/28/attract-new-customers-small-business-tips/>

10 Great Ways To Attract New Customers To Your Small Business
Press play to listen to this article!
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Share to Linkedin
By Rieva Lesonsky
Was one of your resolutions this year to increase your customer base? Here are 10 tried-and-true tips to help you attract more customers.
1. Offer new customers discounts and promotions
Consumers today are still looking for value and deals. Lure them into your business by offering introductory discounts, or have specials such as buy 2-get-1-for half-price or free gift wrapping for the first three purchases. Bargains like these can attract new customers who have been considering doing business with you but needed an incentive to actually change their shopping habits. Then track what they buy and which offers they redeemed so you can better target them with future marketing messages that will cement their loyalty.
2. Ask for referrals
Once you gain a customer’s loyalty, put that to work for you by asking them for referrals. Current customers are one of the best sources of new customers. But you can’t be passive and wait for your them to bring colleagues, friends, and family to your business. Instead, take control and create a systemized approach to actively solicit referrals from your satisfied customers.
These 10 tried-and-true tips will help you attract more customers.
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Build referral-generating activities into the sales process. Send follow-up emails to make sure customers are happy with their purchases, and then follow that up with another email asking for referrals. Consider offering incentives if the sale price warrants it.
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3. Recontact old customers
Go back to your lapsed customers contact list and market to former customers who haven’t done business with you for a while. Create a regular schedule to do this (say quarterly) and select customers you haven’t seen in six months. Reach out to them via email, direct mail, text, or phone with a “We miss you" message, offering some type of deal or promotion if they’ll come back.
4. Network
There’s no better way to raise brand awareness than meeting new people, telling them who you are and what you do. Join your trade association, your local chamber of commerce, and networking organizations. Attend Meetup events. If you own a local business, even going to PTA meetings can be a good networking opportunity. Approach networking with a “How can I help you?” attitude, rather than thinking, “What’s in it for me?”
5. Update your website
Online search is the primary way both consumers and B2B buyers find new businesses. That means your website has to do the heavy lifting so customers can find you. Review your search engine marketing and search engine optimization tactics and techniques, including making sure your site is mobile-friendly.
Even your site design makes a difference. Too many graphics can slow your site’s load speed, which is a customer turnoff. If you don’t have the in-house expertise, hire a website design company and/or SEO expert to help.
Other Articles From AllBusiness.com :
17 Key Lessons for Entrepreneurs Starting a Business
6. Partner with complementary businesses
Teaming up with businesses that have a similar customer base, but aren’t directly competitive, and then strategizing how you can market to one another’s customers to drive new business is a smart way to attract new customers while not spending a fortune. For instance, if you sell baby products, working with a business that sells maternity clothes would be a great partnership.
7. Promote your expertise
By showcasing your industry expertise, you can generate interest and even create buzz, which can help you attract new customers as well as get more business from your existing client base. Volunteering to speak on industry panels, giving a webinar or workshop, speaking at industry events or to groups your target customers belong to, or holding educational sessions are just a few ways you can make a good impression with potential new customers and clients. This technique works particularly well for B2B business owners.
8. Take advantage of online ratings and review sites
Consumers, both in the B2B and B2C worlds, frequently turn to online ratings and review sites before they’ll do business with a company they are not familiar with. So make sure you monitor those sites and respond to any complaints. Make the most of positive reviews by linking to them on your website. Post signage in your store, office, restaurant, or other location encouraging customers to add their perspectives. Social proof is powerful, and new customers are more likely to give your business a try if they see others praising it.
9. Participate in community events
Surveys show most people like to support local, independent businesses. Raise your profile in your community by participating in charity events and organizations. Sponsor a local fun run, organize a holiday “toys for kids” drive, or supply a Little League team in your city with equipment. All this raises your profile, which helps attract new customers.
10. Bring a friend
This idea is similar to referrals but requires customer participation. Offer “bring a friend” deals to get your loyal customers to introduce their friends and colleagues to your business. For instance, a restaurant could offer a “buy one entrée, get a second for free” special to attract more customers.
Think of these strategies as a starter list. Add your own ideas. The key is to get started now so that when next year rolls around, you’re already selling to an expanded customer base.
I am CEO of GrowBiz Media, a media and custom content company focusing on small business and entrepreneurship. Email me at rieva@smallbizdaily.com , follow me on Twitter @Rieva , and visit my website SmallBizDaily.com to get the scoop on business trends and sign up for my free TrendCast reports. Read all of Rieva Lesonsky’s articles .

**7.** <https://www.businessnewsdaily.com/10330-connect-with-customers.html>

Customizing your user interactions improves relevance and authenticity.
2. Respond to concerns.
Don’t just be available when your business is doing well or your customers are satisfied. If you want customers to trust and respect you, you need to earn it by proving your dedication to making them happy.
For example, ParkMobile received a one-star review from a man who complained that the app was inconvenient and took time away from his date. Instead of ignoring the comment or making excuses, Ziglar said, they contacted the reviewer directly to express their remorse and offered a gift card to the exact restaurant where he had been that day.
“He really appreciated the gesture, and we turned a ‘hater’ into a huge ParkMobile advocate,” said Ziglar. “He even let us feature his story in a social media campaign.
Tip
Responding to customer concerns builds trust.
3. Go above and beyond.
Ziglar’s story about his interaction with the unhappy-patron-turned-advocate leads us to our next tip: Go above and beyond for your customers. As a small business owner, you will likely have a close connection to your customers, and you can use this to your advantage. Offer special discounts for customer loyalty, recommend specific products based on what you know about a customer’s interests , and always remedy an unpleasant experience.
Some customers will have a negative experience with your brand. However, your job is to ensure your customer or client’s experience ends well. Exceptional customer support will keep them coming back for more.
“Sometimes, you have to go above and beyond to build raving fans of your business,” Ziglar said.
Tip
Going above and beyond for customers can increase their perception and loyalty to your business.
4. Follow up.
Following up is an easy way to earn customers’ appreciation. No one likes to file a complaint or ask a question, only to hear radio silence. Respond to customers throughout their buying journey so they build a connection with you. This is also a great way to keep your business top of mind for your customers.
If an existing customer purchases a new or unique product, follow up with them to make sure they enjoyed it. Thank customers for doing business with you. Everyone likes to feel acknowledged. Follow-up is also a great way to identify unhappy customers before their unsatisfactory experience ends with a negative review online.
Did You Know?
Did you know
Following up with customers communicates to them that they matter and helps you identify poor customer experiences.
5. Keep it personal, not transactional.
Peelu Shivaraju, the owner and operator of a Money Mailer franchise in Michigan, says being more personal with customers strengthens your bonds with them.
Rather than being aggressive when selling, try to be more consultative and conversational so clients understand your intentions are pure, Shivaraju recommended.
“Nobody likes a salesperson,” he said. “Don’t go in talking about your product; go in and ask them questions about their business.”
Key Takeaway
Key takeaway
Speaking to your customers in a conversational and personal tone can improve their perception of your brand.
6. Focus on face-to-face interactions.
It’s common to experience miscommunications when using technology as the primary source of contact. While emails and telephone calls are convenient, nothing beats face-to-face contact.
You can understand your customers better in person than over the phone or through a screen. Shivaraju makes it a point to drop in on clients to introduce himself and establish both a professional and personal relationship with them.
“I like to get to know my clients, what their businesses are all about,” he said. “I do a lot of research about their business and ask them lots of questions to genuinely show interest. I want to learn everything I can to know how best to help their business.”
It’s easier to learn about a client by talking to them in person. However, some people feel more comfortable speaking to you from a distance. Shivaraju advised asking your clients what their preferred method of communication is and sticking with that.
Tip
Use a customer’s preferred method of communication to maintain a positive relationship.
7. Be active on social media.
Companies benefit from having social media accounts; however, simply having a social media account is not enough – you need to be actively engaged. A recent survey shows that 40% of users expect a brand to respond to them within the first hour of connecting, and nearly 80% expect a response within the first 24 hours.
Many shoppers see whether a company has an online presence before they will do business with them. Customers are already using social media platforms to browse new products, leave reviews and share favorite items with their friends, and you should meet them where they are. Interacting on social media can help your company’s brand shine, and it is a great way to stay on your customers’ minds and feed.
Customers are constantly reviewing and talking about brands on social media, and there is a good chance your company will be the topic of discussion at one point or another. Actively engaging customers on social media and responding to social media comments are great ways to direct the narrative about what is being said about your brand. It can also allow you to resolve negative comments as soon as they arise. [Read related article: Social Media for Business: A Marketer’s Guide ]
Your specific platforms will depend on your brand and following (e.g., Twitter, Facebook, Instagram, YouTube, Pinterest).
Did You Know?
Did you know
Create social media accounts on your customers’ platforms. Respond quickly to questions and concerns that come in from customers through these channels.
8. Grow with your current clients in mind.
If your customers are happy, your business will continue to develop. Shivaraju said not to get too caught up in quick growth, especially if it means giving less attention to clients and jeopardizing your customer service.
“I understand that business owners are always busy, so I always try to work around their schedules,” he said. “All new clients get a follow-up visit after the first mailing goes out, as well as another in a few months to see how it’s going. As long as [clients] give me a reasonable window of time, I’ll always make myself available at a time and place of their choosing. My clients always come first.”
Key Takeaway
Key takeaway
Prioritizing your existing customers over acquiring potential customers is a great way to build long-term loyalty .
9. Show your appreciation.
Just as you would with supportive friends and family, make sure your customers know you recognize their importance.
Shivaraju appreciates two important groups of people: “The first is to my clients. They pay me money, so it’s my responsibility to create the best possible ad I can for their business and get them high-quality new leads. The second is to the consumers of my product. I need to have my envelopes filled with quality hyperlocal content, filled with businesses that me and my family are comfortable doing business with so that they get opened and used.”
Shivaraju mails out envelopes to his consumers, thanking them for purchasing local goods and services. He also recommended sending holiday cards and discounts to show gratitude.
Tip
Showing customers that you appreciate them can improve their connection to your brand.
10. Survey your customers.
A great way to stay informed about your customers’ wants and needs is by sending out surveys . For example, your business can send out occasional customer surveys to elicit customer feedback on what products they like best, what changes should be made to existing products and what products should be added to your line. When your customers feel like they have input on what you are providing, it can help build loyalty.
Additionally, surveying your customers can help improve your overall product or service offering and cater to your customers’ wants. This can result in higher sales, which means more money in your pocket.
Did You Know?
Did you know
Use customer surveys to gain customer insight and improve your offerings.
Skye Schooley contributed to the writing and reporting in this article. Source interviews were conducted for a previous version of this article.

**8.** <https://www.bakercommunications.com/archive/sep13/sales090113.html>

The 3 Levels of Customer Interest
By James A. Baker
Founder and CEO
Baker Communications
Most of the time, customers do not come to you knowing exactly what they want to buy. They may not think they need to buy anything, or at least not right now. They may know they need something, but not exactly what. They may think they know what they want - but they might be wrong.
Your job as a sales representative is to evaluate both the customer’s situation and their level of interest. Some experienced salespeople may know immediately how to solve the customer’s problem, but then make the mistake of assuming that the customer also understands their reasoning and accepts their solution. Trying to push a solution on the customer without involving them in the decision-making process is a huge mistake that erodes trust and causes the customer to push back. The representative needs to help the customer understand and acknowledge his own situation and its implications, so that the customer can help create and select a solution.
The Three Levels of Customer Interest
Customers actually have three levels of interest:
Numb
The numb customer has no concern or interest. The customer is indifferent or happy with the status quo. He may feel he has no reason to act, but perhaps he is in denial, or is misreading the situation. The numb customer is often misinformed, unrealistic, or poorly advised. He rationalizes a way out of recognizing his current need.
Pain
The customer has a real need that is hurting his business. This pain is causing anxiety for the customer, and while he now sees and admits the problem to himself, he might not share his concerns freely with the salesperson. What the customer has right now does not meet his current needs. He is in the market for a solution, but if no solution is found, he will rationalize his way back into a state of numbness.
Ready to Act: Â
The customer who is ready to act acknowledges his problem, has worked through the diagnostic process with the representative, and has explored and discovered a good solution.Â
Moving Through the Levels of Interest
The customer is focused on one thing: his own priorities. He is looking for specific solutions or benefits that resolve the gaps in his business. The only question he wants answered is: “What’s in it for me?”
The key to helping a customer move to a “ready to act” level of interest is clearly spelling out the value that you can offer to meet his explicit needs. You must be a companion on his journey, staying in sync with his emotional state and helping him discover both the root of his problem and the value of your solution - what is in it for the customer.
The customer is unlikely to volunteer information about his explicit needs unless you ask questions. Once you get him talking and he does articulate a need, one of the best ways to use the information is to incorporate it into a FAB or benefit statement. Benefit statements can be used to build value during the call and to communÂicate the solution to defined customer problems.
Take the need as explicitly stated by the customer, and outline:
Feature - a specific feature or service characteristic that you can offer
Advantage - what the feature or service offering does for the customer
Benefit - connect the dots between the feature and his explicit need, stating specifically how it will help him with his problem and what value he will gain By asking diagnostic questions and using FABs to demonstrate to the customer in specific terms “what’s in it for him,” you can help him move from numbness, through pain, and become ready to buy.
Baker Communications offers leading edge training solutions for sales makers and sales managers that will help you address the goals and achieve the outcomes addressed in this article. For more information about how your organization can achieve immediate and lasting behavior change that will uncover new opportunities, drive revenue, and boost your bottom line, click here .
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Contact us for more information on our sales training products and services

**9.** <https://www.accessplanit.com/en-gb/ap-blogs/3-tips-to-become-incredibly-interesting-to-customers>

3 Tips To Help You Become Incredibly Interesting To Your Prospects
Blogs Customer experience strategy Training business growth
This post originally posted on Hubspot.com
For the longest time, sales were built on the idea that a rep would reach out to a prospect about a product they might (or might not) be interested in, and attempt to foster a deal through cold calling and high-pressure tactics. It was a process that was built on the potential customer having no initial information.
Now, your potential learners are on a different playing field. Through their own independent research, modern buyers tend to be more well-informed about your service before they ever speak to you. Today, effective sales processes are built on reaching out to prospective learners who have already expressed interest in a course, and helping to guide them along their decision-making journey.
The best training businesses now focus on developing and maintaining relationships, rather than pushing their courses, and this helps them sell smarter. Relationship-focused sales, significantly outperform traditional, transaction-focused techniques.
Read: Understanding Buyer Behaviours To Generate More Sales
According to sales experts, becoming fascinating to your potential clients and buyers is extremely important. The way to do this, is to demonstrate your interest in them and what they do. In other words, to be interesting, you should be interested. Here are three tips to help you kick off this highly effective feedback loop.
1. Ask questions
Any good relationship starts with asking questions. But not just any old query will suffice. In order to really get to know your future learners, you have to ask the right questions .
To show your interest in a prospective customer, ask open-ended questions and be personal.
Here are some great starter questions you can ask your potential customer, that demonstrate your interest. Taylor these to your situation and that of your clients:
Tell me about your goals for training and how you plan to achieve those goals?
How can we best help you achieve these goals?
Walk me through how successful training will enable you to reach your personal goals.
What do you want our business relationship to look like?
What made you decide to start this training right now?
Is this solving a problem you’re facing across all, or some parts of your business?
What’s your end goal for this training?
Just as important as the questions themselves, is the way in which you present them. To signify interest, use your prospect’s name throughout the conversation. Research has proven that a person’s name is an incredibly compelling word that can spark and sustain attention.
In addition, watch your tone. The goal is to come off as friendly and helpful. Keep your tone positive, to signal your interest and ability to help this person.
Finally, if you’re meeting in person, focus on your body language . Avoid actions like crossing your arms, or slouching. Instead, lean in to show focus; smile, and maintain good eye contact. All of these are small cues that can make your pitch dramatically more effective.
2. Listen to the answers
Just as important as asking questions, is actively listening to your prospect’s answers. Active listeners are perceived to be highly emotionally aware, and can make the people they speak to feel better about themselves. Asking astute follow-up questions that build on prospects’ answers, enables you to become more connected with your potential new clients.
But this is easier said than done, as humans tend to be naturally bad listeners.
To become a better active listener you have to practice. Here are a couple of ways you can practice:
Intentionally ask several open-ended questions next time you go to lunch with a coworker, and then try following up on each of their answers.
Also, practice letting them finish their thoughts, before you interject into the conversation. Interrupting can deter the flow of a conversation. By letting a person finish, you demonstrate your curiosity in what they have to say and your desire to hear their thoughts.
Here are some follow-up questions to use in your next sales call:
Wow, that situation sounds intense. How are you dealing with it?
What would you have done differently, with the perspective you have now?
How can you see this type of training helping you fix your problem?
Could you tell me more about that?
Can you be more specific about X?
3. Follow their story.
Most companies now maintain websites, blogs, and/or social media accounts, and companies that are interested, keep tabs on these channels. Again, sales are built on relationships. If you know your prospect’s story, you can actively show your interest in them by dropping strategic bits of research and kicking off a conversation that makes them interested in you.
Here are a few ways to follow along:
Follow them on social media.
This is as simple as it gets. By following your prospect and their company on Twitter or Facebook, you’ll automatically get all the content they’re putting out into the world without ever having to look for it. Checking up on their story will simply become part of your day-to-day.
After you follow them, strike up a conversation. Send them a Facebook message or retweet something they posted on Twitter. This is an easy way for your name to become familiar to the people in the company, so when you reach out, they already know who you are and are primed to respond.
Subscribe to their newsletters.
By subscribing to the company’s newsletters, you’re getting an inside look at how the business is operating. What do you notice about the newsletter in terms of content, language, images, etc.? What news does it advertise? How often are they sending updates out? All of these details can inform your approach when you send your initial message.
Comment, like, share, engage.
Finally, once you’ve consumed the available content, start engaging. Comment on a blog post and ask a question. Offer counterpoints to what they’re saying can spark a debate. After all, the point of gathering information about your buyer is to prepare to start a relationship. And that relationship won’t begin until you reach out and start a discussion.
To be interesting, you need to be interested in your prospects. The old sales playbook dictates that sales reps should increase their appeal by bragging, inflating their self-importance, and sometimes, bending the truth. The new playbook holds that sales reps should demonstrate an interest in their buyers to truly connect with them, and eventually convert them into a customer.
About the author
Mike Renahan - LinkedIn: https://www.linkedin.com/in/michaelrenahan/
Mike is a Customer Success Manager at HubSpot . He is a People person, data-driven, always learning and helping companies grow better.

**10.** <https://martech.org/10-steps-target-connect-potential-customers-effectively/>

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**your website**

**1.** <https://www.forbes.com/advisor/business/how-to-make-a-website-for-your-business/>

On Squarespace's Website
How To Make a Website: A Step-by-Step Guide to Get You Going
Your website is the most effective sales and marketing tool in your arsenal. In just five easy(ish) steps, you can create a beautiful personal or business website that engages visitors and excites them to work with you. Here’s how to get started.
1. Pick a Domain Name
A domain is the unique name of your website.
You can choose any name you want, but it’s best to have one that matches your business or professional name. Not only does this keep your branding consistent, but it can also significantly impact how you appear in search engine results. A good domain name may help you place higher in rankings, which can increase the number of people who click to access your site.
As you’re brainstorming domain names, heed these helpful tips:
Include keywords relevant to your business to boost your visibility in search engines.
Ensure it’s easy to spell.
If you have trouble brainstorming, use a domain name generator as a jumping off point.
Keep your domain short to make it easier for visitors to remember.
Avoid abbreviations, acronyms, hyphens and numbers.
Aim to use traditional top-level domains, or TLDs, such as .com or .net or one that best relates to you or your business.
Make sure no one else is already using it. While you can purchase a domain from someone else, this can get expensive. You may be better off picking another name or using a different top-level domain, like .net, instead.
2. Register Your Domain and Pick Your Design and Hosting Providers
Once you’ve settled on a domain name, you’ll need to register it with a domain registrar. You can do this using a website like Domain.com or Network Solutions. Keep in mind that these providers simply register ownership of the domain for you, which may cost between $10 and $20 per year, depending on your TLD.
You’ll still need to find another provider to host the URL where you will build your website and potentially use another program to design it. To simplify things, you may choose to register your domain at a provider that offers registration, hosting and design capabilities.
If you don’t have much, or any, coding experience, you may want an all-in-one option like WordPress, Squarespace or Wix.
If you choose to use separate companies to manage your web hosting and designing, look for a hosting service that offers perks such as tech support, a free domain name or Secure Sockets Layer (SSL) certificate .
You should highly weigh the SSL certificate as it’s a global standard security technology that enables a secure connection and protects your and your visitors’ data and sensitive information. Simply put, this security measure adds the S in HTTPS at the front of a website’s URL. Search engines and visitors look favorably upon it.
These features are more common with all-in-one providers, but there’s no guarantee, so be sure the one you choose offers them before you purchase a plan.
Popular web hosts with and without built-in design integrations are Bluehost , DreamHost, GoDaddy and InMotion .
If your web host doesn’t provide any integration features, some third-party design programs you might consider are Canva and Adobe Creative Cloud applications. You can create designs on these platforms and embed them onto your website pages.
3. Add Useful Pages and Engaging Content
You have many options when it comes to how you organize your content about your business and its services.
That said, strive to include these important pages on your website:
A striking homepage. The central hub of your business website should captivate people and tell them exactly what you do and whom you serve. Incorporate eye-catching graphics, readable fonts, concise and clear descriptions and enticing calls-to-action.
An enlightening ‘About Us’ page. Share the origin story of your business. Highlight your achievements, mission and values. You can also introduce any team members to foster deeper connections with customers.
Booking or shop page. Drive more revenue and integrate a third-party online scheduling platform or an e-commerce platform, such as HoneyBook or WooCommerce.
An accessible contact page. Include social media accounts, emails, phone numbers, addresses and a contact form to make it easier for people to reach you. If it fits your business, add your operating hours, too.
Memorable content. Sharing compelling content establishes you as an expert in your industry and helps grow a loyal community for your business. This might include blogs, videos, podcast episodes, case studies and more. As a bonus, this content may help boost your ranking in search results and increase site visitors.
A robust FAQ page. Giving answers to common questions not only helps build more trust with your brand, but it may also reduce the number of calls and support tickets you receive.
Testimonials and press coverage. Boost your credibility by sharing your successes. Create a page that shares positive reviews about your services and include any mention of your business in notable media outlets.
4. Optimize Your Website for Search Engines
Search engine optimization, or SEO , is the practice of refining your business website so your pages rank higher in search engine results pages (SERPs), most notably Google. It’s what helps people find you.
As you build your website, keep these basic SEO practices in mind to increase your visibility and drive more traffic:
Use relevant phrases, called keywords, throughout your posts and pages. Don’t use keywords just for the sake of them, though. Make sure your choices are intentional. Overuse may negatively impact your ranking.
Consistently publish valuable content for your customers or readers.
Perform routine content audits or cleanups to see what you can consolidate or refresh.
Keep your website’s loading speed as low as possible by optimizing images or enabling browser caching. These tweaks can help your webpage rank higher in search engine results. You can measure your page speed on GTmetrix . (Learn more about the importance of webpage loading speed .)
Ensure your design and content work properly on computers, mobile phones and tablets. Do not underestimate your website’s performance on mobile devices. Up to half of web traffic now comes from smartphones.
It’s great to have a beautifully designed business website, but search engines want to see more than that to establish your authority when they index it in their search results.
As you optimize your site for search, make sure you’re keeping your visitors in mind. You’ll want to choose easy navigation systems and build pages that enable fast load times. To accommodate a range of user abilities, follow Section 508 guidelines to make your site as accessible as possible.
5. Review Your Site Before You Hit ‘Publish’
Before you unleash your website into the real world, you’ll need to test it to make sure it works properly.
Among other things, make sure you:
Read through your content to ensure everything is accurate and error-free.
Check for any broken links.
Remove any filler content from your website theme or template.
Test your website across browsers like Google Chrome, Mozilla Firefox, Safari and more.
Connect your website to Google Analytics to monitor its performance.
Once you’re ready, hit publish. To help drive traffic to your newly minted website, share it with friends, market it with clients and include it on your LinkedIn, Twitter, Instagram, Facebook and other social media profiles.
Keep Your Site Up to Date
You aren’t done with your site the minute you hit publish. To remain high in search rankings and improve your visitors’ experience, you’ll need to consistently maintain your website. Consider adding the following to your webmaster to-do list:
Use webmaster and analytics tools, such as Google Analytics, to monitor how people use your site. Some website engagement metrics to track include bounce rates, click-through rates and average session duration.
Regularly update your website with blog posts, products and promotional offers.
Perform monthly reviews to ensure all aspects of your website, including internal and external links, pages and plug-ins, are working as intended.
Update your “About Us” page with new team members or achievements.
As time goes on, you may want to foster relationships with other business sites to establish credibility and improve your SEO. When other important websites link to your website, search engines see your site as more credible and worthy of being ranked higher in the results.
Frequently Asked Questions (FAQs)
Do businesses really need a website?
Yes, every business really should have a website. Even if you’re not looking to sell online, a website is a vital component in marketing as it enables people to find out about you online, which can drive sales offline.
How much does a website cost to make?
Websites for standard small businesses, personal use or portfolios can range from free to $20,000 upfront—or more, in some cases. Final and recurring costs are based on your web hosting package, add-ons, design, SEO and other customizations. For an average small business website, you can expect to pay between $4,000 and $10,000.
Should I build my website or pay someone else to do it?
If you have a sizable budget and don’t want to handle any design or technical aspects yourself, it may make sense to hire a designer. Otherwise, you can create your own website using beginner-friendly platforms like WordPress, Wix or Squarespace.
How much does it cost to upgrade a website?
Each company charges a different amount to upgrade a website. Generally, you will have to pay for a domain name, which can typically be purchased for $12 to $60 per year on a website like GoDaddy. The simpler and easier to remember the domain name, the more expensive you can expect it to be. Upgrading to Wix’s Pro plan will cost $23 per month (billed annually), while upgrading to Weebly’s Professional plan will cost $16 per month (or $12 per month if billed annually).
Is it possible to make a free website?
Yes, it is possible to build a website for free. Granted, most of the platforms that offer a site for free either use a subdomain or display third-party ads, both of which will make a business website quickly look unprofessional. However, they can be a great way to build a site without any upfront cost. Learn more about how to build a website for free .
How do I buy a domain name?
A domain registrar service will let you quickly search for available domains. Once you’ve chosen one that you like, the service will walk you through the checkout process and offer guidance on how to connect your domain to your site.
Was this article helpful?

**2.** <https://www.wix.com/>

1.
Is it easy to build a website?
Yes. Wix offers a few different ways to create your own free website, so you can choose the creation process that works best for you. Need to get online fast? Answer a few simple questions and Wix ADI (Artificial Design Intelligence) will build a website for you. If you want more design freedom, choose from hundreds of templates or even start from scratch and drag and drop the website design features you need in the Wix Editor.
2.
Can I create a website without knowing how to code?
Absolutely. Wix is for everyone and makes it possible to create a high-quality website without knowing how to code. In the Wix Editor, you can drag and drop any feature you want and customize it to match the look and feel of your site. Of course, if you do know how to code, you can add advanced functionality to your site with Velo.
3.
Should I use a website builder or hire a web developer?
The free Wix website builder is intuitive to use. Looking for a specific web service? Explore the Wix Marketplace to find a certified freelancer or agency at a price that fits your budget.
4.
How do I build and host my site for free?
When you create a free website with Wix, you get reliable, scalable and free web hosting. All your web content will be stored on secure servers located around the world. So no matter where your visitors come from, your site will load fast.
5.
How can I make sure my data and my visitors’ data is secure?
At Wix, we take care of security for you. With every site you get enterprise-grade security . From threat prevention to real-time detection and rapid response, security is fully managed by our dedicated team of experts—24/7. This includes data encryption in transit using HTTPS, TLS 1.2+ and an automatic SSL certificate.
6.
How do I create a free website with a custom domain?
You can create a free website with Wix that comes with a Wix domain. To instantly look more professional online, get a custom domain name . It adds credibility to your brand and helps visitors find you online. You can start building your brand by using your domain in a custom email address (info@mystunningwebsite.com), your social channels, email marketing campaigns and more. For inspiration use our Business Name Generator .
7.
How can I optimize my site for SEO on Wix?
All Wix sites come with best-practice SEO defaults, including utilizing server-side rendering, customizable meta tags for all site pages, structured data markup, dynamic XML sitemaps, and more. Plus, you get a suite of built-in SEO tools to help you compete in organic search. Learn more .
8.
Is my site optimized for Core Web Vitals (CWV)?
Every new feature, component and element that we create is built with performance in mind, so no matter what type of business you have, you can create a high-performance website. Over the past year, we’ve managed to achieve dramatic improvements for CWV and increased the ratio of Wix sites in the Google CrUX report with good scores for all three CWV by over 10x. To learn more about how Wix prepared for CWV, check out this webinar we hosted with Google .
9.
Can I use a website builder to create a landing page?
Yes. You can create any kind of website with Wix. Explore beautiful HTML landing page templates in the landing page builder to get started.
10.
How can I design a logo for my website for free?
You can design your own logo for free with the intuitive Wix Logo Maker . Any logo you create is ready to go in high resolution for digital or print so your brand stays consistent.

**3.** <https://www.website.com/>

Beautiful websites for any goal.
Whatever the industry, make your online presence stand out.
Photographer Portfolios
Showcase your work online with professional layouts, engaging galleries, and simple contact forms.
Life Coach Websites
Build client trust with a professional online presence. Add a blog, testimonials and forms. Optimize with third-party integrations.
Small Business Sites
55% of consumers search online before making a purchase. Create a professional website with the features you need to grow your business.
Online Stores
Get the tools you need to power your online store. Beautiful product galleries, diverse payment methods, member checkouts, and more.
Real Estate Websites
More than 51% of buyers find their homes online. Create your real estate website with engaging galleries and professional features to gain trust and enhance your sales.
Therapy Sites
Speak to your ideal client and express your therapy specialization with website designs loaded with industry-specific content.
Reach international heights with multilingual sites.
Easily cater to site visitors from across the pond. Our website platform allows you to create a multi-language website so visitors never miss a beat - no matter where they are.
FAQs
How to make an online store for free?
With a free Website.com plan, you'll have the ecommerce tools to set up your online store and add products right away. You have the option to add advanced functionality and marketing features as your business expands.
Here are the steps to make an online store for free with our tools:
Sign up for a Website.com plan.
Open the Store Manager in the website builder.
Set up your online store with contact info, payment methods, shipping & tax rules.
Add products, images, prices, inventory and more.
Organize products into collections, and customize your website design.
Promote your store with advanced SEO and marketing features as your business grows.
We're committed to helping you get online and grow your business, which is why Website.com doesn't take any commissions on your sales.
How much does a website cost? What does a Website.com subscription include?
The cost of running a website can be broken into 3 main elements: the domain, hosting, and the way to make the website.
A domain is the unique web address that visitors can type into the browser to find your website, e.g. www.website.com. A domain name is typically a yearly cost, ranging from around $20/year and up.
Website hosting allows your website files to be stored and seen on the internet. This is typically a monthly ongoing cost, usually around $14.99/month and up.
The website platform used to create a website is another factor to consider. The cost of making a website may vary depending on whether you choose a DIY approach, or hire a web designer or developer. Hiring a web expert can be a significant expense that generally requires an initial design cost and an ongoing maintenance fee.
With Website.com premium plans, everything is included to create your website, including a professional domain name for 1 year, web hosting to host your content, and a website builder with easy tools to create your site, sell products, reach international audiences, and market your online presence. Premium plans range from $3/month (promo price for the first year), which is an extremely cost effective way to own a professional website.
With a free Website.com plan, you can get a free website name and get online entirely for free. Keep in mind that Website.com premium plans include a professional domain name registration, more website pages and advanced features to lend more professionalism to your site.
Your web content will be stored on our secure servers located in Vancouver, Canada.
How easy is it to make a website? Can I make a website without knowing how to code?
Using Website.com is the easiest way to make a website! Our tools provide the freedom to create your free website without any design or coding knowledge. You can even create your entire website, from start to finish, right from a mobile device! Just start with a pre-made layout, add your own website content, and click publish to get your responsive website online. Need a hand? Our team of designers offer design services to help you craft your website on the Website.com editor, so you can have total control of your website after your design is complete.
Why does my business need a website?
Today, 91% of consumers look online to search for goods or services, and 84% view a business with a website as more credible. Owning a website is crucial for small business owners in order to gain credibility and get found by both new and existing customers.
With Website.com, we provide the tools to publish your online presence as fast as possible.
Why is Website.com the best choice to make my website?
With Website.com, experience the freedom to create a unique and professional website on your own. The Website.com website builder is the easiest way to make a website, and you can even create your entire website using your smart phone! You can start with a layout and personalize it, or hire our design experts to make your website for you.
When you choose Website.com, you're choosing the absolute easiest tools to create a professional website: professional layouts, free stock photos, free secure web hosting, and a committed support team. You can even make an online store entirely for free.
With over 1 million websites built with Website.com, you'll be in good company.
Do I need a domain name? How do I get custom domain emails?
Yes, every website on the internet needs its own domain name for visitors to be able to find it. A custom domain name can make your website look professional online. It builds your brand, makes your website more memorable, and helps visitors find you online. With Website.com, you can start with a free website name, and all premium Website.com plans include a professional custom domain name for 1 year at no additional charge!
Domain names are vital to anyone's online presence, but its value is also often undervalued. Problems can arise when domain names are left to expire or become open for anyone to register under their name, from identity theft and impersonation to extortion and malware injection. This is why Website.com offers domain auto renewal feature to help prevent these problems from appearing. Let us know if you are unsure about whether your domain name is set for auto-renewal.
Using your custom domain name in your email address (info@yourdomainname.com) can further build your brand and create a sense of trust throughout your customer communications. Website.com Elite plans and above include professional emails at your domain name and a mailbox to store your emails. You can read your emails anywhere, or even set up emails to be accessed on your phone!
Can someone make a website for me?
The Website.com website builder is easy to use, and is great for a DIY approach. If you would rather have someone create your website for you, we can take care of it! Our Website.com designers offer web design and marketing services so you can focus on your business. Your website will be published on the website builder, allowing you to easily make future tweaks to your design at no additional design charge. Or, feel free to reach out to our team if you need design services after launch.
How do I make my website mobile friendly?
Globally, 62% of users access the internet using a mobile phone, which means having a mobile-friendly website is key for reaching potential visitors. Mobile-friendliness is also a crucial aspect of SEO.
That's why all websites made with Website.com are responsive, which means they are automatically optimized for both mobile and desktop devices! Your Website.com website will provide website visitors with an amazing user experience, whether they're viewing your website on their phones or on a computer.
How does my website get found on Google?
Earning a top ranking on Google's results pages can significantly increase your website traffic and strengthen your business.
Website.com has SEO (search engine optimization) tools to help get your website found on Google and other search engines. Explore simple one-click mobile optimization, a site map generator, and the ability to employ on-page SEO techniques like image titles and content keywords.
How does your money back guarantee work?
We want you to feel confident when you subscribe to our yearly plan, so we offer a 30-day money back guarantee. If for any reason you're not completely satisfied with our service, please don't hesitate to reach out to our customer support team within 30 days of signing up. We'll be happy to process a refund of your service fees (minus any setup fees and domain registration costs) and make sure you're taken care of.
Rated 4.6 Out of 5 by 129000+ Customers
Shopper Approved®

**4.** <https://digital.com/how-to-create-a-website/>

/ How To Build a Website in 9 Easy Steps
How To Build a Website in 9 Easy Steps
Our comprehensive guide helps you choose the best domain registrar, web host, and website builder and walks you step-by-step through how to create a website.
By: Amy Nichol Smith Content Marketing Manager
Updated August 11, 2023
Create Your Website in 9 Steps:
Building a website is now easier than ever, with many user-friendly website builders to choose from. You can design a website quickly and easily to start a business, create a blog, or post your portfolio.
1. Identify Your Website’s Purpose
Source: Wix.com
Starting with your goal can help you choose the best website builder for your purpose. For example, if you want to sell products, choose an e-commerce platform or a website builder with e-commerce features.
Here are some examples of the types of websites you can create:
E-commerce/online store
Podcast
Family/wedding/baby shower site
Once you know the type of website you want to create and its purpose, it will be far easier to tackle the next steps.
Before creating a website, determine its goals. According to Anthony Buzzeta, the CEO and founder of tech news site G TIER, “The first step is to identify your website’s purpose. What do you want your site to accomplish? Is it a personal blog or an e-commerce store selling products? Listing these goals clearly will help guide every decision after this one.”
2. Choose Your Domain Name
A domain name is the URL or website address you type into a browser to visit your website.
Here are some tips for choosing a domain name:
Choose one that’s easy to spell and remember
Avoid abbreviations
Relate it to your name or business
Keep it short
Pick a common top-level domain (TLD) like .com
There are so many websites that you may not be able to secure your preferred domain name, but a domain name generator can help you find a unique one. You must be specific when telling people how to reach your website.
Carmen Stevenson, CEO of the Tablet Feast tablet review site says, “When selecting a domain name, it is crucial to opt for a partial match that conveys your website’s topic to Google and your users. For instance, if your website focuses on pizza, a suitable name could be ‘PizzaFeast’ or a similar variation. This approach enhances your website’s visibility in search engine optimization (SEO) and facilitates user understanding.”
Where to register your domain
Source: Domain.com
You have two choices for registering your domain name: through a domain registrar or your web host or website builder. Some people prefer to use a domain registrar to get their custom URL separately and then choose a host and website builder. Others prefer to register a website name with the builder they pick.
If you plan to use WordPress, utilize a domain registrar or host for domain registration. Otherwise, an all-in-one website builder with a domain may better suit your needs.
Often, website builders or web hosting providers offer free domain name registration for the first year. It’s a good idea to check the renewal pricing on both domain registrars and website builders because you may be able to save money in the long term.
Get a free domain
View Deal
Even if one provider is offering a great deal for that first year, you’re probably hoping to host your site for the long term. Look for add-on features, including secure sockets layer (SSL) certificates for extra security on your website.
3. Choose a Web Hosting Provider
Your web hosting provider gives you server space, where your website’s files are stored and accessed.
Many website builder services offer hosting packages as part of their plans, but you may need to purchase your own website hosting if not. Many hosts include one-click installs of WordPress or other proprietary site builders.
Types of web hosting services
Think of a host as a billboard and your website as the ad — the provider owns the structure, but you decide what’s displayed. You may choose shared hosting, virtual private servers (VPS), or a dedicated server, all of which have different use cases and costs.
Shared hosting : This is the most popular and cheapest web hosting service available. Your website will share space on a server with multiple other websites. Often storage and bandwidth are limited or throttled to ensure all sites can handle traffic spikes.
VPS : When upgrading from shared hosting, you might want a VPS. You’re still sharing a server, but you get a portion of it and its resources just for your website. The result is usually faster page load speed and more room for files; however, it costs more and requires a bit more technical know-how to manage.
Dedicated server : The only reason to choose a dedicated server is when you have so much web traffic that you outgrow shared or VPS hosting. Pricing for a dedicated server is much higher, but you get unlimited resources and VIP customer support, typically.
Web hosting with enhanced security
When you host with SiteGround, you’ll get a free SSL certificate from Let’sEncrypt preinstalled on your site along with enhanced security measures including a custom firewall and an AI anti-bot system.
SiteGround
View Deal
The best web hosting services are affordable, include helpful features for new users, and offer excellent customer support. Look for a host that doesn’t limit storage or bandwidth, has a user-friendly interface, and grows with your website (such as VPS or dedicated servers).
Kasper Frederiksen, the Digital Content Specialist for sales software ELISA, says, “Choosing the right web hosting provider is like choosing the right foundation for your house. It’s the backbone of your website, so choose wisely. Good hosting speeds up your website which is essential for both user experience (UX) and SEO. I would spend a bit more on this factor because it’s tough to grow an online business if people exit your site because of loading times.”
4. Choose and Install a Website Builder
There are a few different types of website builders, including e-commerce platforms that set up your website for an online store, web hosts with site editors, and all-in-one website builders such as Hostinger that combine your domain, hosting, and website builder.
The website builder you choose determines how much customization and control you have and how user-friendly the editor is. All-in-one builders are traditionally the easiest to use, offering a comprehensive solution to create your website from idea to publishing.
Build your website with drag-and-drop professional templates
Web.com offers drag-and-drop website building with more than 150 professionally designed templates, ready-made content blocks, and a free hour of web design support.
Web.com
View Deal
Web hosts with site editors are more affordable, while e-commerce platforms have niche features for online stores.
You can access some website builders for free, such as Wix . But many features, such as a custom domain, SSL certificate, and the ability to accept online payments, require paid website builder plans.
Alternatively, you could use WordPress to create your website . It gives you more control over the design and functionality of your site, but it requires more technical know-how. To use WordPress, you must choose a hosting service rather than a website builder.
The best website builders should be easy for anyone, offer affordable but scaleable plans, and help you build your on-page SEO and brand.
View Deal
WordPress vs. website builders
WordPress is the most common content management system (CMS) ever, used by more than 40% of websites . It provides almost limitless customization, so you can create whatever kind of website you want. But it’s more challenging to use if you don’t have experience building websites.
A website builder is a great choice if you’ve never created a website. Drag-and-drop editors are common. A “what you see is what you get” (WYSIWYG) editor makes it much easier to build a website because you can see your design as you build it rather than using code.
WordPress is flexible, but website builders are simple to use. You can add plug-ins that make it easier to create a website with WordPress, but it still requires you to have a little more technical knowledge than any website builder.
The pros and cons are fairly even when you compare WordPress to website builders:
Website Builders
Requires plug-ins for added functionality
Overall cost may be high (plug-ins, templates)
Must use hosting from website builder
May not scale with your business’s growth
Doesn’t always have the functionality needed
Building your website with WordPress is a slightly different experience from using a website builder, and we’ve put together a guide on how to do so . Here is an overview of how to build a website with WordPress:
Choose a host and install WordPress: There are many web hosting options, and most support WordPress. Once you’ve chosen your hosting provider, you’ll have to install WordPress on your computer and your host server — most hosts will walk you through this process.
Pick your theme: It comes with several free themes, but you can also purchase additional themes from the WordPress store. You can access themes from the “Appearance” link on the left-hand side of your menu in the administration console.
Install plug-ins: These are discrete pieces of code that can seamlessly integrate within your site to provide a wide range of functionality. This can cover everything from basic tools for managing the site (such as contact forms and storefronts) to increasing the security of your WordPress site.
Create pages: Most site visitors expect to find a standard set of pages so it’s wise to create these, including a home page, about, contact, products/services, and news/blog. Add content to these pages, making sure to link them to one another.
5. Customize Your Website
With a website builder, you can start customizing your website’s design and layout.
“Consider factors like color schemes, typography, imagery, and navigation when designing your website,” says Ali Husnain of reloadux, a UX design studio. “Make sure your design aligns with your brand or industry, and that it’s easy for users to navigate and find what they’re looking for.”
Choose a template
Source: Wix
Templates (or themes) are pre-made designs you can use on your website and fill in with your own content. Choosing the right one comes down to a few key factors.
Look for a template that:
Makes sense for the type of website you’re creating, such as an online store
Works with your or your brand’s aesthetic
Fits your budget (many are free to use)
Resizes based on the device used (mobile-responsive templates)
Source: Weebly
Usually you don’t have to worry about the color scheme because most builders make it easy to change. Some include pre-built themes with color combinations that are popular or have two complementary colors.
Install and customize plug-ins
Source: Elfsight
Your builder of choice may refer to plug-ins as apps, but they work the same way, adding functionality to your website. To determine which plug-ins or apps to add, consider which built-in features you can use. For example, Weebly includes elements to add a contact form, map, and image gallery to your pages, but no pop-ups.
Plug-ins to consider for your website:
Yoast SEO: Can guide you to creating better content optimized for search
Elementor: Acts as an excellent website builder for WordPress
Tidio Live Chat: Add a live chat messenger to your website to provide support to visitors
PayPal: Can help you secure more sales on online stores if your website builder allows it
Social media feeds: Add your Instagram, Twitter, or Facebook feed to your website to encourage engagement
Many website builders create plug-ins for you to use and most are free. Third-party companies often create plug-ins for builders or for WordPress — some are free, but many come with an added monthly cost, so keep that in mind for your budget.
Every website builder or web host handles app or plug-in installation differently. Generally, you can find an app or plug-in marketplace through your builder. Click on the plug-in you want, and there will be an “add” button.
6. Add E-Commerce to Your Website
While this is an optional step, it’s likely a popular one — a major reason behind wanting to build a website is that you want to promote or sell something. Most web hosting services offer packages and upgrades to add a storefront to your website, though this isn’t the only way to offer products to customers.
Amanda Walls, the founder and director of the digital marketing agency Cedarwood Digital, recommends the following when creating an e-commerce website:
Clear and intuitive navigation: Design a structure that allows visitors to easily find products, browse categories, and access essential pages like the shopping cart and checkout.
Detailed product descriptions: Provide comprehensive and accurate product descriptions, including specifications, dimensions, materials, and other relevant information. This helps customers make informed purchasing decisions and reduces the likelihood of returns.
Secure payment gateway: Implement this to protect customer payment information. Offer popular and trusted payment options like credit cards, PayPal, or other established payment processors.
Streamlined checkout process: Minimize the number of steps required. Offer a guest checkout option, allow customers to save their information for future purchases, and provide clear instructions and progress indicators throughout the process.
Customer reviews and ratings: Enable customer reviews and ratings for your products. Social proof is crucial in building trust and credibility, helping potential buyers make confident decisions.
Performance and speed: Optimize your website for fast loading times. Slow-loading pages can lead to increased bounce rates and abandoned shopping carts. Compress images, minify code, and use caching techniques to improve performance.
Customer support and contact information: Make it easy for customers to contact you for inquiries, support, or assistance. Provide clear contact information, including phone number, email, and live chat options if possible.
7. Optimize Your Site for Organic Search
Using a good SEO strategy can increase your website’s visibility on Google and other search engines. You can optimize your website’s SEO using Google Analytics, adjusting permalinks, and using relevant keywords.
Add Google Analytics
Source: Digital.com
Google Analytics 4 is a great way to track your site visitors. It helps you understand where your visitors originated (search traffic vs. direct traffic vs. referral traffic). Use the Google Analytics e-commerce features to see which pages are most popular, which days you get the most traffic, and which keywords work best for your site.
Source: Digital.com
Most builders offer an easy way to add Google Analytics to your website — just add the tracking ID to a field. You can find your tracking ID in your Google Analytics profile after creating an account.
Just copy your tracking ID from your profile and add it to your header.php file (you can usually access this from a WordPress dashboard under Appearance > Theme Editor to do it manually.
Change permalink structure
It’s a good idea to change your permalink structure at the beginning of your website’s journey before you get too deep into adding pages and content. If you change the structure later, you could deactivate any pages you previously published.
Every builder is different, so you may need to find the answer in help documentation or speak to a customer support agent.
Source: Digital.com
For WordPress, go to the Dashboard > Settings > Permalinks. From here, choose the structure you like the best, or create a custom permalink structure.
The best permalink structure is the post name. These links are much more SEO-friendly because they’ll usually include keywords related to your industry, website, or content. It’s good for visitors and search engines for the same reason: the link text informs what the page or post is about.
Use Google’s keyword planner
One of the most useful free tools you can use to help your website rank in organic search results pages (SERPs) is Google keyword planner. It’s a tool within Google Ads, an advertising platform that uses keywords to help your ads appear in relevant searches. Create your account at ads.google.com and go to the keyword planner.
Source: Digital.com
Type keywords relevant to your industry or the content you’re creating. For example, in this case, I typed in “sticker subscription box.” The information I got isn’t granular, but it gives me a good idea of what my competitors are targeting (and what audiences may be searching for).
Given the information in the screenshot above, I might create content around the keyword “sticker surprise box” if I offered a product like this.
Chances are my page, post, or product would rank high in the search results because there isn’t much competition for that keyword. On the flip side, it doesn’t look like many people are searching for that term, either.
8. Publish Your Website
You’re nearly ready to publish your website. As with all other steps outlined in this guide, publishing will be different with each website builder. Usually, you can find a “Publish” button in the site editor you’re using.
Ian Reynolds of Brightvue Digital Limited, a 20-year veteran in the web design and tech industry, recommends going over everything with a fine-toothed comb prior to going live. “Before launching, thoroughly review your website for any errors, broken links, or inconsistencies. Test its functionality across different browsers and devices.”
Source: Weebly
Once you’re ready, click on the publish button and wait as the site builder creates a sitemap and gets your website live. You can then go to your URL and see your live website. On WordPress, you’ll see a publish button at the top part of the menu.
You should have the foundation of your website done now, including the home page, at least. Now you can build out other pages , such as a contact page, product pages, an about us page, and a blog, depending on what type of website you created, such as an online store.
Congratulations. You’ve published your website. But your work isn’t done.
9. Manage and Maintain Your Website
If you’re using an all-in-one website builder, a lot of the maintenance of your website is automatic. Plug-ins get regular updates, as well as the site editor. Automatic backups are common, too.
Source: Digital.com
If you use WordPress, you may need to set up automatic updates of plug-ins or check regularly to ensure you update to any new versions. Keeping WordPress and plug-ins updated is part of security, so stay on top of this.
Ffion Wright, the creator of Blog as a Job advises, “Remember to back up your site! Regularly back up your website to protect against data loss or potential disasters. If using WordPress, plug-ins such as DuplicatorPro or UpdraftPlus can help with this.”
Create backups of your website any time you make significant changes, so if anything goes wrong, you can roll it back to the most recent version of your website and not suffer a big content loss.
Marketing is a big part of the ongoing management of your website, too. It is always important to keep on-page SEO in mind.
Also, consider adding your website to online directories, budgeting for a pay-per-click (PPC) ad campaign, posting to social media, and finding ways to attract new visitors and retain customers or readers you already have.
Here are some other steps to maintain and manage your website:
Establish pages: When adding content to your website, you have two options: pages and posts. Pages are static and contain consistent content such as “category,” “about,” “contact,” and other core pages.
Create blog posts: Most builders that include a blog let you schedule blog posts, so you can work ahead with a content calendar. You can create lots of content in advance and schedule it to publish regularly.
Include categories: This can make it simple for readers to find content on your site that’s relevant to them. It also organizes your content for search engine crawlers, making ranking for keywords and topics easier.
Add a contact form: This gives site visitors an easy way to contact you without contacting their email clients.
Post privacy and terms of service (TOS)/use pages: Small businesses must add privacy policies and TOS pages to outline precisely how collected data is used. If you use cookies to track visitors, you should be General Data Protection Regulation (GDPR) compliant, regardless of where you operate your site.
Address your navigation: Consider how well your menu flows and ensure it makes sense with the customer journey. For example, policies, about us, and contact pages are usually at the end of a navigation menu.
Add lead generation popups: If you have a small business website or online store, adding a pop-up to collect email addresses for a newsletter or coupons is a great way to build an email list for email marketing campaigns .
Include social media share buttons: Adding these to blog posts generates “word-of-mouth” marketing online and may bring referral traffic to your site.
Add images to pages and posts: Images pique readers’ interest and help with SEO. Insert relevant images into all posts and pages to make your website better. Be sure to add alt text for images and a description of the image to make your website more accessible for all users.
Submit your website to directories: Fill out your Google My Business profile and your Bing Place profile to ensure locals can find your site and your address if you have a physical shop. There are many other online directories to consider for various industries, too.
Automate backups: It is essential to back up your website or online store; otherwise, you risk losing all of the information it contains. Using an automated WordPress site backup and restore service will give you peace of mind. Also, ensure your site is secure from hacking, viruses, and other threats.
Utilize widgets: These help you customize the look of your website by adding content in the sidebars and footers. WordPress offers many different widgets for social media, e-commerce, communications, and more.
FAQs About Building a Website
Can you create a website for free?
Yes. Most free websites require you to use a subdomain (yourdomain.webhost.com), are branded with the web host’s name, and may include ads. These requirements aren’t professional, so it isn’t suggested for business or e-commerce websites. Some hosts offer free domain name registration for a year when you purchase web hosting.
Can you build your own website?
The two easiest ways to build a website are using a website builder or WordPress. You can build a website from code, but tools can automate much of the work if you don’t need a high level of customization.
What do you need to build a website?
You need a domain name, hosting, and website builder to create a basic website. You’ll also need content and images to build it out, along with products if you’re building an online store.
How much does it cost to create a website?
Expect to pay about $200 annually to create a website with your own domain name on an all-in-one website builder, if you use a free design template. If you hire someone to design a website for you, the cost is likely between $500 to $5,000, not including hosting or online store fees.
How long does it take to build a website?
It can take as little as a few hours or up to several months to create a website, depending on your goals and how you design the website. Using a builder to create a simple website is much easier and faster than making a complex website from scratch.
What do you need to run a website?
At a minimum, you need a domain name, web hosting service, website builder or CMS, and content for your website. If you plan to run an online store, you’ll need an e-commerce platform.
Do I need a web host to create a website?
You can create a website without a web host, but you can’t get it live on the internet without hosting. Technically, you could host yourself with a stable, fast home connection and a server, but this is unlikely. To have a viable website online, you need a web host.
Which is the easiest website builder?
Although most website builders are inherently easy to use, Digital.com’s pick for the easiest website builder is Web.com, thanks to its drag-and-drop editor. Zyro is a close second because of its simple site editor and AI-assisted creator tools.
How do I build an online store?
There are several ways to build an online store. You can create a WordPress website and add a shopping cart plug-in. Alternatively, you can choose an e-commerce platform, like Shopify or Square, which are like online store website builders.
How long does it take to set up a WordPress website?
Setting up a WordPress site can take as little as a day. If you’re doing it manually, you’ll need a File Transfer Protocol (FTP) client and a web hosting service. Creating your website is easy, especially if you use plug-ins to give you custom website-building features.
Learn More About Website Builders

**5.** <https://www.squarespace.com/>

Sign up for a live expert-led webinar .
Explore at your own pace using the guides in this Help Center.
How do I start building my website?
Squarespace makes starting a beautifully-designed website easy. Choose from our library of website templates to find a starting point, then secure a custom domain that fits your brand or idea. As you build out your website pages, customize your template with colors, fonts, images, and content. When you’re ready, publish your site and start spreading the word.
Can someone build my website for me?
Yes. While Squarespace is a great website builder for a DIY approach, many web designers specialize in building Squarespace sites for clients. To hire a Squarespace Expert, visit Squarespace Marketplace .
How do I get a custom domain for my website?
Buying a domain with Squarespace is simple and straightforward with our Domain Name Search tool. When choosing an annual website plan, you can register your first domain through Squarespace for free for its first year. You can also transfer your domain to Squarespace if you’ve already registered yours somewhere else.
How do I start selling online?
Squarespace offers easy-to-customize templates to get your ecommerce website off the ground. Set up and customize your online store with rich product merchandising tools, designed to showcase your products at their absolute best. Once you connect a payment processor to enable online transactions, you’re ready to take orders with shipping tools and built-in inventory management for your products. As you grow, Squarespace also offers email marketing tools and promotional discounts to keep your customers coming back for more.
Start a free trial today
No credit card required.

**6.** <https://www.godaddy.com/websites/website-builder>

Start for Free
How to create a free website.
Whether you're building a website to show off your portfolio or setting up a store to sell anything from cookies to digital recipes to baking classes, you can do it all with Websites + Marketing and AI. Follow these steps and let our powerful, all-in-one builder help you grow.
Start by answering a few questions and let AI create your site.
Add your content, products, and business info to make it yours.
Use built-in marketing to let people know you’re open for business.
Manage everything — reviews, orders, social — from one dashboard, on any device.
Buy premium features — store add-ons, SEO, appointments — as you need’em.
FREE
What's included with your free website?
Email and social media marketing
One-time appointments
Start selling with GoDaddy Payments
SSL certificate to keep your site secure
24/7 customer support
Give your website the address it deserves with a custom domain.
Grow fast with expanded email and social media marketing.
Build a full-featured online store your shoppers will love.
Get found on Google and beyond with a perfectly optimized site.
Upgrade from one-time to recurring appointments whenever you’re ready.
Trusted by 21+ million customers around the world.
GoDaddy the KING of website builders...
GoDaddy obviously is the 'go to' website builder. They make everything so easy to get set up and ready... I highly recommend them to anyone that's starting a business and that's needing a website... Thanks...
Rick Bowers
Worthy website builder
I’ve used plenty of website builders and always hated them, I now use Wordpress. When I started my detailing company I didn’t want to have to set another store up as there was a lot of moving pieces. I rate the website builder 9/10. Customer service is 10/10
Jeff Moss
Website builder and customer service is great!
Website builder is amazing and customer support is doing a great job in explaining products and services in godaddy
Chahat Sethi
Very happy to be working with GoDaddy
Very happy to be working with GoDaddy. Their website builder was very easy to use and I ended up with a final product to be proud of.
Cathy Eastman
Go Go Daddy!
I Love Go Daddy! I have been a satisfied Go Daddy customer for many years! The Website Builder is amazing and the perfect choice for growing your business. The ability to access and edit your website 24/7 and connect directly to social media is a huge plus for me. I also appreciate Website Builder's functionality, active components and creative options! The US tech support team is great - Thank You Go Daddy!
Go Daddy Fan
From customer service to website…
From customer service to website building, their service is awesome 👌. I would recommend any website builder to use this site.
Risul Rashed
I love the user-friendly website…
I love the user-friendly website builder. Anytime I want to make changes, I can do so pretty quickly, and have it published at the same moment, without any inconvenience. Best thing ever!
EDUARDO HERNANDEZ
I began using another website but…found GoDaddy more user-friendly
I began using another website but switched over to GoDaddy. As a first-time user of the GoDaddy website builder, I found it easy to use and understand, it gives good options to upload images, videos, podcasts and more. I was very happy with the customer service and she found me a great deal for my domain. Highly recommend GoDaddy :-)
Esjay Pea
I LOVE GoDaddy!
I've never had a bad experience with GoDaddy and I've been a customer of theirs for many years. If there's an issue, they either fix it or walk me thru it. Website Builder is awesome and very easy to use. LOVE GODADDY! Wouldn't even think about going elsewhere.
Jeanne Wokurka
GoDaddy website builder and marketing…
GoDaddy website builder and marketing tools have been really nice for my business by saving me time allowing me to basically throw up a website that works! Thank you very much go Daddy and thank you Jesus!
Warren affordabledoorrefinishi
Frequently Asked Questions
Why should I have a website?
By creating a website for your business, you're building an online presence. Whether you're making a basic website with contact information for your small business, creating a portfolio for your freelance work or simply want a space to blog about your thoughts on food, having a website will help you share who you are and what you do with the right audience.
What is GoDaddy Website Builder?
GoDaddy’s website builder, formally called Websites + Marketing, is an online editing and publishing tool that helps you make a responsive website with no technical knowledge required.
How to create a website with GoDaddy’s Website Builder:
Create a GoDaddy account.
Pick a design and use the drag-and-drop editor to add your own images and text or create a contact form. You can make your website as simple or complex as you’d like.
Publish your website.
Expand your website as you grow. You can add a full online store complete with product listings, coupons, shopping cart, shipping and multiple payment options.
What is GoCentral website builder?
GoCentral is the former name of GoDaddy’s website builder product, now called Websites + Marketing. It’s an all-in-one website builder that comes with integrated marketing tools to grow your business. It offers hundreds of designer-made templates to choose from, or you can type an industry directly into the builder to receive a relevant, pre-populated template to customize.
Is my website really free?
Yep. You'll never be charged for our free website plan AND you get to experience the premium features of our paid plans free for 7 days. If you choose not to upgrade to a paid plan after your trial ends, you won't lose the work you've already done to your free site and you can upgrade anytime to continue enjoying premium features. You can upgrade your plan in the My Products section of your account or with the help of a GoDaddy Guide. See Website Builder plans and pricing to find one that suits your needs.
Can I customize my website?
Absolutely. Add or edit sections — like image galleries, price lists, menus, scrollable content blocks and YouTube or Vimeo videos — to customize your website to your business needs. Every section in your website is customizable, from the name of the page, to your website’s navigation bar. You’ll also have the ability to change text, colors, styles and font. Our website builder allows you to switch back and forth between mobile and desktop layouts so you can create a website that allows visitors to comfortably view and use your website from any device.
Can I add a shopping cart to my website?
Yes. With a free website plan, you’ll be able to set up your online store and start taking payments in minutes with GoDaddy Payments. For a full-featured online store with advanced payment options, various shipping methods and increased functionality, you’ll need to upgrade to the Ecommerce plan. Once you’ve upgraded, you can accept orders and build the ultimate shopping experience with features like Apple Pay, highlighted product sections and promotional coupons. Learn more about Online Store.
Can I connect a custom domain to my free website?
During your initial 7 day free trial of premium features you can connect a custom domain to your website. At the end of your trial, your website will be moved to a temporary domain like "www.yoursitenamehere.godaddysites.com" unless you upgrade to a paid plan.
Does GoDaddy Website Builder include an SSL certificate?
Yes. In all plans, any data transmitted from your site will be encrypted using a SSL (Secure Sockets Layer) certificate. This means that all data will be kept private; which is important if you want to keep your site visitors safe. If you sell products or services in your store, an SSL will protect credit card and bank numbers from being intercepted by hackers.
Can I connect my social media and website?
Yes. GoDaddy Website Builder can act as your online hub. The option to link to your Facebook, Instagram, Pinterest, LinkedIn and YouTube on your website gives you an advantage in communicating with your visitors. By centrally locating all the links in one place – your new website – you’re giving your online visitors a seamless experience.
Are SEO (Search Engine Optimization) tools included with Website Builder?
Select Website Builder plans come with built-in SEO tools to help your website show up in search engines like Google. In Website Builder, you’ll find the SEO Wizard, a step-by-step guide that provides suggestions on how to optimize each page of your website by adding relevant keywords and descriptions.
How do I start selling online?
You can design your online store for free and start taking payments in minutes with GoDaddy Payments, but if you want a fully-featured online store, you’ll need to purchase the Ecommerce plan. Here’s what you do:
Click any of the Start for Free buttons on this page.
Take a few seconds to create an account so we can save your work.
When prompted, select your industry and name your site.
Click View Plans in the banner at the bottom of the screen.
Choose and purchase the Ecommerce plan to start using your store.
How do I create a website?
Creating a website is a relatively small effort that can have a huge impact on your business’ bottom line. Here’s how to start building your website:
Get organized
Think about the info and images you want to include on your website and what categories you’ll need to organize that content. Maybe you’ll need an About page with contact info, or a Menu page to show off tasty treats? You’ll make quick progress if you can map out a general structure before you start creating your site.
Choose a website template
Pick a template to get started, or hit Start for Free to have Websites + Marketing generate a business-relevant template for you.
Customize your website
Use our easy editor to add your content, products and business info, and customize colors, fonts and layouts.
Choose your domain
Register a custom domain or connect one you already own to your website. This helps people easily identify your business from your site’s online address.
Optimize your website for search engines
Use the premium SEO optimizer to ensure your website is easily found on search engines like Google.
Launch your website
Publish your website and watch your business grow, while managing everything — like website updates, reviews and social posts — from one dashboard, on any device.
How does GoDaddy Website Builder stack up against other website building providers?
Comparing website builders helps you decide which features are important to you and what type of website builder will best fit your needs. So, our team researched available plans, spoke with support agents, factored in ease-of-use, design, and pricing, and put together a side-by-side comparison of the best website builders.
Spoiler alert: GoDaddy Website Builder offers high value at a low price and our customers give us great reviews on Trustpilot.
\* Disclaimers

**7.** <https://websitesetup.org/>

We have no data for this page, because it isn't accessible for our crawler.

**8.** <https://www.hubspot.com/products/cms/drag-and-drop-website-builder>

Build and edit your website without any coding or technical skills
Publish your business website faster with a pre-built theme
Leverage custom modules to deliver a great user experience
Build a custom website with a free drag-and-drop editor.
Every business needs a website. But building and designing a website from scratch without the proper tools can be difficult.
With HubSpot, you don’t need to be a developer to build a beautiful, branded website. Our drag-and-drop website builder makes it easy to build a custom website for your business in no time at all. Track the success of your website in HubSpot’s CRM platform, and watch as your business grows.
Create impactful content with a WYSIWYG editor.
When you have to fuss over code or complex content editors to build your website, it can be hard to visualize how the final product will look. With HubSpot's what-you-see-is-what-you-get (WYSIWYG) editor, you can easily see the experience you're creating for your visitors as you build your website. Drag and drop modules into place, and preview your content before it goes live.
Click to enlarge
Choose from hundreds of themes to get started.
Take the guesswork out of web design with professionally built, customizable website themes that let you easily change the look and feel of your entire website. Then leverage built-in page templates, custom modules, style settings, and more. Your new website will be up and running in no time.
Click to enlarge
Add a custom domain for free.
Using a custom domain for your website helps establish a professional and credible appearance online. Don’t struggle to connect a custom domain to your CMS or pay for upgrade fees. With HubSpot, you can easily connect your domain for free in just a few simple steps. Once connected, you can focus on what really matters — building a remarkable customer experience.
Click to enlarge
Grow your business with HubSpot’s CRM platform.
Your website is one of the most important components of your customers’ experience. By leveraging HubSpot’s entire CRM platform, you’ll have access to all the tools you need to start and grow a business, from forms to live chat, meetings tools, and more. Use our pre-built modules within the drag-and-drop website builder to take the guesswork out of launching a business site. Then, easily report on the impact of your website with built-in reporting, and use the entire platform to track and convert leads into customers.
Click to enlarge

**9.** <https://domains.google/get-started/website-design/>

Other tools for a pro look
Squarespace
Build a website, sell online and build your brand with Squarespace. Just like millions of other dreamers, makers and doers.
Get started
Bluehost + Wordpress
Trusted by over 2 million websites globally, Bluehost allows you to harness the creative power of Wordpress and turn your Google Domain into a beautiful, functional website.
Get started
Shopify
Set-up, design and manage your online store with Shopify, to make selling on desktop, mobile, social media, marketplaces, retail locations and pop-up stores easy.
Get started
Weebly
With customizable designs, domains and eCommerce tools that are perfect for any online venture, Weebly’s powerful site builder makes it easy to create a professional website or online store.
Get started
Blogger
Create a beautiful blog that fits your style. Choose from a selection of easy-to-use templates — all with flexible layouts and hundreds of background images — or design something new.
Get started

**10.** <https://www.hostinger.com/tutorials/how-to-make-a-website>

Copied!
Having a website helps grow an online presence, whether that be your personal blog or business, by connecting you with a broader audience. A website can also become a platform for sharing your opinions and skills, creating opportunities for personal or work-related projects.
This article will help you turn your website idea into a fully-functional website – pick a suitable platform, get a web hosting plan , and choose a memorable domain name using a web domain checker tool. We’ll also give you tips on how to optimize it.
As an example, we will show how to make a high-quality website using two beginner-friendly platforms that don’t require any coding knowledge. The first one is WordPress, a popular content management system. And the second one is Hostinger’s website builder, which lets you create a website with minimal effort.
We will also share what to do after publishing a website and answer some of the most frequently asked questions. By the end of this article, you will be able to create your first website from scratch.
How to Make a Website – Video Tutorial
In this tutorial, you’ll learn how to build a website from scratch using WordPress.
Subscribe For more educational videos! Hostinger Academy
Subscribe
3 Things to Do Before Creating a Website
Before creating your first website, you need to understand these three essential elements – what’s a website building platform, web hosting, and a domain name.
Pick the Right Platform: CMS vs Website Builder
The two most popular platforms to build a website are content management systems (CMSs) and website builders.
Remember to do some research before making the final choice, as using the platform that’s more suitable for your needs will make the website building process much more manageable.
A CMS is a computer software for designing, managing, and publishing website content. In this article, we will focus on WordPress as it is the popular CMS platform, powering over 42% of all websites on the internet.
On the other hand, a website builder is a program or tool that simplifies website creation even more. Hostinger’s website builder is one of the website builders that offer high-quality templates and a user-friendly drag-and-drop interface.
To choose the right website building platform for your needs, consider the following factors:
Technical knowledge. Some platforms have a steeper learning curve than others. By taking a full stack course , you can improve your coding and technical abilities and gain a deeper understanding of the web development process.
Cost. Find a platform suitable for your budget. Also, check whether you will be able to upgrade once your website gets more traffic.
Support. Depending on the website’s type, some might need more help than others. For example, a busy professional website will need direct support right away when there is an error. However, a small personal blog can rely on community support alone.
Get a Web Hosting Plan
Web hosting is a service that publishes a website or web application on the internet. Before choosing a hosting plan, decide what type of web host is suitable for your needs. If you are using a platform like WordPress, you may want to consider different CMS web hosting options as they offer optimized solutions specifically designed for CMS sites.
This is because most website builders use their own hosting providers. So, move forward to the next section if you have chosen to use a website builder.
To find a suitable web host , think about the type of website you are creating and consider these elements:
Cost. Some web hosts charge more than others. Make sure to adjust the hosting price to your overall budget.
Features. Consider the bandwidth and storage to see if the hosting provider can support your website files and the targeted amount of visitors.
Security. Check the built-in security measures, such as automated backups and an SSL certificate.
Support. Different web hosting companies offer their own set of support, either through a live chat or email. Make sure to select a web host that can provide reliable support 24/7.
After finding a suitable hosting, take a look at the different plans. Ultimately, choosing a web hosting plan depends on the type of website you want to build. For example, if you want to build a WordPress eCommerce store, check out Hostinger’s WooCommerce plans .
However, don’t forget to check the following features:
Free domain name. Hosting companies like Hostinger offer plans that come with a domain free of charge, at least for the first year. Selecting a plan with this benefit will lower the initial costs of making a website.
Suitable storage. Adjust the storage capacity to ensure that it will be enough for all of your files, images, and videos without reducing the website speed.
Great bandwidth. Opt for unlimited bandwidth so that your website can handle large traffic at any time.
If you are looking for a beginner-friendly hosting service to create a small to medium website, we recommend using shared web hosting. Hostinger offers cheap website hosting and more premium plans. That being said, our Premium web hosting plan comes at $2.99/month with a free domain name registration, along with unlimited bandwidth and databases. You may also get the additional discount Hostinger regularly offers for different hosting plans.
Plan Features
4X
keyboard\_arrow\_right
On the other hand, hosting a website on VPS gives access to a more secure and flexible server, but using it requires some technical knowledge. However, you can install an easy-to-use control panel with your VPS like Cyberpanel , powered by LiteSpeed.
At Hostinger you can buy VPS hosting plans from $5.99/month to $21.99/month. All of the plans come with a dedicated IP address and 24/7 live chat support.
For large websites, such as online stores, cloud hosting offers excellent reliability. For example, Hostinger’s Cloud Startup plan costs $9.99/month, comes with industry-standard data protection, a free content delivery network (CDN) and daily backups.
Choose a Memorable Domain Name
Lastly, choose a domain name for your website. A custom domain name is not only essential to help visitors find a website, but it is also part of branding. A memorable domain name can also drive high organic traffic .
Expert Tip
If you want to establish a social media presence, make sure the name is available not only on domain name registrar, but also on social media platforms. It would be unfortunate if you bought a memorable domain name only to find out that the name and its alternatives already have social media profiles associated with them.
Laura Z.
To find the right domain for your website, consider the following elements:
Recognition. Choose a domain that is short and clear to avoid visitors misspelling it. Using familiar words will help visitors to remember your domain name easier.
Availability. Use a web domain checker to check whether the desired domain name is available. If not, try changing the extension or looking for an alternative domain name.
Cost. When choosing a domain that fits your budget, don’t forget that different top-level domains (TLDs) have different prices . A domain can cost $0.99-12.99/year with Hostinger.
Pro Tip
While most web addresses are registered under .com, there are many unique domain extensions to use. Here are a few options that will make your site address stand out:
.co domain – ideal for business owners, but goes beyond commerce and entrepreneurship
.cloud domain – perfect for tech-savvy businesses, IT proffessionals and bloggers who want to modernize their brands
.app domain – for individuals or companies that want to create a website to market their desktop or mobile apps
.space domain – for creative people and communities, especially popular among freelance creatives
Then, register your domain using a trustworthy domain name registrar. Thankfully, most website builders and web hosts offer domain name registration with some pricing plans. However, getting your own domain name will require further research.
The first step to register a domain on your own is to look for an Internet Corporation for Assigned Names, and Numbers (ICANN) accredited registrar . Different registrars will offer their own set of services, prices, and packages.
It’s vital to register with a trustworthy registrar since it will store all of your related information. In addition, the domain registrar can change your data on the domain database.
Domain Name Checker
Instantly check domain name availability.
How to Make a Website With a Website Builder
Best for: total beginners with no web development experience
Key features: hosting included, no-code interface, ready-made templates, visual builder
Website examples: portfolio, resume, event website, blog, business website, eCommerce store
Once you have set up the platform, hosting, and bought your domain , it is time to make your own website.
Creating both dynamic and static websites using a website builder is very straightforward. Hostinger Website Builder, for instance, offers a user-friendly interface to create your own content and layout. Some of the other main benefits of using Hostinger’s own website builder include:
Cloud hosting – more reliable performance and less prone to downtime.
Security – complies with the PCI standards for visitors’ private information.
Artificial Intelligence (AI) tools – helps with branding, marketing, and optimizing a website or can be used to generate a custom site from scratch.
Fast setup – intuitive interface for editing and creating your own content.
Since Hostinger Website Builder is visual-heavy, it’s best for online portfolios, photography blogs, and media websites. Here are the steps to use this website builder:
Save and publish your site
1. Pick a Template
Choosing a template is an essential first step as it affects how your website shows content. Begin by selecting Hostinger Website Builder as your website platform of choice in your hosting panel.
Once you choose Hostinger website builder and specify which domain should be linked to your website, you will get redirected to the template library.
Choose your favorite from the designer-made templates. They are divided into the categories, such as eCommerce, Services, Photography, Restaurants, Portfolio, Resume, Events, and Landing Pages. You can also choose a blank website template if you prefer.
To help decide what template to use, hover over the desired template and click on Preview to see the template in action.
Once you have chosen to use the template, click on the Start Building button. To return to the template library, click All templates to go back.
Select the Website styles icon on the left side to customize the Colors, Text, and Buttons.
Use the drag-and-drop tool to change the page’s layout by clicking on an element and moving it to another area.
To test the design and navigation, click on Preview. Then, optimize its mobile responsiveness by clicking the mobile icon on the top menu bar. Customize directly on the web page to change the mobile design.
Important! If you choose to change the theme, you will need to redo the customization.
2. Create the Main Page
The first page visitors see when accessing a website is the homepage, so make this main page informative and visually appealing. By doing so, they will stay longer on your site.
An effective main page can drive visitors to take the desired action, such as making a purchase or booking an appointment. To achieve this goal, consider these elements when creating the main page:
SEO. Include meta titles and descriptions to rank higher on SERPs and drive more traffic.
Media. Add a high-quality image or video to make it more attractive and engaging.
Menu. Show the different web pages you have, such as the about and contact page, to invite visitors to learn more.
Layout. Consider where to include important information for visitors to see first, such as the location to display a call to action.
With Hostinger, every theme comes with a homepage. Either customize the theme’s homepage or make another page as the main page. To do so, click on the Pages and navigation icon in the upper left corner.
Select the page you want as a homepage and click on the gear icon and click Make Homepage.
3. Add More Pages and Sections
Even though Hostinger’s themes come with default pages and sections, you should personalize your site by creating your own pages to make your site more authentic. If you are building a one-page website , add new blank sections or use pre-designed ones.
Meanwhile, multi-page websites often have an About Us, Blog, and Contact pages to give further information. When adding more pages, pay attention to:
Featured pages. Consider which pages to include in the menu.
Page hierarchy. Separate main pages with subpages and establish a clear page hierarchy to help search engines crawl your website better.
Trends. Take a look at other websites to check what pages attract visitors.
To delete or re-order the different pages, head to the Pages and navigation setting. To add a new page, follow this guide:
Under Pages and navigation, click on the Add Page button.
Choose a layout from the theme or add a blank page. Alternatively, click on the Add blank page box to create your own design.
If you have selected Add blank page, choose which elements to add to your page. The elements available include Text, Button, Image, Video, Instagram Feed, and Contact Form.
Other than the elements, there are also sections to divide the page better. When you click Add Section, the website builder will give an option for you to either Add blank section or select a premade one. There are different categories for the sections, including About and Headlines.
After finishing the page, head to Pages and navigation to optimize the page. Click on the gear icon next to your New page and select Page Settings.
Under the General setting, change the Name in navigation and Page URL to describe the page. Then, under the SEO setting, add a Page title and Page description to invite visitors to click on your site from SERPs. Press the Save button to finalize the process.
4. Optimize Your Site’s Navigational Structure
When designing your own website, consider the user experience. Visitors should be able to navigate and find all information without any trouble.
To achieve this goal, organize your menu to help visitors navigate when browsing through the pages. In addition, choose the most important pages to feature on the menu. Keep in mind that website navigation also affects conversions.
Here are ways to improve your website navigation:
Limit menu item. Include only up to seven pages on your main menu to avoid confusion and crowding your page.
Analyze responses. If you see a page that does not receive enough visitors, move the information to another page and take out the page from the main menu.
Mobile responsiveness. Menus often look different on mobile devices, so make sure that they are still easy to navigate.
Other than the order of the main menu, its location on a web page is essential to user navigation. To help visitors browse through your web pages efficiently, customize your header and footer.
Header
At the top of a web page, a header often consists of a logo, website name, and menu bar. By having an easy-to-navigate header, you invite visitors to explore more.
Customize the header by hovering over the menu section on the drag-and-drop editor and clicking on the gear icon.
Under the Header settings, make changes to the following features:
Layout. There is an option to Make header sticky to keep it on the top of the web page, even as visitors scroll down. Other than that, change the Menu position, Item spacing, and Padding according to your preference.
Logo. Choose whether you want to include a logo, then adjust Logo width and position and Menu item spacing.
Shopping bag. Only have this icon if you have an online store.
Style. Change the Header background, either by using a solid color or adding an image. In addition, select the Website, Header text, and Hover colors.
Footer
Similarly, a high-quality footer invites visitors to stay on your website and explore more pages. To achieve this goal, add navigation links and essential information at the bottom of the website. Most footers include contact information, social media icons, copyright, and links to other pages.
A footer signifies that the user has reached the bottom of the page. The links on a footer are often for more heavy-text pages. For example, most online stores include terms and conditions and refund policies.
The theme will automatically generate a footer. To edit the pre-made elements, click on the element and select the Edit button on top of it.
To customize the Footer, click on the section and select the gear icon.
It will show a grid layout to help move around the elements. Whereas the Section settings help to make changes on:
Layout. Enable Snap to guides for easier element management.
Background. Either use an image or a solid color as the footer’s background.
Anchor. Create a full unique URL specifically for the footer.
5. Enhance Your Website With Visual Elements
Visual elements, such as images, videos, logo, and favicon, attract visitors to learn more about your site. Visitors spend 88% more time on pages with videos. They help convey what your website is about and retain visitors’ attention.
Keep note that visual elements have to be relevant to the website. Otherwise, they will only distract and confuse visitors. The website builder’s drag-and-drop editor makes it easier to customize the visual elements’ layouts.
To add any visual element, click on the Add element button on the left corner of the editor.
Images
Under Add elements, click on Image and drag it to your page. Position the element on the desired area of the web page.
The builder will show a default image on your web page. Click on it and select Change image to access the Image settings.
Then, click the Replace Image button to either upload your picture or select one from Hostinger’s free-to-use stock image library with over a million photos. Under the Image settings, remember to include Alt text, which describes the image.
Under Action, choose what will happen when a visitor clicks on the image:
Nothing. No action will happen after visitors click on an image.
Open full screen preview. The image will be shown in full size.
Open link. Clicking on the image will direct visitors to a previously added link. There is also an option to open it in a new tab or redirect the page.
Gallery
Select the Gallery element and drag it to the page to include multiple images at once.
Again, Hostinger will add default images at first. To change them, click on the element and select Manage gallery.
Click on Add Images to include your images. Then, select the default images and click on the trash icon to delete them.
Once you have added your images, click on the element again and select the gear icon. Under the Gallery settings, change the Layout, Items per row, Gap between photos, and the action On click.
Video
Adding videos is different from images. With Hostinger, you have to upload the video on YouTube or Vimeo first.
After you drag the Video element to the web page, click on it and select Edit video.
Under Video settings, change the Video link to your video’s URL. Then, decide whether you want the video to play right away when visitors access the page. However, keep note that the Autoplay feature does not work on mobile devices.
In addition, there is an option to play the video on Loop by default. As for the Layout, control the Padding between the video and other elements. To avoid distracting your visitors, turn off the Show video controls, which will hide the play, pause, and volume buttons.
Logo
If you have an online business , use a logo on your website. However, a logo can also be beneficial for a personal website. It can add legitimacy to your website, helping you create a professional brand in the future.
If you have not created a logo for your website yet, Hostinger has an AI Logo Generator tool to help.
To create a new logo, click on AI tools and select Logo maker.
Then, choose how you want to create your logo:
Create a logo yourself. Enter your logo name, what your logo is for, and where do you want to use the logo. Then, choose a logo to customize the color, shape, and layout.
Use a logo generator. Choose from a gallery of pre-made logos and select the colors and shape.
Pro Tip
When creating or uploading a logo, remember to have a transparent background to make it suitable for any colors you choose.
Favicon
Meanwhile, favicons represent a site on web browsers’ tabs. Therefore, they help make your website memorable to visitors, professional and trustworthy.
To upload a favicon to your website, head to the Website settings on the bottom left corner of your editor. Then, select General settings to continue.
Under the Favicon section, click the Add Image button and upload your custom favicon. Click on Save Changes to finalize the process.
6. Save and Publish Your Website
Hostinger will automatically save all the changes made, so no need to worry about losing unsaved edits. Just check every web page and link after customizing the content. Once you are ready to go online, click on the Publish website button in the top right corner.
How to Make a Website With WordPress
Best for: users with little to no technical experience in web development to experienced web designers
Key features: Open-source, third-party plugins and themes, dedicated community
Website examples: blog, portfolio, business website, eCommerce store, community forum
WordPress is highly flexible and scalable . The platform is suitable for any type of website, and its extensive gallery of plugins makes it easier to grow your site once it becomes more prominent.
Follow our WordPress tutorial below to create a new WordPress website. All you need to do is:
Install WordPress either through your hosting dashboard, manually, or locally
WordPress is a free and open-source CMS . There are three main ways to install WordPress :
Auto-installer. Some web hosting services, such as our WordPress plans , have an auto-installer feature for the software on its control panel. This WordPress installation is the most beginner-friendly option.
Manually. Create your own database for a manual installation. The process will take longer, but it is still straightforward to follow.
Locally. Install WordPress on your computer to test out changes before going online. Download the latest version of WordPress and install WordPress locally using MAMP for macOS or WampServer for Windows.
2. Choose a WordPress Theme
Website design is essential to attract visitors. Having a visually appealing design can also improve the user experience on a website.
Hiring a web designer to make a professional-looking website is an option, but it could be expensive. Luckily, the WordPress platform offers a user-friendly interface to help any user with web design.
There are over 8,800 free and premium WordPress themes in the official WordPress themes repository . Some designs are suitable for all types of websites, while others focus on a specific purpose:
eCommerce. For online store designs, most themes prioritize user experience, product pages, and payment gateways. Examples of popular eCommerce themes are Divi and GeneratePress .
Blogging. Prioritize SEO-friendly designs with excellent navigation. Blog themes like Astra and OceanWP are great to improve the design your site.
Portfolio. To showcase previous projects, choose a portfolio theme that is not distracting and can highlight your work. For example, use simple WordPress themes like Clean Portfolio or Air .
The average price for a premium theme is $50 for a one-time purchase. It is possible to start with a free WordPress theme and get a premium theme once your site grows more prominent. Some premium themes offer additional tools and features to optimize WordPress sites.
To install a theme , head to your WordPress admin panel and follow these steps:
Head to Dashboard → Appearance → Themes and select a theme for your site. To view the full theme gallery, click on the Add New Theme button.
Browse through the theme gallery and click on Details & Preview or the Preview button to see how it looks on a website.
To use the selected theme, click on Install → Activate. However, to return to the gallery, press the X icon on the top left corner.
Click on the Customize button to edit the design.
Personalize the theme by changing the layout, colors, and fonts.
Click on the tablet or mobile icons on the bottom left corner to display the theme on a smaller screen.
With a premium theme, you will have to upload its files manually after making a purchase. Head back to Dashboard → Appearance → Theme → Add New Theme and click on the Upload Theme button. Select the theme’s .zip file and Activate it after the uploading process is complete.
Expert Tip
Here at Hostinger, we’ve helped our rockstar customers create any website imaginable. If you get stuck along the way, don’t hesitate to contact us and we’ll walk you through it step by step.
Darius G.
Chief Customer Officer
3. Install WordPress Plugins
One of the advantages of building websites with the WordPress platform is its extensive gallery of plugins. A WordPress plugin is a piece of software that extends a WordPress site’s functionality. With plugins, users can create any type of website without having to learn how to code.
WordPress has over 59,000 free and premium plugins , for various purposes – from adding security to sharing website content. The benefits of using WordPress plugins include:
Usability. Help users navigate between the web pages better by optimizing the website’s menus.
Additional tools. Expand functionalities by adding tools like social media buttons or improving a website’s SEO.
Performance. Strengthen the website’s speed, security, and user management.
To install a WordPress plugin , head to Dashboard → Plugins → Add New. Browse through the plugin gallery or write a plugin name in the Search plugins box to find a specific one. After finding the plugin, click on the Install Now button and Activate.
For premium plugins, upload them manually after making a purchase. Head to WordPress Dashboard → Plugins → Add New, and click on Upload Plugin to install and activate your premium plugins.
Here are some of the high-quality plugins to optimize your WordPress website:
Contact Form 7 – creates customizable contact forms for your web pages.
WooCommerce – helps to add product pages and payment gateways easily. Suitable for any type of website to add an online shop.
Akismet – checks comments and contact form submissions to prevent malicious content.
Expert Tip
Note that installing too many plugins for a WordPress site can overwhelm the server resources. In addition, WordPress plugins are open-source, meaning some poorly coded plugins can compromise other parts of a website. Thus, always prioritize quality over quantity when it comes to installing WordPress plugins.
Domantas G.
Head of Organic Marketing
4. Build Your First WordPress Page
When you build a website, there is an option to have a single page or multiple pages. If you opt for the latter, consider adding the following pages:
Homepage. The first page visitors see when visiting a site. A homepage needs excellent speed, content, and design to grab the audience’s attention right away.
About page. More information about a website, specifying whether it is a business or a personal website.
Contact page. A way for visitors to contact website owners for further inquiries.
Blog page. Adds new content to a site regularly, which keeps it updated.
Product or service page. Sell products and services on a separate page, mainly for an eCommerce store.
To build your first page on a new website, head to Dashboard → Pages → Add New.
When you build a website page, prioritize informative and accurate content, along with user-friendly navigation. WordPress has built-in blocks to help with the content and layout. Press the + icon on the top left corner and browse through all the blocks to optimize a page.
With a blog page, there is no need to include anything on the page.
Simply head to Settings → Readings and select A static page, next to the Your homepage displays section. Select the empty blog page on the Post page section and click Save Changes. Every time you add blog posts, WordPress will automatically display them on the blog page.
In addition, WordPress also has page builder plugins to customize web pages more freely. Some of the most popular WordPress page builders are Elementor , Beaver Builder , and WPBakery Page Builder . Most of them offer a drag-and-drop interface, pre-built designs, and content resizing.
The benefits of using page builders include:
Beginner-friendly. Create interactive and high-quality web pages without needing to know how to code.
Faster. Use pre-designed sections and templates to create different types of pages instead of building each page from scratch.
Additional features. Improve functionality and design by adding more features to web pages.
Note that some plugins are better suited for a specific type of website.
Warning! Use only one page builder at a time. Using different page builders simultaneously can potentially cause errors and slow down a website.
5. Create a Navigation Menu and Widgets
When you build a website, consider the user experience when accessing the pages. To improve navigation on your WordPress website, optimize its menus and widgets.
Start by creating a menu to help visitors navigate between pages. No matter what page they open, the website should show the same menu. Alternatively, create separate menus for different locations.
Follow the steps below to create a menu:
Head to WordPress Dashboard → Appearance → Menus and write a Menu Name. Under Menu Settings, decide whether to add new pages to the menu automatically. Then, choose the Display location on the website. Click on Create Menu to finalize the process.
Choose which Pages, Posts, or Categories to Add to Menu. Then, click on Save Menu to create the changes.
Furthermore, consider installing the following WordPress menu plugins to optimize the design and navigation:
Max Mega Menu – provides a fast and responsive menu to help users navigate between the pages easier.
Responsive Menu – offers more than 150 customization options with a beginner-friendly and lightweight interface.
WP Mobile Menu – optimizes the website menu on mobile devices with a fast, simple, and responsive menu.
Other than creating easy-to-navigate menus, customizing WordPress widgets can also improve visitors’ experience. Widgets add additional content and structure to a website’s header, footer, and sidebars. Some of the most popular widgets include recent posts, calendars, and a search bar.
Some themes display certain widgets right away. However, it is also possible to create a custom widget . To do so, head to Appearance → Widget. Press on the + icon to add more content using blocks.
Follow these steps to customize widgets directly on the web design:
Head to Dashboard → Appearance → Customize.
Select Widgets under the Customize menu to show the different areas to add them, such as Sidebar Right, Footer, Header, and Side Section.
Move the blocks around to rearrange the widgets or click the + icon to add more blocks. The changes will show right away.
Click Publish to save your customization. It is also possible to press the gear icon next to it to Save Draft instead.
6. Optimize Your Website for SEO and Conversions
Search engine optimization (SEO) improves a web page’s ranking on Search Engine Result Pages (SERPs). Prioritizing SEO will help to drive higher traffic and position a website as a trustworthy source.
One of the best ways to improve SEO on a WordPress website is by using SEO plugins :
Yoast SEO – helps to optimize your site by providing automated technical SEO improvements and advanced XML sitemaps . Check our guide on how to use Yoast SEO on your WordPress site.
WP Rocket – a powerful performance plugin to speed up your website, improve your PageSpeed Insights score, and optimize Core Web Vitals grades. 80% of web performance best practices are applied right upon activation.
Google XML Sitemaps – automatically generates a complete XML sitemap for your WordPress website, making it easier for search engines to crawl your web pages.
Broken Link Checker – prevents search engines from picking up broken links on your site to keep its SEO performance consistent and improve user experience.
W3 Total Cache – minimizes download time by increasing the site speed up to 10 times.
Not to mention, SEO can also raise brand awareness. Certain business websites, such as technology companies, generate double the revenue from organic searches. SEO can help increase conversion rate by improving:
Site speed . The ideal website loading time is under two seconds. Fast site speed encourages visitors to look into more pages.
Images. Make a site more visually appealing to visitors by optimizing images and graphics.
Mobile-responsiveness. Improve website performance on mobile and touch screens so that visitors can open your website on more devices.
7. Add More Functionality to Your Website
WordPress gives plenty of possibilities to scale your website. For example, small business websites can be turned into large eCommerce stores.
Here are some features to help add functionality and scale your WordPress website:
eCommerce plugins . Create an online store with a safe payment gateway and easy-to-navigate product pages. One of the best WordPress eCommerce plugins is WooCommerce , which can help create an eCommerce website faster and easier.
Booking plugins . For a business website that requires booking, such as a hotel or a restaurant, booking plugins help customers check availability, reserve places, and make online payments.
Contact form plugins . To stay connected with website visitors, give a simple way for them to contact you for further inquiries. Contact forms also reduce spam by preventing publicizing your email address.
Mobile-responsiveness. Make your website mobile-friendly , as mobile devices generate 54.8% of global website traffic. By doing so, your website can reach more audiences and stay ahead of the competition.
Other than adding more features, make sure that your server suits the type of website you are making. When scaling your website into a different kind of WordPress site, consider:
Storage. Make sure to increase the storage capacity when adding more files, pages, and tools to a website. It will help prevent slower loading time as speed is still one of the essential aspects of a website.
Quality. When adding more information to a website, check the old pages and files to ensure consistent quality.
Security. Scaling a website often means more interaction with visitors. To keep your site and visitors’ data safe, check for solid WordPress security features.
8. Launch Your Website
Before launching a website, check for any issues that might affect viewing experience and usability. There are different ways to test a website before going live:
Family and friends. Ask someone you know to look at the website from a visitors’ perspective. Get feedback on the design, navigation, features, and mobile responsiveness.
A/B testing . Use tools like Google Optimize or Nelio AB testing to compare two versions of a website. This technique provides data-driven insights into which version works better.
Speed test. Having a fast website attracts more visitors to stay and browse through its web pages. There are tools to help test website speed.
Pro Tip
In addition to testing your WordPress site, check the website launch checklist first.
Your Website Is Now Online – What’s Next?
Making a website improves personal or professional branding online. In addition, websites help to share content with broader audiences. Before creating your own website, pick the right platform, choose a memorable domain and get a web hosting plan if needed.
The two platforms we have focused on are CMSs and website builders. We have shared the steps to create a website using WordPress and Hostinger, along with the tips on how to optimize your site.
After successfully going online, here are some post-launch tips to consider:
Revise regularly. Revise your content regularly as best SEO practices change continuously.
Promote website. Use content, email, social media, and affiliate marketing to help promote your website and attract more visitors.
Analyze performance. Improve marketing strategies to avoid future issues by analyzing your performance regularly. Use tools like Google Analytics to help.
To help deepen knowledge on building websites, check the recommended readings and answers to FAQs.
Recommended Readings:
How to Make a Website FAQ
This section will answer the most common questions regarding the website creation process.
Do You Need Technical Knowledge to Make a Website?
No, many platforms are available to help make website building easier without any understanding of coding languages . For example, website builders have an intuitive interface and drag-and-drop features to help customize a high-quality design.
How Do I Code a Website From Scratch?
First, get your web hosting and domain name. Then, install Bootstrap to create your HTML and CSS documents. A self-coded website is not the most beginner-friendly option and can take longer to set up. You might need to also learn the newest web developer trends and best practices.
How Do I Create a Website for Free?
Website builders often offer subdomains for free. For example, users can use www.website.mainsite.com instead of www.website.com. Free subdomains are suitable for beginners who are just trying out.
How Much Does It Cost to Create a Website?
The cost to create a website depends on its type. Building a website can cost anywhere from $100 to several thousand dollars per year if you hire a web developer. So, make sure to adjust your budget to the type of website you aim to create.
How Do I Create a Business Website?
Creating a business website is similar to any other website. However, some additional elements to consider are the product or service page, contact page, and about page. Business websites help to expand the customer base, increase revenue, and improve business flow.
How Do Website Owners Get Paid?
Making money with a blog or website is done by displaying advertisements on your sidebars, footer, and header. Google AdSense , for example, offers a pay-per-click tool to monetize your site. You can make money from sponsored content, especially if you have high traffic.
How Long Does It Take to Create a Website?
The time it takes to create a website depends on the platform and the type of website. With some website builders, users can make websites within 5 minutes, especially AI website builders . However, platforms that have a steeper learning curve can take weeks to create a high-quality website.
Can I Switch From Hostinger Website Builder to WordPress?
If you want to move your website from Hostinger Website Builder to WordPress, simply delete the website built with the builder in order to release your domain name. Then, connect your domain to a WordPress site.
How Many Products Can I Sell With Hostinger Website Builder?
You can sell up to 500 products with Hostinger Website Builder.
The author
Hasna A.
Hasna is passionate about tech, culture, and the written word. She hopes to create content that helps people succeed on the web. When not writing, rearranging, or polishing sentences, she enjoys live music and overanalyzing movies.

**website design**

**1.** <https://www.wix.com/website/design>

1. What are the main elements to think about when website designing?
Show more
Website design is a field that is always changing and evolving, but there are a few main aspects that are always important. First and foremost, choose a website layout that will look great on both desktop and mobile. Next, when picking typography and color schemes make sure to stick to ones that represent your brand and catch the eye. With Wix, it's easy to choose a theme and seamlessly keep it coherent throughout your whole page. And of course, keep accessibility in mind, anyone coming to your site should be able to easily navigate and find what they are looking for.
2. What are the most important principles of website design?
Show more
When building a website you need to consider the aesthetic aspects but just as important is the site’s functionality and how to best achieve your business goals. A few key principles of design to keep in mind are prioritizing above the fold, your site’s visual hierarchy, visual cues and optimizing for all devices. Prioritizing above the fold means being sure to give your audience everything they need to understand your brand and take the desired action, in the very first fold. You should also be sure to organize your site’s hierarchy by giving crucial information higher in the page while taking SEO best practices into consideration. Visual cues like arrows and buttons are also important to help your audience navigate your page and boost conversions. Finally, optimizing for all devices helps ensure that your audience gets a good experience everywhere they see your page, which keeps them coming back.
3. How can I design my site while ensuring good performance?
Show more
With Wix’s performance-first culture and powerful infrastructure, you can be sure that your site will be equipped with all the tools you need to actively manage your website performance . When building your site and looking for design trends, it’s important to keep in mind that adding too many design elements can slow down your loading time. Because of this, the best designed websites limit the number of images, videos and font types they use. It’s also a good idea to look at your site’s performance in your Site Speed dashboard while you’re building to be able to optimize and test your loading times. Once you go live, check your Core Web Vitals regularly to see how well your site is performing and make sure you’re providing site visitors the best user experience possible.

**2.** <https://www.squarespace.com/website-design>

A collection of inspirational websites made by real Squarespace users.
Stories and solutions for the modern entrepreneur.
In-depth guides and videos about the platform, our services, and how to get started.
An online community for Squarespace users and professionals to discuss best practices and seek advice.
Free, online sessions where you’ll learn the basics and refine your Squarespace skills.
Earn rewards for building custom websites your clients can easily manage with Circle.
Create your website
The leader in website design
Stand out online with a professional website, online store, or portfolio. With Squarespace, you can turn any idea into a reality.Stand out online with a professional website, online store, or portfolio.

**3.** <https://www.designhill.com/website-design>

We have no data for this page, because it isn't accessible for our crawler.

**4.** <https://webdesigner.withgoogle.com/>

Home
Create engaging videos, images, and HTML5-based designs for your business that can run on any device
Intended for business use only
System requirements
Features that help businesses bring ideas to life
Google Web Designer gives you the power to create beautiful and compelling videos, images, and HTML5 ads. Use animation and interactive elements to build out your creative vision, then scale your content for different sizes or audiences with responsive and dynamic workflows.
Animation
Even Choose Your Modes
Animate by stringing together simple scenes in Quick mode or by using layers on a timeline in Advanced mode. Motion paths and custom easing give you full control of your animation.
3D
Create and manipulate 3D content using the power of CSS3. Rotate objects and 2D designs along any axis, visualizing 3D transformations and translations as you author.
Workflow
Google Integrations
Take advantage of other Google products throughout your ad creation process. Browse Google Fonts and pull assets from the Studio Asset Library. Once you finalize your creative, publish it directly to Studio or share the files on Google Drive.
Content Creation Tools
Create your own designs using the Shape or Pen tools, then easily add text and import assets. Add some polish by fine-tuning element properties.
Templates
Template Gallery
Browse through a range of pre-made layouts for inspiration or an easy starting point. You can adjust any aspect of the template to fit your needs, and save your own custom templates for future use.
Easy Mode
Build full-featured ads without needing to master advanced design tools. Use Easy Mode's streamlined interface to quickly customize templates with your assets, text, and colors.
Flexible
Dynamic Workflow
Tailor your ad to your audience with the dynamic ad workflow. Connect elements to data signals and preview how your creative looks with sample feed data.
Responsive Ads
Build media rules into your ad unit to set the style and layout of your creative, so a single ad unit can adapt to any screen size it shows up on.
Interactive
Events
Set up events to make your creative react to the user's actions, even physical gestures like touch, rotation, or shaking on mobile devices. Use preset events, or build your own from scratch with JavaScript.
Components
Drag and drop components into your project to instantly add functionality such as image galleries, video players, maps, and more. Plus, each component automatically reports metrics no coding required.
Pages
Create multiple pages to include multiple scenes within a project. Let your audience switch to a different experience while still viewing the same creative.
5
Design and develop
Find the tools you need whether you're a designer or a developer: a full design suite and the ability to edit HTML, CSS, and JavaScript directly. Switch between Design view and Code view to see how your changes render.
Get Started
Click Download Web Designer below to begin downloading the tool. Follow the on-screen instructions to install.
Download Web Designer

**5.** <https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/>

Weekly tips on front-end & UX .
Trusted by 200,000+ folks.
Usability and the utility, not the visual design, determine the success or failure of a website. Since the visitor of the page is the only person who clicks the mouse and therefore decides everything, user-centric design has established as a standard approach for successful and profit-oriented web design. After all, if users can’t use a feature, it might as well not exist.
This article has been kindly supported by our dear friends at Creative Brand Design who focus on creating bespoke and interactive web experiences for aspiring and established businesses and enterprises. Thank you!
Usability and the utility, not the visual design, determine the success or failure of a website. Since the visitor of the page is the only person who clicks the mouse and therefore decides everything, user-centric design has become a standard approach for successful and profit-oriented web design. After all, if users can’t use a feature, it might as well not exist.
We aren’t going to discuss the design implementation details (e.g. where the search box should be placed) as it has already been done in a number of articles; instead we focus on the main principles, heuristics and approaches for effective web design — approaches which, used properly, can lead to more sophisticated design decisions and simplify the process of perceiving presented information.
Please notice that you might be interested in the usability-related articles we’ve published before:
Subscribe to our email newsletter to not miss the next ones.
Principles Of Good Website Design And Effective Web Design Guidelines
In order to use the principles properly we first need to understand how users interact with websites, how they think and what are the basic patterns of users’ behavior.
How Do Users Think?
Basically, users’ habits on the Web aren’t that different from customers’ habits in a store. Visitors glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they’re looking for. In fact, there are large parts of the page they don’t even look at.
Most users search for something interesting (or useful) and clickable; as soon as some promising candidates are found, users click. If the new page doesn’t meet users’ expectations, the Back button is clicked and the search process is continued.
Users appreciate quality and credibility. If a page provides users with high-quality content, they are willing to compromise the content with advertisements and the design of the site. This is the reason why not-that-well-designed websites with high-quality content gain a lot of traffic over years. Content is more important than the design which supports it.
Users don’t read, they scan. Analyzing a web-page, users search for some fixed points or anchors which would guide them through the content of the page.
Users don’t read, they scan. Notice how “hot” areas abrupt in the middle of sentences. This is typical for the scanning process.
Web users are impatient and insist on instant gratification. Very simple principle: If a website isn’t able to meet users’ expectations, then designer failed to get his job done properly and the company loses money. The higher is the cognitive load and the less intuitive is the navigation, the more willing are users to leave the website and search for alternatives. [JN / DWU]
Users don’t make optimal choices. Users don’t search for the quickest way to find the information they’re looking for. Neither do they scan webpage in a linear fashion, going sequentially from one site section to another one. Instead users satisfice; they choose the first reasonable option. As soon as they find a link that seems like it might lead to the goal, there is a very good chance that it will be immediately clicked. Optimizing is hard, and it takes a long time. Satisficing is more efficient. [ video ]
Sequential reading flow doesn’t work in the Web. Right screenshot on the image at the bottom describes the scan path of a given page.
Users follow their intuition. In most cases users muddle through instead of reading the information a designer has provided. According to Steve Krug, the basic reason for that is that users don’t care. “If we find something that works, we stick to it. It doesn’t matter to us if we understand how things work, as long as we can use them. If your audience is going to act like you’re designing billboard, then design great billboards.”
Users want to have control. Users want to be able to control their browser and rely on the consistent data presentation throughout the site. E.g. they don’t want new windows popping up unexpectedly and they want to be able to get back with a “Back”-button to the site they’ve been before: therefore it’s a good practice to never open links in new browser windows.
1. Don’t Make Users Think
According to Krug’s first law of usability, the web-page should be obvious and self-explanatory. When you’re creating a site, your job is to get rid of the question marks — the decisions users need to make consciously, considering pros, cons and alternatives.
If the navigation and site architecture aren’t intuitive, the number of question marks grows and makes it harder for users to comprehend how the system works and how to get from point A to point B. A clear structure, moderate visual clues and easily recognizable links can help users to find their path to their aim.
Let’s take a look at an example. Beyondis.co.uk claims to be “beyond channels, beyond products, beyond distribution”. What does it mean? Since users tend to explore websites according to the “F”-pattern, these three statements would be the first elements users will see on the page once it is loaded.
Although the design itself is simple and intuitive, to understand what the page is about the user needs to search for the answer. This is what an unnecessary question mark is. It’s designer’s task to make sure that the number of question marks is close to 0. The visual explanation is placed on the right hand side. Just exchanging both blocks would increase usability.
ExpressionEngine uses the very same structure like Beyondis, but avoids unnecessary question marks. Furthermore, the slogan becomes functional as users are provided with options to try the service and download the free version.
By reducing cognitive load you make it easier for visitors to grasp the idea behind the system. Once you’ve achieved this, you can communicate why the system is useful and how users can benefit from it. People won’t use your web site if they can’t find their way around it.
2. Don’t Squander Users’ Patience
In every project when you are going to offer your visitors some service or tool, try to keep your user requirements minimal. The less action is required from users to test a service, the more likely a random visitor is to actually try it out. First-time visitors are willing to play with the service, not filling long web forms for an account they might never use in the future. Let users explore the site and discover your services without forcing them into sharing private data. It’s not reasonable to force users to enter an email address to test the feature.
As Ryan Singer — the developer of the 37Signals team — states, users would probably be eager to provide an email address if they were asked for it after they’d seen the feature work, so they had some idea of what they were going to get in return.
Stikkit is a perfect example for a user-friendly service which requires almost nothing from the visitor which is unobtrusive and comforting. And that’s what you want your users to feel on your web site.
Apparently, Mite requires more. However the registration can be done in less than 30 seconds — as the form has horizontal orientation, the user doesn’t even need to scroll the page.
Ideally remove all barriers, don’t require subscriptions or registrations first. A user registration alone is enough of an impediment to user navigation to cut down on incoming traffic.
3. Manage To Focus Users’ Attention
As websites provide both static and dynamic content, some aspects of the user interface attract attention more than others do. Obviously, images are more eye-catching than the text — just as the sentences marked as bold are more attractive than plain text.
The human eye is a highly non-linear device, and web-users can instantly recognize edges, patterns and motions. This is why video-based advertisements are extremely annoying and distracting, but from the marketing perspective they perfectly do the job of capturing users’ attention.
Humanized perfectly uses the principle of focus. The only element which is directly visible to the users is the word “free” which works attractive and appealing, but still calm and purely informative. Subtle hints provide users with enough information of how to find more about the “free” product.
Focusing users’ attention to specific areas of the site with a moderate use of visual elements can help your visitors to get from point A to point B without thinking of how it actually is supposed to be done. The less question marks visitors have, the better sense of orientation they have and the more trust they can develop towards the company the site represents. In other words: the less thinking needs to happen behind the scenes, the better is the user experience which is the aim of usability in the first place.
4. Strive For Feature Exposure
Modern web designs are usually criticized due to their approach of guiding users with visually appealing 1-2-3-done-steps, large buttons with visual effects etc. But from the design perspective these elements actually aren’t a bad thing. On the contrary, such guidelines are extremely effective as they lead the visitors through the site content in a very simple and user-friendly way.
Dibusoft combines visual appeal with clear site structure. The site has 9 main navigation options which are visible at the first glance. The choice of colors might be too light, though.
Letting the user see clearly what functions are available is a fundamental principle of successful user interface design. It doesn’t really matter how this is achieved. What matters is that the content is well-understood and visitors feel comfortable with the way they interact with the system.
5. Make Use Of Effective Writing
As the Web is different from print, it’s necessary to adjust the writing style to users’ preferences and browsing habits. Promotional writing won’t be read. Long text blocks without images and keywords marked in bold or italics will be skipped. Exaggerated language will be ignored.
Talk business. Avoid cute or clever names, marketing-induced names, company-specific names, and unfamiliar technical names. For instance, if you describe a service and want users to create an account, “sign up” is better than “start now!” which is again better than “explore our services”.
Eleven2.com gets directly to the point. No cute words, no exaggerated statements. Instead a price: just what visitors are looking for.
An optimal solution for effective writing is to
use short and concise phrases (come to the point as quickly as possible),
use scannable layout (categorize the content, use multiple heading levels, use visual elements and bulleted lists which break the flow of uniform text blocks),
use plain and objective language (a promotion doesn’t need to sound like advertisement; give your users some reasonable and objective reason why they should use your service or stay on your website)
6. Strive For Simplicity
The “keep it simple”-principle (KIS) should be the primary goal of site design. Users are rarely on a site to enjoy the design; furthermore, in most cases they are looking for the information despite the design. Strive for simplicity instead of complexity.
From the visitors’ point of view, the best site design is a pure text, without any advertisements or further content blocks matching exactly the query visitors used or the content they’ve been looking for. This is one of the reasons why a user-friendly print-version of web pages is essential for good user experience.
Finch clearly presents the information about the site and gives visitors a choice of options without overcrowding them with unnecessary content.
7. Don’t Be Afraid Of The White Space
Actually it’s really hard to overestimate the importance of white space. Not only does it help to reduce the cognitive load for the visitors, but it makes it possible to perceive the information presented on the screen. When a new visitor approaches a design layout, the first thing he/she tries to do is to scan the page and divide the content area into digestible pieces of information.
Complex structures are harder to read, scan, analyze and work with. If you have the choice between separating two design segments by a visible line or by some whitespace, it’s usually better to use the whitespace solution. Hierarchical structures reduce complexity (Simon’s Law): the better you manage to provide users with a sense of visual hierarchy, the easier your content will be to perceive.
White space is good. Cameron.io uses white space as a primary design element. The result is a well-scannable layout which gives the content a dominating position it deserves.
8. Communicate Effectively With A “Visible Language”
In his papers on effective visual communication, Aaron Marcus states three fundamental principles involved in the use of the so-called “visible language” — the content users see on a screen.
Organize: provide the user with a clear and consistent conceptual structure. Consistency, screen layout, relationships and navigability are important concepts of organization. The same conventions and rules should be applied to all elements.
Economize: do the most with the least amount of cues and visual elements. Four major points to be considered: simplicity, clarity, distinctiveness, and emphasis. Simplicity includes only the elements that are most important for communication. Clarity: all components should be designed so their meaning is not ambiguous. Distinctiveness: the important properties of the necessary elements should be distinguishable. Emphasis: the most important elements should be easily perceived.
Communicate: match the presentation to the capabilities of the user. The user interface must keep in balance legibility, readability, typography, symbolism, multiple views, and color or texture in order to communicate successfully. Use max. 3 typefaces in a maximum of 3 point sizes — a maximum of 18 words or 50-80 characters per line of text.
9. Conventions Are Our Friends
Conventional design of site elements doesn’t result in a boring web site. In fact, conventions are very useful as they reduce the learning curve, the need to figure out how things work. For instance, it would be a usability nightmare if all websites had different visual presentation of RSS-feeds. That’s not that different from our regular life where we tend to get used to basic principles of how we organize data (folders) or do shopping (placement of products).
With conventions you can gain users’ confidence, trust, reliability and prove your credibility. Follow users’ expectations — understand what they’re expecting from a site navigation, text structure, search placement etc.
A typical example from usability sessions is to translate the page in Japanese (assuming your web users don’t know Japanese, e.g. with Babelfish) and provide your usability testers with a task to find something in the page of different language. If conventions are well-applied, users will be able to achieve a not-too-specific objective, even if they can’t understand a word of it.
Steve Krug suggests that it’s better to innovate only when you know you really have a better idea, but take advantages of conventions when you don’t.
10. Test Early, Test Often
This so-called TETO-principle should be applied to every web design project as usability tests often provide crucial insights into significant problems and issues related to a given layout.
Test not too late, not too little and not for the wrong reasons. In the latter case it’s necessary to understand that most design decisions are local; that means that you can’t universally answer whether some layout is better than the other one as you need to analyze it from a very specific point of view (considering requirements, stakeholders, budget etc.).
Some important points to keep in mind:
according to Steve Krug, testing one user is 100% better than testing none and testing one user early in the project is better than testing 50 near the end. Accoring to Boehm’s first law, errors are most frequent during requirements and design activities and are the more expensive the later they are removed.
testing is an iterative process. That means that you design something, test it, fix it and then test it again. There might be problems which haven’t been found during the first round as users were practically blocked by other problems.
usability tests always produce useful results. Either you’ll be pointed to the problems you have or you’ll be pointed to the absence of major design flaws which is in both cases a useful insight for your project.
according to Weinberg’s law, a developer is unsuited to test his or her code. This holds for designers as well. After you’ve worked on a site for few weeks, you can’t observe it from a fresh perspective anymore. You know how it is built and therefore you know exactly how it works — you have the wisdom independent testers and visitors of your site wouldn’t have.
Bottom line: if you want a great site, you’ve got to test.
(vf, il)

**6.** <https://www.forbes.com/advisor/business/software/how-design-website/>

On Squarespace's Website
What You Need To Design a Website
Before you design your website, there are a few things you’ll need to have ready. Generally, you’ll need the website builder itself, a domain registrar and a web hosting platform (if you’ve chosen a website builder that doesn’t include hosting in its package). You’ll also need an SSL certificate to secure the site, a point-of-sale (POS) system for payments and a search engine optimization (SEO) tool to ensure that people find you.
Here what you need to design, build and maintain a website:
Web Hosting: Your website content requires physical space, and that is what web hosting platforms do—they store your texts, images and databases so that you can access them on the web.
Domain Name: Your domain name is the address visitors see in their browser bar when they search for you. To avoid confusion, incorporate your name; and if it’s not available, choose something close to it. You can register your domain name with a domain registrar . Some hosting service providers also serve as domain registrars, so find out before purchasing.
SSL Certificate: For your business’s security and reputation, and the safety of user information, obtain a secure sockets layer (SSL) certificate from an SSL certificate service provider.
Web Builder: Sign up on a website builder to create your website without coding experience. There are templates with features you can customize to design your choice website.
Search Engine Optimization Tool: From the start, use an SEO tool to create an SEO strategy so that your content follows basic SEO practices and techniques and starts achieving your desired results.
Point of Sale: If you’re offering services or selling products that require processing and accepting payments, you’ll need to incorporate a POS service into your website.
How To Design a Website in 9 Steps
While you can customize your website to fit your unique needs or suit your style, there are specific actions that anyone who wants to design a website must take. Follow carefully to find out how to design a website, from defining your website’s purpose to choosing a website designing platform, designing the architecture, filling in necessary content and launching your website.
1. Define the Site’s Purpose
To design a website that yields expected results, you’ll need to define what you want from it. Consider why you’re designing the website—who your audience is, and what you’re targeting. Are you trying to get downloads, sales, reservations, appointments booked, engagements or even a larger audience?
It’s crucial you know crystal-clear the purpose of the intended website. Knowing it will help you adopt the right content strategy and guide you through choosing the right platform, theme and page architecture.
2. Choose Your Platform
Once you note why you’re building a website, you can check out website builders . These do-it-yourself (DIY) tools will help you to make a website yourself, even when you don’t know any line of code. And there are those designed for specific purposes, such as e-commerce , blogs and portfolios .
Website builders include customizable templates for adding your texts and images, and many take care of domain registration and hosting too. But you’ll need to use the drag-and-drop interface to design each website page yourself. So, choose one that suits the purpose of your site.
3. Gather Your Brand Elements
Elements are details such as colors, fonts and images that bring your website together. So, in designing your site, consider your brand’s identity.
Start with the color scheme, working with a primary color and one or two complementary colors. Then, choose a text style that aligns with your brand. For example, serif symbolizes formality and authority, sans serif, modernism and script, creativity.
Also, add images to capture the users’ attention, but make sure they are relevant and of high quality so they can make the right impression on users.
4. Select a Template or Theme
Next, choose a theme or template, which is the layout of your site—the way images, text and buttons appear on your site. Themes are pre-designed layouts to help you design your site, even as a beginner.
Most platforms come with a range of templates divided into categories, and each category has built-in features relevant to a specific industry. So preview them to choose one that’s most relevant to your site.
Note that if you choose to build your website with WordPress, you will need to get web hosting from a third-party hosting provider, such as Bluehost or Hostinger, and install WordPress. With that, you will be able to access your WordPress admin dashboard, install a theme and import demo content for premium themes.
5. Map Out Your Site
To make designing easier, visualize the pages that will appear on your site and how they will link to each other. For example, knowing how many pages will be on your website, their content and the general layout means that you’ll have a guide to work with when you start designing each part.
6. Design Each Site Element
With your template or theme and website map, the next step is to begin designing each site element, such as your menu (or site navigation), header and footer, search bar, and any additional elements you want. site to have. Using elements such as the following will structure your website, making it easy to navigate.
Menu: This element displays the items featured on your website. Make sure it is accessible on every page, and displays only a few items—you don’t want to cluster visitors’ screens.
Header and Footer: These elements enhance user engagement. The header should include features such as the navigation menu and your logo, which you want visitors to find quickly. A footer should offer more information, such as contact information and terms of service.
Search Bar: Use a magnifying glass or a box, but place it at a prominent part of every page. The top-left or top-right corner is often the best.
7. Customize Your Web Pages
Your content depends on your site’s purpose, so you can tweak it to suit you. However, every website should have the following web pages.
Home Page: Every visitor lands here, so it’s a good place to summarize your website. Include your logo, business name, what readers should expect from you and a navigation menu that makes browsing your site easy. Make sure this page is organized and eye-catching.
Product or Service Page: This page should tell visitors what you’re offering them and allow them to make a purchase. For an e-commerce site, create a page for catalog display and another to show each item in detail.
About Page: This page should introduce you to visitors, tell your story, communicate your values and highlight what makes you different from other brands.
Blog Page: If you intend to use blogging as a content marketing strategy, then you have to create this page, which will display snippets of published blog posts. Users can then click on one that interests them.
Contact Page: Let website visitors know how they can reach you. It can be via phone calls, emails or social media platforms. Also, you can include your physical address, a live-chat widget and a contact form.
Other pages you can add:
Custom 404 Page: When visitors go to a page that doesn’t exist on your website, you should direct them to a page displaying “404 Error.” You can further customize yours to include your logo, a link to your home page or a lighthearted message—“Congrats! You found our error page!”
FAQ Page: This page is dedicated to answering common questions that may be on the minds of visitors. That way, website visitors won’t need to reach out to you.
Testimonials: Here’s your opportunity to blow your trumpet. Include reviews from previous clients testifying to how you’ve helped them. Also, display trusted brands that have given you awards or written about you.
8. Test and Launch Your Website
Before your site goes live, test loading time, content readability, linking and mobile responsiveness, contact form and any other element that can affect user experience. Have family members and colleagues give their feedback about your website’s design. If there are no issues, go ahead and publish your site.
Also, keep updating your website based on its performance, trends and current business operations.
9. Optimize Your Content
After designing and launching your website, you should plan to optimize your site for a smooth user experience. Here’s what you can do.
Mobile Responsiveness: Most website templates are now mobile responsive—your content reformats to fit different screen sizes. However, to be on the safe side, consider activating a mobile app. You can test your website on browsers such as Safari or even Google Chrome on iPhones and Android phones.
Internet Linking: Internal links allow users and search engine tools to see you as an authority in your industry. They also keep people on your site, so use hyperlinks to direct users to other relevant web pages.
Media Optimization: To prevent low ranking, higher bounce rates, lower click-throughs and longer load times, work on your media files. Make sure they are not too large and that you don’t have too many photos or videos on each page. Also, feature only relevant images and videos.
Search Engine Optimization (SEO): SEO involves tweaking content such as images and texts to increase the number of people on your website. Examples of such optimization actions are adding alt texts to images and using readable URLs.
Best Tools To Design a Website
To source for and customize texts, shapes, colors and images needed for designing the sections and pages of your website, you’ll need certain apps and tools. With these tools, you can make the best designs without having to start from scratch.
Website Builders: You’ll need a website builder, such as Squarespace or Wix , with the features required to design the website you like.
Design Tools: A design tool such as Canva is good for graphic design and photo editing.Expert Marketplaces: Marketplaces such as Fiverr and Upwork host several expert website designers who can help you with design tasks.
Logo Makers: This tool is necessary if you’re yet to design your business logo and want to do that alongside your website designing process. Examples are Logo Maker and Adobe Express logo maker .
Photo Apps: Use photo apps such as Stockphoto.com and Unsplash to find visually appealing images to go with your texts.
Featured Partners
On Squarespace's Website
When To Design a Website or Hire a Web Designer
Designing can be tricky, but thanks to website builders with customizable templates and elements, it’s pretty straightforward to design your dream website. However, deciding whether to hire a professional website designer or design one yourself depends on your budget, skill and website requirements.
If you have the money to pay an expert, you can hire an expert web designer, especially if the intended site is complex or you don’t have time to design. But you should utilize website builders if you enjoy building and would rather avoid the back and forth involved in working with another person, then you should utilize website builders.
Frequently Asked Questions (FAQs)
What is the easiest way to design a website?
To do away with the hassle of designing a website from scratch, use beginner-friendly website builders such as Squarespace and GoDaddy .
Which software is best for web design?
Website builders such as Squarespace and GoDaddy are best for web design since they are all-in-one platforms that also provide web hosting, domain registration and built-in editors to users. However, you can check alternative service providers based on your specific needs.
Can I design a website for free?
Yes, there are website builders you can use to design your website for free. Make sure you read their terms of service for intricacies about publishing and updating your website pages.
Do businesses really need a website?
Yes, every business really should have a website. Even if you’re not looking to sell online, a website is a vital component in marketing as it enables people to find out about you online, which can drive sales offline.
What is the best website design software?
The best website design software is the one that helps you create the website you need within your budget and with as little hassle as possible. However, our top picks include WordPress, Adobe Dreamweaver, Sublime Text and openElement.
Can I design a website without coding?
Most web design software does not require coding. However, if you want to add more complex features, you might need some coding skills. If you want to try your hand at coding, check out WordPress, as 43% of websites are powered by it. It’s open source software, and there are tons of tutorials. Otherwise, consider a drag-and-drop website editor, such as Wix or Weebly.
Was this article helpful?

**7.** <https://blog.hubspot.com/marketing/best-website-designs-list>

37 of the Best Website Designs to Inspire You in 2023
03/28/23
Looking for website design examples? Your inspiration journey starts here.
Deciding to create a website for yourself or your business is a big decision, but all websites are a culmination of many small decisions. And the best-designed websites are made by those who take the time to craft a visual experience that feels on-brand and aligned with users’ expectations, while simultaneously incorporating elements to help it stand out.
It’s a big task, but luckily you don’t need to start completely from scratch. There are website builders and content management systems like CMS Hub that allow you to build out pages by simply dragging elements into place. Plus, there are thousands of amazing websites to reference for inspiration.
In this article, we’ll be sharing a few dozen of the best website designs we’ve ever seen to inspire yours. You can click the links below to jump to explore website designs, and we’ve also included a bonus section of designs that are just plain cool — so check them out, too!
Free Website Design Inspiration Guide
Fill out this form to see 77 more examples of website design.
From familiar corporations to small businesses, to international organizations, the following sites push the status quo on the web. Whether it's the design aesthetic, usability, interactivity, sound design, or value that the site provides, each one is a masterpiece in its respective industry and something to aspire to.
Not surprisingly, many organizations exist to highlight these sites and the contributions they make to the web. To help surface some of the most inspirational designs, I gathered several award-winners that have made their way through several key awards organizations — including Red Dot, Awwwards, UX Awards, The Webby Awards, SiteInspire, Best Website Gallery, and FWA.
As you browse through the list, know that each site excels in its own way and seeks to serve a unique purpose. While one site may be an excellent example of visual design, another may be an excellent example of interactivity.
This means that not all of these sites may be "conversion machines" or blueprint ideas that you can easily copy over to your site. Rather, they're great ways to gain some website design inspiration and see the cutting-edge marketing that's happening in the different corners of the web.
Keep in mind that web designs are fluid and change often. Some of the designs in this list have changed since they were awarded, but we do our best to keep them up-to-date. We’re confident you’ll find a design here that sparks your creativity.
Download this free guide to see even more examples of website blog, homepage, and landing page designs.
Beautiful Award-Winning Websites
Best Website Designs from 2022
Hyer
Award: Website of the Month (2022), CSS Design Awards
Want to make a strong impression on your website visitors? Take a page out of Hyer’s book .
Image Source
This striking illustration of the airplane, as it slowly moves across the screen, is sure to grab website visitors’ attention.
This page has everything you need in an effective homepage: An image that tells a story but isn’t too distracting, use of white space, easy nav bar, a tagline or slogan, and a clear CTA.
It’s a clean design that’s free of any distractions and invites visitors to learn more about the brand.
Mubasic
Award: Website of the Day, August 10, 2022, Awwwards
Mubasic’s site isn’t just visually compelling, it’s dynamic. Mubasic is a catalog of high-quality music for children, and the website’s design decisions help it achieve a light-hearted, easygoing feel. The poppy color scheme and effective visual hierarchy contribute to this site’s design success, however, the real reason it shines is because of how the design feels authentic to the brand’s mission.
Image Source
The homepage easily allows you to explore the company’s offerings, and even features a Q&A section set up in a unique format. Images pop up as you scroll down the page, and toward the bottom, there’s the opportunity to get in touch with contact information and a new customer form template .
When you reach the bottom of the home page, there’s a menu that features anchors to allow you to jump to wherever on the page the information you’re seeking lives.
Digital Cover
Award: Website of the Day, July 31, 2022, Awwwards
Everything from the loading screen to the homepage of this France-based digital agency’s website is a visual homerun. When you arrive on this homepage, you’re immediately swept into the world of Digital Cover. This is achieved by a graphic that appears nearly three-dimensional popping up and welcoming you into the company’s orbit.
Image Source
Similar to the previous site, the animated nature of Digital Cover’s homepage adds intrigue and establishes this site as a candidate for best website design. With a simple swipe of a mouse pad you’re led to the company’s projects, or you can navigate to the clearly labeled menu in the top left corner. When you do, several options pop up.
From there, you are escorted to the page of your selection. The white lettering against the black background allows for the copy to pop. If you scroll to the bottom of any menu page, you’ll find contact information to get in touch with the agency, which is another strength of the design’s.
Best Website Designs from 2021
IBM’s The Harmonic State
Award: Site of the Month (July 2021), Awwwards
When you land on this IBM web page, it’s clear to see why the design won an award.
Image Source
The best way to describe the website is as an immersive experience. In fact, IBM uses both visual and auditory elements to draw the visitor in and keep them engaged.
When you first land on the web page, you’re prompted to put on headphones to get the full experience. Even if you skip this step, you’re drawn in by the interactive background that reacts as your mouse navigates on the page.
In addition, the page is well balanced with a large title that grabs your attention across from a small description with a bold blue CTA.
With a topic as complex as AI, IBM then uses visual storytelling to explain how its Watson tool works in the real world. Visitors can explore three stories through video game-like functions and learn more about the tool.
It’s a fun and effective way to get users engaged in a topic that can be complicated and dry.
Looking for more corporate website examples? Check out 25 Stunning Corporate Websites to Inspire Yours .
Superlist
Award: Site of the Month (April 2021), Awwwards
Superlist is a productivity app that helps teams and individuals change the way they work.
Too often, you land on a website and have to figure out what the brand is about. With Superlist, you know exactly what to expect as soon as you get to the homepage.
Image Source
The interactive homepage shows common work accessories, like headphones and keyboard with clear, to-the-point copy.
Superlist effectively uses white space to keep the focus on its copy. However, to facilitate navigation, they include a small button with an arrow icon to indicate that there’s more to see on the page once you scroll.
From there, the fun visuals continue – keeping you engaged as you learn more about the brand.
Best Website Designs from 2020
Swab the World
Award: Site of the Day (2020), Awwwards
Parallax , bold colors, and negative space shape the design and experience of Swab the World’s website. The organization brings awareness to stem cell donations. Their mission is to “Make sure every single patient finds their match. Period.” Photos of couples exhibiting love and emotions bring a human element to a historically complex and scientific process.
From a technical perspective, the design makes moving down the page feel natural, ensuring the readers reach each point of copy and every CTA on the homepage.
Newest Americans
Award: Honorable Mention (2020), Awwwards
An organization with a responsibility as large as honoring past, present, and future migrating identities needs a beautiful and functional website to help spread the word. Newest Americans champion immigrant experiences in cities across the state of New Jersey. The website uses beautiful imagery of people, places, and items that represent this experience in a way that flows cohesively down the homepage, telling the story of this group of America’s newest citizens.
The website is both visually appealing and functional with a simple navigation menu, stories organized by photos, and a clean press page that puts the most recent articles front and center.
Spotify Design
Award: Honorable Mention (2020), Awwwards
Spotify is known for its fair share of amazing feats, and its latest iteration of Spotify.Design is no different. Serving as the hub for all things visual and creative for Spotify, the music and podcast streaming giant gives listeners a look into the who, what, why, and how of what makes the app so sensational.
Bright colors, drop shadows, and smooth animations give this website character and depth. The flat geometric designs with abstract accents make albums and artists practically jump off of the screen.
Looking for more design inspiration from microsites like this one? Read our post of the Best Microsite Examples We've Ever Seen .
Andy Warhol
Award: Honorable Mention (2020), Awwwards
Artist, film director, and producer Andy Warhol’s life is encapsulated in this splendidly designed website that captures his art style in a digital format. As you peruse the page, your cursor becomes a spotlight that converts every image you hover over into a negative image or inverses the colors of the text you’re reading.
The big, bold text makes a statement and emphasizes just how important copy is to website design. Subtle animations help pace the site and set the tone for each section as you peruse the home page.
Human Interaction Company
Award: Corporate Website (2020), Red Dot
To see video done right, look no further than the Human Interaction Company . From the moment you click on the site, the experience is lightning fast. You’re dropped directly into the action — the why, what, and how of Human Interaction and exactly what the team does.
This Red Dot Design Award winner aims to bring the study of human interaction to the masses, and in the process, show us just how engaging it can be to learn about it. Don’t get discouraged by their award status though — none of the photos on this site are photoshopped, so it’s a practical example of building quality with the resources you have available.
Garoa Skincare
Award: Site of the Day (2020), Awwwards
How do you transform the feeling of luxury and practicality into a website? Garoa Skincare provides a blueprint. Whether your product costs half the price of your closest competitor or twice the price, your site can bring a sense of extravagance to just about any product you sell.
High-quality visuals, typefaces that complement each other, and a balance of negative space with useful copy can bring a simplistic elegance to your website.
Best Website Designs from 2019
1917: In the Trenches
Award: Awwwards' Best Website of the Day (2019)
This website , made to promote the film 1917, lets you walk around the trenches and perform the same mission that the characters did in the film. You can also see their maps or access other tools.
This is a great example of a site that went above and beyond with interactivity as well as a site that leverages its content and prewritten storyline to market its film. This website won Site of the Day by Awwwards , which allows designers to vote and nominate great websites they see daily.
The Octopus: A design blog by IDEO
Award: Business Blog/Website 2019 Webby award
IDEO, a global design company, won the Business Blog/Website 2019 Webby award for its Octopus blog , and for good reason. The blog features a sleek, black-and-white Octopus drawing as its homepage design, and uses yellow, black, and white to create a cohesive theme as you scroll.
If you hover over a blog post, the title is highlighted in yellow. If you hover over an image, the image is pulled towards you — two small features that make a big difference in terms of creating a unique and engaging user experience.
Nomadic Tribe
Award: Awwwards' Site of the Year nomination (2019)
This site, which was nominated for Awwards' Site of the Year, is one of the more engaging sites I've seen.
The homepage immediately begins playing a stunning video featuring a man walking across a desert, followed by gorgeous landscape scenes and text like, "Are you lucky enough to call yourself an adventurer?"
The text throughout the website is playful, with colorful pinks and oranges and yellows, and the homepage is logically designed, with CTAs placed throughout that range in commitment-level from "Read More" to "Watch Now" and, finally, "Download the App".
Ultimately, the website is beautifully designed with strong attention to detail, and tells a compelling story throughout.
Diana Danieli
Award: Webby 2019
This 2019 Webby-winning site shows off imagery of art and architecture with either high contrast or heavy exposure. As a website visitor, you can click and drag your mouse to change the photos and variations. Each image shows a piece of work that highlights the artist who owns the website.
A cool plus about this website is its incorporation of audio and music. Clicking on certain buttons on the screenplays a piano note and truly immerses you in the Diana Danieli experience.
Want to see more personal websites? Check out our post on the Best Personal Websites .
George Nakashima Woodworkers
Award: Webby 2019
This woodworking website emphasizes nature and care for the woodworking trade. It's essentially a slideshow of beautiful forestry and farming images. As a new image comes on the screen, a new quote related to wood or trees also appears.
This is incredibly relaxing to the visitor and shows that the woodworkers recognize the beauty of trees and the environment. This website also won a Webbie in 2019 .
Best Website Designs from 2018
crypton.trading
Award: Site of the Day (4/3/2018), Awwwards
Meet crypton.trading, your robot accountant.
Crypton.trading is a trading hub for cryptocurrencies such as Bitcoin, using artificial intelligence to predict changes in a currency's value and identify key buying and selling opportunities. The website was rated high for its development and design, as it gradually explains more of the developer's methods the further down visitors scroll.
This website makes tech-savvy visitors feel right at home the moment Crypton's greeting appears across the homepage, one letter at a time.
Southwest: Heart of Travel
Award: Best Visual Design - Aesthetic, 2018 Webby Awards
When Southwest Airlines wanted to prove that its customers were "more than just a dollar sign," the company created a website where the design was assembled using the shapes of their customers' flight paths.
The website, called Heart of Travel, even allows visitors to create their own artwork out of a trip they might plan on taking. In this way, Southwest's website is a product of their most loyal passengers.
Overflow
Award: Site of the Day (3/20/2018), Best Website Gallery
Overflow is a design tool that allows people and businesses to create story-like flow diagrams of their ideas so they're easier for others to understand. Aside from this being just a good service, the Overflow website practices what it preaches: Along with vibrant red call-to-action buttons for downloading the tool, this website promotes its product the best way it knows how — using a flow diagram.
The website delivers this flow diagram in the form of a video. While embedded videos can look clunky sitting in the middle of a website's other design elements, Overflow's is perfectly placed and exactly what you'd want to see when landing on the site for the first time.
Frans Hals Museum
Award: Site of the Year (2018), Awwwards
It can be tough for a museum to present all of its artwork together on a cohesive website. That's what makes the website of the Frans Hals Museum so impressive.
Located in the Netherlands, this museum has created a website that uses a combination of digital design elements and its own exhibits. This mixture helps visitors understand what they'll see, when they can see it, and where else they can get a taste of what this museum has to offer.
Best Website Designs from 2017
Simply Chocolate
Award: Site of the Year (2017), Awwwards
You'll get a craving for chocolate just looking at this website — and in a way, that's Simply Chocolate 's website working as designed.
This appetizing website is that of a Denmark chocolate maker Simply Chocolate. Its website uses a variety of colors (and creative product names) to promote each chocolate bar. And as you scroll from one product to the next, they all seem to remain consistent in brand.
The three-dimensional appearance of each chocolate bar makes you feel like you can grab it off of your computer screen, while the "Add to Box" CTA to the top-left is ideally placed for users to select the products they want while browsing.
NOWNESS
Award: Best Cultural Blog/Website, 2017 Webby Awards
NOWNESS is perhaps the coolest crowdsourced video blog on the internet. That was a mouthful...what does it all mean?
NOWNESS ' crowdsourcing is part of what makes it an award-winner. This means most of its content comes from independent creatives — an increasingly popular way for businesses to publish content.
NOWNESS is also a video channel, meaning all of its blog content is in video format. Together, these qualities help make Nowness a captivating hub for the stories that brands everywhere strive to tell.
Best Website Designs from 2016
Rainforest Guardians
Award: Best Activism Website, 2016 Webby Awards
Rainforest Guardians was one of the most immersive nonprofit websites of 2016. Seeking to build awareness around deforestation, the site allows users to "visit" the various villages, natives, and waterways that make up the Amazon Rainforest.
The site puts interactivity at the center of its user experience — a wise choice if your goal is to get people to connect with your cause and convert into volunteers.
Protest Sportswear
Award: Site of the Year (2016), Awwwards
The Awwwards calls Protest Sportswear a "shoppable lookbook," and that's exactly what this site is. As a clothing outfitter, this company has reinvented the way they market its product: Rather than promoting garments of clothing, Protest Sportswear promotes "looks."
This makes the company's product the most appealing part of the website itself, using a collage of styles to design a homepage that changes as often as its customer's styles do.
The Teacher's Guild
Award: Best Association Website, 2016 Webby Awards
The Teacher's Guild is a professional community of educators that addresses some of the most critical challenges in education. What makes this website award-winning is how it balances diverse content types — programs, solutions, approaches, and collaborations — without overwhelming visitors.
Not only are the background visuals prominently placed, but they also use white space to emphasize the written calls to action at the center, as shown in the screenshot below.
Best Website Designs from 2015 – 2014
Virgin America
Award: Most Significant Industry Evolution, 2014 UX Awards
In a world where airline websites are known to be riddled with major usability issues, Virgin America has one of the best websites that pushes usability, accessibility, and responsive design forward.
Feed
Award: Site of the Day (6/6/2015), Awwwards
Not only is Feed an interesting concept, but it also has a stunning execution that challenges our understanding of what is possible on the web. Through a creative blend of animation and video, the site immerses users in an engaging experience.
As an atypical site, it contains several unique usability elements, including navigation that doubles as a scroll progress bar.
ETQ
Award: Site of the Day (5/19/2015), Awwwards
ETQ takes a minimalist approach to ecommerce. Big, compelling visuals of their product lay against simple, flat backgrounds accompanied by strong typography that keeps the focus on exactly what the user came there to see: shoes.
Mikiya Kobayashi
Award: Site of the Day (7/4/2015), Awwwards
Mikiya is a Product Designer with a minimalistic portfolio that showcases his work through strong photography and subtle animations. His full site was originally created in Japanese and then translated into English, helping demonstrate the international scalability of his design.
Woven Magazine
Award: Site of the Day (4/4/2015), Best Website Gallery
Woven is an online publication that celebrates artists, crafters, and creators alike. Its website confirms that publications can (and should) have beautiful, engaging visuals with easy-to-read content. Free of distractions like pop-ups and intrusive ads, this site is all about the experience of the content itself.
JOHO's Bean
Award: FWA of the Day (8/7/2015), Favorite Website Awards
The website for JOHO's Bean has incredible imagery, interactivity, storytelling, visual design, and most of all, sound engineering. These all come together to create a compelling, emotional, and engaging site that tells the story of a coffee bean's journey.
World of SWISS
Award: Best User Interface, 2015 Webby Awards
Another airline? Yep. SWISS airlines built an incredibly immersive site that tells the story of what it's like to fly with them — and they did too great of a job to be ignored. Strong visuals and animations introduce the user to different sections of the site that are packed with information beyond the usual sales and marketing pitch.
Other Cool Website Designs
Guillaume Tomasi
As a Photographer in Montreal, Guillaume Tomasi has built a portfolio that's truly fit to house his unique and awe-inspiring photography. His surreal photo style is juxtaposed by his simple, flat, empty, and minimalistic portfolio design that places all of the focus on the work itself.
His unique series navigation coupled with art-gallery-inspired work introductions and perfect scrolling interactions yield an experience reminiscent of that of a real gallery.
Image Source
The District
This branding agency takes its imagery seriously, and it should — it handles all channels of media for its clients. The District's website alone is a journey through some of the most beautiful artwork and photography you've ever seen.
These provocative tiles change rapidly as you explore the website, and the wackier they seem, the more interested you become in learning about their past work.
Image Source
Tej Chauhan
Tej Chauhan has turned impressionist artwork into a business model with this intriguing website. Each image on this product developer's homepage slides out to cover the previous image, offering little context around the object you now see in front of you. But it’s that lack of context that makes you want to learn more.
Plus, the tagline, "Souvenirs of The Near Future," suggests these objects are a part of their product line — and an opportunity for you to bring these innovative objects into your life.
Want a similar look for your website? Check out the new CMS Hub theme collection on the Envato marketplace.
Amanda Martocchio Architecture
An architecture firm might not specialize in web development, but its website should still demonstrate its commitment to visually pleasing design. Amanda Martocchio took that to heart with this gorgeous website.
It's no secret that Amanda Martocchio Architecture loves its work — each picture on the homepage of its website is an enchanting shot of the houses the company designs. The website labels every house you scroll through with the type of design that was intended, along with numerous angles to each building.
Image Source
Where to Get Your Design Inspiration
If you want some design inspo, the good news is that you can find it just about everywhere.
One of the best ways to get inspiration for design is through travel. When you visit new places, you’re forced to get out of your comfort zone and experience something foreign.
What makes design so interesting is that everyone sees it differently and so, there’s always more to discover.
Another way to get design inspiration IRL is through the media. Every day, we are inundated with visual content. We make decisions about what we like, what we don’t like, and continue on our day.
But what if you were more intentional about how you viewed those interactions? You could come out of it with valuable insights.
You also can’t forget to leverage design communities. From design conferences to Reddit forums, there are hundreds of groups out there that can offer inspiration as well as advice.
Now that we’ve covered some IRL design inspiration sources, let’s cover the digital ones.
Website Design Inspiration Sources
1. HubSpot’s Website Themes & Templates Marketplace
HubSpot’s Website Themes & Templates Marketplace (previously HubSpot Asset Marketplace) houses hundreds of website templates that you can sift through to get inspired for your own website.
The best part of the marketplace is that you can narrow down by industry and feature, allowing you to see the templates that are most relevant.
Once you find a template you like, you can view a live preview of the site to get a full experience then download it if you decide to use it.
2. Dribble
Dribble is where designers go to get inspired and to share their work. The website has everything from animation and branding to illustration and mobile.
Image Source
Once you navigate to the “Web Design” tab on the homepage, you can filter results by color scheme, editing software, timeframe, and tags.
Furthermore, if you find a designer whose work you like, you can save the design for future reference and follow their work to see other designs on their profile.
This is an incredible resource to use whether you’re starting from scratch or already have a solid plan in mind.
3. Bēhance
This is another digital platform full of creative inspiration to leverage ahead of your website design project.
Image Source
One of the best features on this site is the ability to filter by location. This allows you to see how designers in different regions differ in technique and style.
This can be particularly helpful if you are designing a website for a foreign, unfamiliar market. You can gain interesting insights by evaluating the decisions made by Behance designers.
4. Pttrns
Want to focus on mobile web design? Pttrns is the place to go.
This subscription-based platform allows you to gain access to thousands of mobile design templates and get advice from top designers all over the world.
Additional features on this platform include:
A favorites and collections folder to store your favorite designs.
A studio to interact with other designers and get advice.
A design guide to understand the strategy behind the designs.
Website Design Ideas
Now that you've seen a number of beautifully designed and award-winning platforms, keep these potential ideas in mind as you create your own. Here are a few suggestions we have to help you can create a site that could appear on our best website design inspiration list.
Consider ways that you can make your website interactive, like the 1917 example.
Make a website that emphasizes the mobile experience , even while it still has a good UX on desktops.
Create a website that tells a story about your brand with photos, text, or video.
If you can't create a heavily interactive site, consider drawing in eyes with a site that presents a slideshow of your photos.
Ensure your call-to-actions are easy to see and encourage visitors to continue exploring your site
Keep navigation clean . Ensure your visitors always know how to get back to the homepage.
Integrate your social media sites via social embed buttons, so site visitors can easily follow you on your various social channels.
Keep each of your web pages consistent in design — including font, colors, images, and messaging.
Test your website's usability with a heat map , which will show you on which web pages your visitors are most likely to bounce.
Include a live chat or chatbot to give visitors the option to engage with you directly on your website if they prefer live chat to phone calls. Live chat can automate functions for your sales and service reps and create a better communication experience for the customer.
Get an SSL certificate to ensure your website is secure. SSL is part of Google's search ranking algorithm , so an SSL certificate can help you rank higher in search.
Build a Beautiful Website for your Business
Now that you’ve perused our best website design inspiration, it’s time to get started creating your own site. You’d be surprised how easy designing a site is once you have a look and feel in mind.
Once you’re ready to start coding or dragging and dropping, you’ll have a beautiful website that your visitors will enjoy.
Editor's note: This post was originally published in January 2021 and has been updated for comprehensiveness.
Don't forget to share this post!
Related Articles

**8.** <https://www.canva.com/>

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**9.** <https://www.crowdspring.com/website-design/>

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Elevate Your Brand with a Unique Website Design
Running a small business is tough enough without worrying about your website. That’s where crowdspring comes in. We provide custom website design services that elevate your brand, engage your audience, and help you achieve your business goals. Don’t settle for a cookie-cutter website; let us create a design that’s uniquely yours.
Join 60,000+ businesses who found their perfect website design through crowdspring.
Why crowdspring is your best partner for website design:
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Award-Winning Support: We’re ready to assist anytime you need.
IP Protection: Free legal contract secures your intellectual property.
Professional Designers: Access 220,000+ vetted web designers.
by ckone
Unlock business success with a stellar website
In today’s digital era, a website is a must-have for any business. It’s the digital storefront where 97% of consumers start their buying journey. Without a high-quality website, you’re missing out on potential customers - even more so if you run an eCommerce business.
Your website serves as the gateway to your brand, unbound by geographical limits. Whether you’re active on social media or deploying email marketing campaigns, a well-designed website is where you’ll drive your traffic to convert them into customers.
A custom website design boosts your business like no other strategy. It enhances your digital presence, increases conversion rates, and supports all your marketing efforts. It houses crucial information about your business, from your story and offerings to your contact details and thought leadership pieces. Elevate your brand and set yourself apart with a distinctive website designed to captivate and convert.
Our clients love us!
crowdspring is rated 4.9/5 from 6,219 customer reviews .
No reviews at the moment.
Frequently Asked Questions About Website Design
How much does custom website design cost?
You’ll pay 5x to 25X less when you get your custom website design project from crowdspring. Experienced freelancers typically charge $2,500 to $7,500 for custom website designs. Well-known freelancers and small design studios often charge $7,500 to $15,000 for custom web design. Mid-size agencies typically charge $25,000 to $50,000+ for custom web design. At crowdspring, we guarantee that you’ll get a high-quality website design at a price you can afford. Our higher-priced packages offer you more design options and more sophisticated designs. To learn more, read how much website design costs .
What does the custom web design process involve?
Our website design process at crowdspring is simple, effective, and affordable. Start by telling us what you need—we guide you through an interactive Q&A designed for web projects. Next, you’ll receive submissions from dozens of professional web designers worldwide. Once you select your favorite design, you’ll receive full rights to the design through a customized legal agreement, along with all the file formats you’ll need to use your design online. We protect all of this with our 100% satisfaction guarantee .
What will you receive with your custom web design?
With your custom website design, you’ll receive a professional design tailored to your brand, industry-standard files ready for online use, and a customized legal contract that transfers all design rights to you.
How long does it take to get a custom website design?
The timeframe for a custom website design can range from a few days to several weeks, depending on the project’s complexity. At crowdspring, our web design projects typically last between 1 to 7 days. If needed, you can extend any project at no additional cost. In general, we aim to complete the design process within a week.
What will you need other than web design?
Web design is only one component of a complete website. In addition to design, you’ll need web development, which involves both frontend and backend development. Frontend developers work on code that runs in the user’s browser, like HTML and CSS, while backend developers focus on server-side code, which can include databases and other complex systems like eCommerce integration. Depending on your website’s purpose, you might also need to build web apps—we can assist with their design. Furthermore, you might consider launching a blog and crafting a content marketing strategy. There are numerous excellent marketing solutions available, including blogging tools like WordPress, SEO tools to help your content rank in search engines, and analytics tools to evaluate and measure your online presence.
Why is crowdspring your best choice?
Crowdspring is an excellent choice because we offer a 100% money-back guarantee, promise to deliver dozens of unique website designs in a week or less, provide original, editable design files (in PSD format), and offer digital web files (RGB, CMYK, PNG, JPEG, PDF). We’re known for our award-winning customer support and provide a free legal contract to protect your intellectual property. Plus, we have a pool of over 220,000 web designers who have been professionally screened and reviewed for their skills and expertise.
How can you hire professional website designers?
At crowdspring, we offer a streamlined and efficient way to hire professional website designers. Whether you prefer working one-on-one with a freelance expert or tapping into the power of crowdsourcing, we can connect you with over 220,000 talented creatives from 195 countries. You can either start a web design contest and choose your favorite from the unique designs submitted or work directly with a single designer in a 1-to-1 project .
Rather than sifting through bids and proposals, you can focus on selecting the best designs tailored to your needs. With our user-friendly project management tools, award-winning customer service, and robust intellectual property standards, we ensure a hassle-free process .
Pricing is flexible and transparent. The minimum price for a 1-to-1 project starts at $200, inclusive of crowdspring’s fee, but you can increase the award as you see fit. The designers receive 100% of your award, with our fees covering project hosting, tools, escrow, and payment services, as well as customized contracts and non-disclosure agreements.
While we strive to make the process enjoyable, we take our work seriously. We’ve had the privilege of working with top brands like Amazon, LG, and Starbucks, as well as numerous agencies and entrepreneurs worldwide. We’re excited to assist you in creating a distinctive web presence for your business.
Can you use your own images in the design?
Yes. If you have specific images you want to use with your web page design (like your logo, product photos, or other images), please upload them with your brief. You can do that anytime, including after posting your project.
And, unless you request otherwise, designers may use stock images (purchased from a third party) in your website design. If a designer uses stock art in a design, theyₑll tell you which images they used and how much they will cost to purchase if you want to use them in the actual design. Often, the images will be free, so no additional payment will be required.
Which package should you choose for my website design contest
We guarantee a top-notch website design from crowdspring, tailored to your budget. Our premium packages provide an array of design possibilities and intricate designs. The higher your investment, the higher the reward we offer to the winning designer, thus encouraging greater participation and more custom designs. Premium packages also come with a dedicated account manager, ensuring seamless navigation through the process and meticulous attention to your project.
When considering which web page pricing package to choose, factor in your available time, budget, and the features you require. For instance, some packages come with privacy bundles that encompass non-disclosure agreements, private galleries, and additional privacy safeguards. Other packages offer collaborative tools and unlimited access to focus groups (polls).
Regardless of the package you select, we stand by our guarantee of delivering a web page design that will captivate you. If you’re uncertain about which package suits your needs best, don’t hesitate to reach out to us for a free design consultation .
Do you get full copyright to the design?
Designers agree to upload only original work, so each designer owns the rights to their designs until you choose your favorite web design. When you are in wrap-up, finalizing the design, you will receive a written legal contract, customized for your project, giving you the full legal rights, including copyright, to your winning web page design.
Can you make your website design project private?
You can add non-disclosure agreements, search engine exclusion, private briefs, and more to every website design project. The best time to do this is when you launch your project, but you can always add these features later.
Non-disclosure agreements let you control who can participate in your project and what they can share. Search engine exclusion keeps your project out of search engines, while private briefs let you share confidential details only with the people you authorized to participate in your project.
How can you get website design ideas?
You can explore thousands of unique and creative website designs created by top designers from around the world. Find the best website ideas and inspiration on crowdspring.
Why does crowdspring offer a 100% money-back guarantee?
Crowdspring guarantees your satisfaction in website design projects. There's NO fine print. We are not happy until you are. People are so thrilled with the designs they receive on crowdspring that we are proud to stand behind the work and make you an unconditional promise.
Categories

**10.** <https://dribbble.com/tags/web-design>

284,793 inspirational designs, illustrations, and graphic elements from the world’s best designers.
Want more inspiration? Browse our search results ...

**diy templates**

**1.** <https://in.pinterest.com/nehargandhi/diy-templates/>

Ideias Diy
SPICE UP YOUR BULLETIN BOARD! These 108 petal fold templates can be used to create interactive elements to your board. Templates includes 3 fold petals up to 12 fold petals in various shapes. Never be left with a fold or petal number you can't find!
Tangstar Science

**2.** <https://www.pinterest.com/CoronaQueen/printable-templates/>

Mini Album Tutorial
The Constellations Club Stamp kit is out the door, and soon you’ll get your hands on the gorgeous text weight print inside the box. It’s one of my favorite components from each collection! This month, I created a matchbox-sized album with one of the quadrants of artwork. The 1-1/8 x 2″ mini album fits perfectly … Continue reading Matchbox Mini Album Tutorial →

**3.** <https://www.creativecenter.brother/en-us>

Load More
Professional quality, all for free
All printable templates from Brother Creative Center are absolutely free, so you can create, download, and print your own professionally designed DIY printed material for home, school, and work without having to worry about your expenses.
Unleash your creativity
Brother Creative Center offers a wide range of “Ready to Print” PDF templates and “Create Your Own” customizable templates. With the customizable templates, you can add your personal touch by including your choice of text, photos, images, clipart, and decorations with Brother Creative Center's user-friendly app. You can also update your saved template at anytime you want.
Save your precious time
There is no need to visit stores to purchase your greeting cards or wait for your ordered business cards to be delivered. Your desired output will be at your finger tips whenever you require, day or night, by using your own printer.
About Brother Creative Center
Launched in 2007, Brother Creative Center is a global website offering a wide range of free printable templates in 10 languages. It also provides a unique and easy to use free template maker giving all users the opportunity to create their own designs for a variety of occasions. Its mission is to help users communicate and foster relationships with their family and friends through enjoyable printed items and with their customers through professional marketing material.

**4.** <https://www.etsy.com/market/diy_template>

Etsy
Search for items or shops
Close search
(1 - 60 of 5,000+ results)
Price ($)
Consistently earned 5-star reviews, shipped orders on time, and replied quickly to messages
Sort by: Relevancy
$6.00 Original Price $6.00 (30% off)
Add to Favorites
$8.00
Add to Favorites
$2.99
Add to Favorites
$3.91
Add to Favorites
$2.00
Add to Favorites
$5.47 Original Price $5.47 (70% off)
Add to Favorites
$15.99
Add to Favorites
$0.98
Add to Favorites
$2.37
Add to Favorites
$2.00 Original Price $2.00 (50% off)
Add to Favorites
$7.20 Original Price $7.20 (20% off)
Add to Favorites
$4.30 Original Price $4.30 (50% off)
Add to Favorites
$4.00 Original Price $4.00 (25% off)
Add to Favorites
$4.99
Add to Favorites
$2.74 Original Price $2.74 (20% off)
Add to Favorites
$3.52 Original Price $3.52 (50% off)
Add to Favorites
$1.61
Add to Favorites
$1.99
Add to Favorites
$9.99 Original Price $9.99 (50% off)
Add to Favorites
$10.50
Add to Favorites
$3.99
Add to Favorites
$3.99
Add to Favorites
$9.03
Add to Favorites
$3.61
Add to Favorites
$5.78 Original Price $5.78 (5% off)
Add to Favorites
$3.00 Original Price $3.00 (30% off)
Add to Favorites
$11.13 Original Price $11.13 (75% off)
Add to Favorites
$3.02 Original Price $3.02 (60% off)
Add to Favorites
$6.21 Original Price $6.21 (25% off)
Add to Favorites
$6.50 Original Price $6.50 (30% off)
Add to Favorites
$0.98
Add to Favorites
$4.00 Original Price $4.00 (35% off)
Add to Favorites
Shop now
Review spotlight
These 4 or 5-star reviews represent the opinions of the individuals who posted them and do not reflect the views of Etsy. The ratings/reviews displayed here may not be representative of every listing on this page, or of every review for these listings. Please click on a specific listing for more information about its average rating and to see more customer reviews.
Here is a selection of four-star and five-star reviews from customers who were delighted with the products they found in this category.
Common Questions
Does Etsy offer free shipping?
Shipping policies vary, but many of our sellers offer free shipping when you purchase from them. Typically, orders of $35 USD or more (within the same shop) qualify for free standard shipping from participating Etsy sellers.
How do I personalize items on Etsy?
Found something you love but want to make it even more uniquely you? Good news! Many sellers on Etsy offer personalized, made-to-order items.
To personalize an item:
Open the listing page.
Choose the options you’d like for the order. This will differ depending on what options are available for the item.
Under “Add your personalization,” the text box will tell you what the seller needs to know. Fill out the requested information.
Click “Buy it now” or “Add to cart” and proceed to checkout.
Don’t see this option? The seller might still be able to personalize your item. Try contacting them via Messages to find out!
Does shopping on Etsy help support small businesses?
Absolutely! Our global marketplace is a vibrant community of real people connecting over special goods. With powerful tools and services, along with expert support and education, we help creative entrepreneurs start, manage, and scale their businesses. In 2020 alone, purchases on Etsy generated nearly $4 billion in income for small businesses. We also created 2.6 million jobs in the U.S.—enough to employ the entire city of Houston, TX!
Are the products on Etsy handmade?
From handmade pieces to vintage treasures ready to be loved again, Etsy is the global marketplace for unique and creative goods. It’s also home to a whole host of one-of-a-kind items made with love and extraordinary care. While many of the items on Etsy are handmade, you’ll also find craft supplies, digital items, and more.
Yes! Send me exclusive offers, unique gift ideas, and personalized tips for shopping and selling on Etsy.
Enter your email

**5.** <https://thecreativeheartstudio.com/collections/diy-template>

Clear recently viewed
The Creative Heart Studio
The Creative Heart Studio is a space for Party inspiration, DIYs, and products that yell FUN! The goal for this shop is to provide products that help you achieve beautiful projects and skip a few steps. I hope you love it all!

**6.** <https://www.templatemaker.nl/>

about
About
Create and download custom sized papercraft and packaging templates for free! You don‘t even need to make an account to start using these free printables straight away.
This site offers a practically unlimited amount of templates (also knows as ’dielines‘ or ‘nets’) for paper craft, packaging, package design, learning materials, decoration and much more.
All the models are custom sized. Usually, that includes the length, width and height of an object. Some models also have some angles you can customise or a number of facets.
After entering the right dimensions, you can download the models in a variety of formats. PDF will be most likely be the easiest, so you can start printing, cutting and folding straight away.
Create!
Cake Slice Box
A triangle-shaped box that can be used to store pieces of cake. The box consists of a lower part, the base tray, and an upper part, the lid (or the cover). The tray, does not need glue because it will be locked by the lid. Hence, it could be used to store and serve food. Because the base tray is not folded, it is easy to add or remove the pastry.
By default, the cover is 5% larger then the tray but this can be adjusted in the expert settings.
The Angle is a measure for how big a piece of cake can fit in. Look in the figure if you don't know what to enter here. For example, an angle of 30º is large enough for 1 piece from a 12-piece cake. The Length is the length of the piece, which should be about half the diameter of the complete cake. But, be sure to add quite some allowance here.
Units
Create!
Coffin
Coffin or Casket shaped box for Halloween, decoration or maybe for a deceased pet. Do you want to serve your “trick or treat candy” in style? Present the candy in this coffin!
This design consists of a base tray and a lid (or cover). By default, the cover is 7% larger then the tray but this can be adjusted using the Clearance. For ease of use, Clearance is set as a percentage.
Both the tray and the lid are made by folding an extra layer of paper inward. This makes the design extra sturdy and allows you to have the same the color on outside as on the inside.
Use some extra scotch tape to secure the lid to box, or it might open at midnight… allowing the content to wander around your house. Mwhahahaha!
Units
Create!
Cone (truncated)
A cone, optionally with the top cut off. (In that case, it's called a frustum). Can be used to help create the geometry for a beaker, vase, party hat or lamp shade. If you'd like a real cone, just use 0(zero) for the Top Diameter.
Do not score or fold the glue flap in this template to keep the geometry at the seam smooth.
An extra construction line is drawn at the center of the cone to assist in adding graphics or lettering.
If your printer is too small, the cone can be reconstructed by drawing to concentric arcs using a compass. The radii are given in the print-out.
Units
Create!
Curved Box
A box similar to the ”card box”, but with curved sides. The curved sides make this box an eye catcher, making it well suited for luxury products. Think of perfume, jewelry, baby clothes, soap,…
The value for Curve Size can be either positive or negative. Notice though, that if the front and the back panels look ”thick”, the side panels will always look ”thin” and vice versa.
You can enter any value, but do not make the Curve Size too large, or the box will break or buckle when folded. Be aware that the Length and the Width do not take the curve size into account, so the actual space will be a bit less.
Units
Create!
Egg Shaped Box
A \_\_egg\_\_straordinary box-with-lid in the shape of an egg. Perfect as an Easter box! The egg can be pointy or blunt, round or elongated. Look the \_\_egg\_\_samples to get an idea of what these values do.
This design consists of a base tray and a lid. By default, the cover is 3% larger then the tray but this can be adjusted using the Clearance. For ease of use, Clearance is set as a percentage.
The template consists of six parts: three for the base and three for the lid. The base and the lid each consist of a tube and two caps. The caps form two layers, one on the inside and one on the outside, with the glue flaps sandwiched between them.
The one on the outside is slightly larger than the given diameter in order to neatly cover the base and the lid. The one on the inside is slightly smaller, to compensate for the sturdiness of the paper or cardstock. This difference in size is given by Extra Offset for Caps.
Do not make the box too high, because the paper might loose its shape the further it is from the cap.
Enough daddy egg yolks.
Elliptical Box
An elliptical or oval shaped box-with-lid. Nice for packing special gifts: jewelry, cookies, wedding presents,…
This design consists of a base tray and a lid. By default, the cover is 3% larger than the tray but this can be adjusted using the Clearance. For ease of use, Clearance is set as a percentage.
The template consists of six parts: three for the base and three for the lid. The base and the lid each consist of a tube and two caps. The caps form two layers, one on the inside and one on the outside, with the glue flaps sandwiched between them.
The cap on the outside is slightly larger than the given diameter in order to neatly cover the base and the lid. The one on the inside is slightly smaller, to compensate for the sturdiness of the paper or cardstock. This difference in size is given by Extra Offset for Caps.
Do not make this box too large, because the paper tends to loose its shape the further away it is from the caps.
Units
Create!
Gem Stone Box
Gem Stone shaped box, consisting of two identical polygonal pyramids, glued together at their bases. It's a very decorative box box that can actually used for packaging. When suspended by a chord, a box like this could be mistaken for a Christmas ornament.
It can be stored (and shipped) completely flat. When you pull the two apices (“tops”) apart, the box will get its full shape. It's easiest to glue this shape when both halves are flat. Just fold the glue tabs all the way in and glue the top to the bottom. Just remember not to glue the rounded flaps.
Units
Create!
Heart Shaped Box
A Heart-shaped box-with-lid. This is the kind of box you need when it's Valentine's day and you need to pack 13 hand made chocolate pralines. Many different heart-shapes are possible!
The measurements are different to standard boxes because of the way the heart is modeled: It is made from an ellipse, which is rotated, cut in half vertically and then mirrored. The Length measures between the two sharp corners of the heart. The Width is calculated by the program to match the rotation (Tilt) and Shape of the ellipse. (Think of the shape as the ”Body Mass Index” of the heart).
This design consists of a base tray and a lid. By default, the cover is 3% larger then the tray but this can be adjusted using the Clearance. For ease of use, Clearance is set as a percentage.
The template consists of six parts: three for the base and three for the lid. The base and the lid each consist of a tube and two caps. The caps form two layers, one on the inside and one on the outside, with the glue flaps sandwiched between them.
The one on the outside is slightly larger than the given diameter in order to neatly cover the base and the lid. The one on the inside is slightly smaller, to compensate for the sturdiness of the paper or cardstock. This difference in size is given by Extra Offset for Caps.
♪ I've been locked inside a box like this for weeks ♪
Units
Create!
Nestable Tray
A basic tray with glued sides and a draft angle. Because of the draft angle, the trays can be nested. This makes this model ideal as an organizer for storing small items. Think of beads, LEGO, ...
Use 0º for Draft Angle if you want a straight sides, but use a larger value if you want trays that can be stacked into eachother.
The Length and Width are measured at the top, so when you use a non-zero Draft Angle, the dimensions at the bottom will be smaller.
If you choose too large a value for the Draft Angle or too small a value for the Height, then draft angle will be adjusted by the program.
Units
Create!
Passepartout
A glue-less, hollow, double-walled tray with a broad frame. Can be used as photo frame (a.k.a. passepartout), as a shadow box or as an insert for the “Shallow Box” or the “Match Box”. It's a stylish yet affordable way to create a frame for your pictures. Exactly in the right size and ad-hoc!
The model consists of two pieces: a frame and an extra piece of paper to squeeze into it. Because of this, the frame will look almost seamless.
Enter the dimension of the “inner space” (the size of the picture or object to display) using the Picture Length and Picture Width parameters. The Frame Depth determines how thick the picture might be. The Frame Width determines how broad the frame will be and the Height determines how thick the entire model will be.
Note that the final model will be larger than the values you entered for Picture Width and Picture Height, because of the width of the border of the frame.
The model can be constructed without using glue, although a bit of glue won't hurt.
When used as an insert, you might not need the inner part.
For assembly instructions, have a look at the YouTube-movie
Units
Create!
Round box
A round, cylindrical box-with-lid, also known as a hat box. When made from metal, you can imagine this to be a typical cookie box.
This design consists of a base tray and a lid. The Diameter determines the dimensions of the base tray. By default, the cover is 3% larger then the tray but this can be adjusted using the Clearance. For ease of use, Clearance is set as a percentage.
The template consists of six parts: three for the base and three for the lid. The base and the lid each consist of a tube and two caps. The caps form two layers, one on the inside and one on the outside, with the glue flaps sandwiched between them.
The one on the outside is slightly larger than the given diameter in order to neatly cover the base and the lid. The one on the inside is slightly smaller, to compensate for the sturdiness of the paper or card stock. This difference in size is given by Extra Offset for Caps.
Units
Create!
Star Shape
Star-shape with arbitrary thickness and number of points. Make your own Christmas stars! Use small ones as Christmas tree decoration or make a big one to put behind the window.
The generator will create one spike template for every point of the star. The glue flaps are made double, so you can glue them like this: \_/\\_ (Think 'namaste'!). If you do not want double glue flaps, choose size 0 (zero) for Glue Flap Size (Odd flaps).
You can use this template to recreate a paper version of the flag of Nepal (12 points), Azerbaijan (8 points) or the European Union (12 stars with 5 points). If you decide to recreate the flag of the USA, then you might need to block a week in your diary.
Units
Create!
Trapezoid Box
A box in the shape of a trapezoid, also called a trapezoidal prism or a trapezoidagon. A typical use for this model is a box for luxury pralines (chocolates).
This box can be used to create a range of shapes. (See the examples in the pictures). The top of the box can even be smaller than the bottom. You can even mix the two basic shapes! For the latter, look at the yellow box in the gallery.
You can also make a paper gold bar by using yellow or gold paper. (Or gold pressed latinum, if you prefer.)
Units

**7.** <https://wilkerdos.com/product-category/templates/>

We have no data for this page, because it isn't accessible for our crawler.

**8.** <https://giftedhandsbyjaviah.com/collections/digital-downloads>

Item added to your cart
Check out

**9.** <https://www.onlinelabels.com/templates/pre-designed/category/diy-crafty-templates>

Blank Labels Custom Labels
DIY & Crafty Label Templates
Get started by searching for your label template below or by browsing our collection of crafty templates! Shop blank craft labels .

**10.** <https://outreach.com/diy-templates.aspx>

Clearance
Templates to Personalize Your Outreach
If you purchased Do-It-Yourself products for your laser printer or copier, you may find the following templates useful in adding your personalized information. To use the Templates, Microsoft Word 6.0/95 or greater is required.
Large Postcards (8.5 x 5.5):
Template for Mailing- Word07

**a website**

**1.** <https://en.wikipedia.org/wiki/Website>

Toggle the table of contents
Toggle the table of contents
Website
From Wikipedia, the free encyclopedia
For the Internet domain, see .website .
Not to be confused with WebCite .
Set of related web pages served from a single domain
The usap.gov website
A website (also written as a web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server . Websites are typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment or social networking . Hyperlinking between web pages guides the navigation of the site, which often starts with a home page . As of May 2023, [update] the top 5 most visited websites are Google Search , YouTube , Facebook , Twitter , and Instagram .
All publicly accessible websites collectively constitute the World Wide Web . There are also private websites that can only be accessed on a private network , such as a company's internal website for its employees. Users can access websites on a range of devices, including desktops , laptops , tablets , and smartphones . The app used on these devices is called a web browser .
Background
The nasa.gov home page in 2015
The World Wide Web (WWW) was created in 1989 by the British CERN computer scientist Tim Berners-Lee . [1] [2] On 30 April 1993, CERN announced that the World Wide Web would be free to use for anyone, contributing to the immense growth of the Web. [3] Before the introduction of the Hypertext Transfer Protocol (HTTP), other protocols such as File Transfer Protocol and the gopher protocol were used to retrieve individual files from a server. These protocols offer a simple directory structure in which the user navigates and where they choose files to download. Documents were most often presented as plain text files without formatting or were encoded in word processor formats.
History
While "web site" was the original spelling (sometimes capitalized "Web site", since "Web" is a proper noun when referring to the World Wide Web ), this variant has become rarely used, and "website" has become the standard spelling. All major style guides, such as The Chicago Manual of Style [4] and the AP Stylebook , [5] have reflected this change.
In February 2009, Netcraft , an Internet monitoring company that has tracked Web growth since 1995, reported that there were 215,675,903 websites with domain names and content on them in 2009, compared to just 19,732 websites in August 1995. [6] After reaching 1 billion websites in September 2014, a milestone confirmed by Netcraft in its October 2014 Web Server Survey and that Internet Live Stats was the first to announce—as attested by this tweet from the inventor of the World Wide Web himself, Tim Berners-Lee—the number of websites in the world have subsequently declined, reverting to a level below 1 billion. This is due to the monthly fluctuations in the count of inactive websites. The number of websites continued growing to over 1 billion by March 2016 and has continued growing since. [7] Netcraft Web Server Survey in January 2020 reported that there are 1,295,973,827 websites and in April 2021 reported that there are 1,212,139,815 sites across 10,939,637 web-facing computers, and 264,469,666 unique domains. [8] An estimated 85 percent of all websites are inactive. [9]
Static website
Main article: Static Web page
A static website is one that has Web pages stored on the server in the format that is sent to a client Web browser. It is primarily coded in Hypertext Markup Language (HTML); Cascading Style Sheets (CSS) are used to control appearance beyond basic HTML. Images are commonly used to create the desired appearance and as part of the main content. Audio or video might also be considered "static" content if it plays automatically or is generally non-interactive. This type of website usually displays the same information to all visitors. Similar to handing out a printed brochure to customers or clients, a static website will generally provide consistent, standard information for an extended period of time. Although the website owner may make updates periodically, it is a manual process to edit the text, photos, and other content and may require basic website design skills and software. Simple forms or marketing examples of websites, such as a classic website, a five-page website or a brochure website are often static websites, because they present pre-defined, static information to the user. This may include information about a company and its products and services through text, photos, animations, audio/video, and navigation menus.
Static websites may still use server side includes (SSI) as an editing convenience, such as sharing a common menu bar across many pages. As the site's behavior to the reader is still static, this is not considered a dynamic site.
Dynamic website
Main articles: Dynamic web page , Web application , and Progressive web app
A dynamic website is one that changes or customizes itself frequently and automatically. Server-side dynamic pages are generated "on the fly" by computer code that produces the HTML (CSS are responsible for appearance and thus, are static files). There are a wide range of software systems, such as CGI , Java Servlets and Java Server Pages (JSP), Active Server Pages and ColdFusion (CFML) that are available to generate dynamic Web systems and dynamic sites . Various Web application frameworks and Web template systems are available for general-use programming languages like Perl , PHP , Python and Ruby to make it faster and easier to create complex dynamic websites.
A site can display the current state of a dialogue between users, monitor a changing situation, or provide information in some way personalized to the requirements of the individual user. For example, when the front page of a news site is requested, the code running on the webserver might combine stored HTML fragments with news stories retrieved from a database or another website via RSS to produce a page that includes the latest information. Dynamic sites can be interactive by using HTML forms , storing and reading back browser cookies , or by creating a series of pages that reflect the previous history of clicks. Another example of dynamic content is when a retail website with a database of media products allows a user to input a search request, e.g. for the keyword Beatles . In response, the content of the Web page will spontaneously change the way it looked before, and will then display a list of Beatles products like CDs, DVDs, and books. Dynamic HTML uses JavaScript code to instruct the Web browser how to interactively modify the page contents. One way to simulate a certain type of dynamic website while avoiding the performance loss of initiating the dynamic engine on a per-user or per-connection basis is to periodically automatically regenerate a large series of static pages.
Multimedia and interactive content
Early websites had only text, and soon after, images. Web browser plug-ins were then used to add audio, video, and interactivity (such as for a rich Web application that mirrors the complexity of a desktop application like a word processor ). Examples of such plug-ins are Microsoft Silverlight , Adobe Flash Player , Adobe Shockwave Player , and Java SE . HTML 5 includes provisions for audio and video without plugins. JavaScript is also built into most modern web browsers, and allows for website creators to send code to the web browser that instructs it how to interactively modify page content and communicate with the web server if needed. The browser's internal representation of the content is known as the Document Object Model (DOM).
WebGL (Web Graphics Library) is a modern JavaScript API for rendering interactive 3D graphics without the use of plug-ins. It allows interactive content such as 3D animations, visualizations and video explainers to presented users in the most intuitive way. [10]
A 2010-era trend in websites called "responsive design" has given the best viewing experience as it provides a device-based layout for users. These websites change their layout according to the device or mobile platform, thus giving a rich user experience. [11]
Types
Main article: List of types of websites
Websites can be divided into two broad categories—static and interactive. Interactive sites are part of the Web 2.0 community of sites and allow for interactivity between the site owner and site visitors or users. Static sites serve or capture information but do not allow engagement with the audience or users directly. Some websites are informational or produced by enthusiasts or for personal use or entertainment. Many websites do aim to make money using one or more business models, including:
Posting interesting content and selling contextual advertising either through direct sales or through an advertising network.
E-commerce : products or services are purchased directly through the website
Advertising products or services available at a brick-and-mortar business
Freemium : basic content is available for free, but premium content requires a payment (e.g., WordPress website, it is an open-source platform to build a blog or website.)
Some websites require user registration or subscription to access the content. Examples of subscription websites include many business sites, news websites, academic journal websites, gaming websites, file-sharing websites, message boards , Web-based email , social networking websites, websites providing real-time stock market data, as well as sites providing various other services.
See also

**2.** <https://www.geeksforgeeks.org/what-is-a-website/>

What is a Website ?
Like Article
Like
A website is a collection of many web pages, and web pages are digital files that are written using HTML(HyperText Markup Language). To make your website available to every person in the world, it must be stored or hosted on a computer connected to the Internet round a clock. Such computers are known as a Web Server.
The website’s web pages are linked with hyperlinks and hypertext and share a common interface and design. The website might also contain some additional documents and files such as images, videos, or other digital assets.
With the Internet invading every sphere, we see websites for all kinds of causes and purposes. So, we can also say that a website can also be thought of as a digital environment capable of delivering information and solutions and promoting interaction between people, places, and things to support the goals of the organization it was created for.
Components of a Website: We know that a website is a collection of a webpages hosted on a web-server. These are the components for making a website.
Webhost: Hosting is the location where the website is physically located. Group of webpages (linked webpages) licensed to be called a website only when the webpage is hosted on the webserver. The webserver is a set of files transmitted to user computers when they specify the website’s address..
Address: Address of a website also known as the URL of a website. When a user wants to open a website then they need to put the address or URL of the website into the web browser, and the asked website is delivered by the webserver.
Homepage : Home page is a very common and important part of a webpage. It is the first webpage that appears when a visitor visits the website. The home page of a website is very important as it sets the look and feel of the website and directs viewers to the rest of the pages on the website.
Design : It is the final and overall look and feel of the website that has a result of proper use and integration elements like navigation menus, graphics, layout, navigation menus etc.
Content : Every web pages contained on the website together make up the content of the website. Good content on the webpages makes the website more effective and attractive.
The Navigation Structure: The navigation structure of a website is the order of the pages, the collection of what links to what. Usually, it is held together by at least one navigation menu.
How to access Websites?
When we type a certain URL in a browser search bar, the browser requests the page from the Web server and the Web server returns the required web page and its content to the browser. Now, it differs from how the server returns the information required in the case of static and dynamic websites.
Types of Website:
Static Website
Dynamic Website
Static Website: In Static Websites, Web pages are returned by the server which are prebuilt source code files built using simple languages such as HTML, CSS, or JavaScript. There is no processing of content on the server (according to the user) in Static Websites. Web pages are returned by the server with no change therefore, static Websites are fast. There is no interaction with databases. Also, they are less costly as the host does not need to support server-side processing with different languages.
Dynamic Website: In Dynamic Websites, Web pages are returned by the server which is processed during runtime means they are not prebuilt web pages, but they are built during runtime according to the user’s demand with the help of server-side scripting languages such as PHP, Node.js, ASP.NET and many more supported by the server. So, they are slower than static websites but updates and interaction with databases are possible. Dynamic Websites are used over Static Websites as updates can be done very easily as compared to static websites (Where altering in every page is required) but in Dynamic Websites, it is possible to do a common change once, and it will reflect in all the web pages.
There are different types of websites on the whole internet, we had chosen some most common categories to give you a brief idea –
Blogs: These types of websites are managed by an individual or a small group of persons, they can cover any topics — they can give you fashion tips, music tips, travel tips, fitness tips. Nowadays professional blogging has become an external popular way of earning money online.
E-commerce: These websites are well known as online shops. These websites allow us to make purchasing products and online payments for products and services. Stores can be handled as standalone websites.
Portfolio: These types of websites acts as an extension of a freelancer resume. It provides a convenient way for potential clients to view your work while also allowing you to expand on your skills or services.
Brochure: These types of websites are mainly used by small businesses, these types of websites act as a digital business card, and used to display contact information, and to advertise services, with just a few pages.
News and Magazines: These websites needs less explanation, the main purpose of these types of websites is to keep their readers up-to-date from current affairs whereas magazines focus on the entertainment.
Social Media: We all know about some famous social media websites like Facebook, Twitter, Reddit, and many more. These websites are usually created to let people share their thoughts, images, videos, and other useful components.
Educational: Educational websites are quite simple to understand as their name itself explains it. These websites are designed to display information via audio or videos or images.
Portal: These types of websites are used for internal purposes within the school, institute, or any business, These websites often contain a login process allowing students to access their credential information or allows employees to access their emails and alerts.
Last Updated : 18 Apr, 2023
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**3.** <https://www.techopedia.com/definition/5411/website>

Reddit
What Does Website Mean?
A website is a collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes.
Advertisements
Together, all publicly accessible websites constitute the World Wide Web.
Although it is sometimes called “web page,” this definition is wrong, since a website consists of several webpages. A website is also known as a “web presence” or simply “site”.
Techopedia Explains Website
Websites come in a nearly endless variety, including educational sites, news sites, porn sites, forums, social media sites, e-commerce sites, and so on. The pages within a website are usually a mix of text and other media. That said, there are no rules dictating the form of a website.
A person could create a website of nothing but black and white photos of roses, or the word "cat" linked to another Web page with the word "mouse." However, many sites follow a standard pattern of a homepage that links off to other categories and content within the website.
The homepage (or simply “home”) represents the main page of the site itself. Frequently, the homepage is a sort of “hub” from which all other pages can be accessed. An internal web page to which several other pages are linked in a coherent structure (such as a specific category of topics) is instead called a “parent page.”
Every page is a single HTML document, and all of them are connected through hyperlinks (or simply “link”) which can be combined in a navigation bar for ease of use.
The navigation bar is displayed on every page rather than just the homepage, and allows the user to quickly move across the main website’s structure.
Another important section of most websites is the footer, which is another recurring section that is found at the bottom of every page. Usually the footer contains external links pointing to similar websites and other external resources, together with other vital info such as disclaimers, links to the terms of service, privacy policy and contact pages, as well as the physical address of the company that owns the site.
Websites are hosted on servers, and require a web browser such as Chrome, Firefox, or Internet Explorer to be visited (either on a computer or mobile device).
A website can be accessed directly by entering its URL address or by searching it on a search engine such as Google or Bing.
Originally, websites were categorized by their top-level domains. Some examples include:
Government agency websites = .gov

**4.** <https://www.computerhope.com/jargon/w/website.htm>

Internet help and support.
How to open a website
To view a website requires a browser (e.g., Internet Explorer , Edge , Safari , Firefox , or Chrome ). For example, you are reading this web page using a browser. Once in a browser, you can open a website by entering the URL in the address bar . For example, typing "https://www.computerhope.com" opens the Computer Hope home page. If you don't know the URL of the website you want to visit, you can use a search engine to find the website on the Internet.
When was the first website created?
The first website was built at CERN by Tim Berners-Lee and launched on August 6, 1991 . Visit and browse the first website .
Who invented the Internet?
How many websites are on the Internet?
As of January 2023, depending on which survey or hosting company being referenced, there are approximately 1.9 billion websites. Many of these websites are unused or not visited by many people, but the websites still exist and included in the count.
What is the difference between a website and a web page?
A website refers to a central location with more than one web page or several web pages. For example, Computer Hope is considered a website, which contains thousands of different web pages, including the page you're reading now.
In the above URL example, the website is computerhope.com, and the web page is "url.htm."
Note
A web page does not need a file extension like .htm or .html to be a web page. Many sites are designed to show a default page in a directory (e.g., index.html ) or set up to have no file extensions.
Tip
See our web page definition for a breakdown of all the elements that help make up a web page.
Who creates websites on the Internet?
Any business, government, organization, or person can create a website on the Internet. Today, the Internet consists of billions of websites created by billions of different people. You can even create a website or blog on the Internet. See the below types of websites section for a list of the types of categories of websites.
How to start in HTML and web design .
What can you do on a website?
On most websites, you read the information on each web page. If there are any interesting hyperlinks , you follow those links by clicking or tapping on them to find more information or perform a task. You can also listen to music, watch videos, shop, communicate, and more on many websites.
What things to do when bored on the Internet.
Types of websites
There are billions of websites on the Internet today that can be broken into one of the following types of website categories. Keep in mind that it is possible for a website to fall into more than one of the following categories. For example, a website may also be a forum , webmail , blog , or search engine .
Wiki website.
Archive website
An archive website is a site that keeps a record of the contents of one or more other websites. The Internet Archive is the best example of an archive website.
Blog (weblog)
A blog is a website that is often created by an individual to keep a list of entries that interests them. See our weblog definition for a full description, services used to create a blog, and related pages. A microblog website is also another popular form of blogging website that limits the number of characters someone can post in each blog entry. Twitter is an example of a social networking website for a microblog .
Business website and corporate website
A business website or corporate website is created to provide account information and access to customers, partners, clients, and potential customers.
Community website
A community website is a website or section of a website that helps bring the visitors visiting the site together using chat , forums , or another form of bulletin boards.
Content website and information website
A content website and information website are created with the intention of displaying unique content that is often related to a specific category. For example, Computer Hope could be considered a content site with computer-related content. Other categories could include a political website with content relating to politics or a political view, or a religious website with information about a specific religion.
Dating website
A dating website is a site set up to help connect people who may be interested in meeting other people or dating other people. Most dating websites require a small fee, require a description of yourself, and often asks questions to help find people that would best match your interests.
Dynamic website
A dynamic website is a website that uses a database and server-side scripting to help dynamically generate the content on the website. WordPress sites and other CMS (content management system) solutions make it easier for anyone to have a website without knowing a lot about HTML or programming. See our dynamic website page for further information on dynamic and static websites.
E-commerce website
An e-commerce (electronic commerce) website is any site that was created with the intention of selling online goods or services. Amazon is an example of an e-commerce website. An e-commerce website may be broken down even further into one of the following subcategories.
An affiliate website is a website created with the intention of selling third-party products. For example, Amazon has an affiliate program for anyone to link to their site and make a commission when products are purchased. An affiliate website should not be confused with an e-commerce website.
An auction website is a website that allows other people to sell their goods or services. For example, eBay is one of the most well-known online auction websites. See our online auction page for further information and examples.
A classified ads website is a site that allows anyone to list goods or services, usually for free or at a small cost. Craigslist is an example of a classified ads website.
A crowdfunding website is set up to help support a business, person, or another cause by making a one time or monthly payment. An example of a crowdfunding website is Kickstarter .
Educational website
An educational website is any website containing content that aids in learning. It could be a school website , a library website, a homework assistance website, or any other tools for gaining knowledge online.
Gaming website
A gaming website is any website that features games that can be played on the website. Often these online games are created using HTML5 , Flash , or Java . Gaming websites should not be confused with a gaming content website with content relevant to gaming with no actual games to play on the website.
Government website
A government website is a department, local, or state government site that was created to help inform the public about government business and services. A local government website may also be set up to help promote tourism.
Tip
In the United States a government website has the domain suffix .gov. In the United Kingdom, they use .gov.uk.
Help and Q&A website
A help website and questions and answers website is a site where anyone can post questions and other users help answer those questions. A full listing of help websites where you can ask any question is on the link below.
Where can I ask a question on the Internet?
Malicious website
A malicious website is any website that was set up with the intention of infecting another computer or collecting personal data. For example, a malware website is a site created with the intention of infecting any visitor with malware , spyware , or a trojan horse . These types of sites could have a download that's infected and, if downloaded, infects your computer.
Other common malicious websites include phishing websites. These sites are designed to look like other official sites (e.g., your bank) with the hope that they can phish sensitive information such as your username and password.
Fake news websites are another type of malicious site created to appear as a legitimate source of news with the intention of helping to spread fear and lies.
How to protect yourself while on the Internet.
Media sharing website
A media sharing website is any website that specializes in allowing visitors to share one or more types of media . For example, YouTube is a site for sharing video media. SoundCloud is a site for sharing music. Flickr is a place to share photos. DeviantArt is a page for sharing art.
Mirror website
A mirror website is a complete duplicate of another website that is used when a website becomes overloaded. It helps with a website's speed in different parts of the world. See our mirror definition for further information. Also, although similar, a mirror site should not be confused with a scraper website or a CDN .
News website
A news website is a site dedicated to giving the latest local or world news. A news site may also be dedicated to a specific topic. For example, many computer-related news websites are dedicated to talking about the latest computer and technology related news.
P2P website and Torrent website
A P2P website and Torrent website are sites created to list available torrents that can be downloaded using a file-sharing program.
A warez website is similar to a torrent website, except that it stores and hosts music, video, and software that anyone can download to their computer. When referring to a warez website, it is describing a site where copyrighted material is illegally downloaded.
Personal website
A personal website is a site created by an individual that talks about their personal life, family, life experiences, and maybe contains a résumé . Today, many people are creating personal websites as a blog or using a social networking website as a place to store information about themselves.
Personality website
A personality website is any website covering an individual, such as an artist, celebrity, musician, author, or any other person. These types of websites are set up by someone affiliated with the person, such as a publicist, agency, or fan of the personality.
Portal
A portal is an idea of a website or service that offers a broad range of services, such as e-mail, games, quotes, search, news, and stocks. See our portal term page for further information.
Review website
A review website is any site that focuses on reviews about a product or service. For example, Yelp allows consumers to review businesses in their area. Other review sites may review other things such as movies or products. Also, many e-commerce sites have reviews from people who've purchased the product they're selling.
Secure website
A secure site or secure website is any website that transmits data securely ( encrypted ). Secure websites are identified by looking for a lock next to the URL or a URL starting with " https " instead of "http."
School website
A school website is a site created to represent a local school or college. School sites have an overview of a school and give students and parents a place to log in and review grades and other school-related information.
Scraper website
A scraper website is a website that is illegally stealing (scraping) another website's content. Doing this could allow the person to generate advertising revenue if enough traffic was driven to the scraper website. However, these types of sites are against all advertisers' TOS (terms of service) and, when caught, they are blocked by the company providing the advertising. A scraper website should not be confused with a mirror website that was set up with permission.
Search engine website
A search engine website is a website dedicated to helping people find information on the Internet. Google is an example of a search engine website. See our search engine definition for further information on search engines and related links.
Social networking website
A social networking website connects users with friends, family, celebrities, groups, and organizations. The service is usually free, on the condition that the website may collect and use the users information. Facebook and Twitter are examples of a social networking website. See our social networking definition for other examples of social networks and further information.
Social news website
A social news website is a site that generates its content from its members and, once posted, all other members can vote if they enjoyed or liked the story. Reddit is an example of a social news website that allows everyone to post almost anything. It is a great place to find things that would most interest you on the Internet.
Static website
A static website is a website designed using only HTML and doesn't change or update automatically. See our dynamic website page for further information on dynamic and static websites.
Unsecure website
A unsecure site or unsecure website is any website that does not transmit data securely ( encrypted ). Unsecure websites are identified by looking for a URL starting with " http " instead of "https." When on an unsecure website, be cautious with transmitted information that could be intercepted and read with a man-in-the-middle attack .
Webcomic website
A webcomic website is a site that posts a comic strip daily, weekly, or monthly.
Webmail website
A webmail website is a website that a person to view, send, and receive e-mail without the need for software. An example of a webmail program is Gmail . See our webmail definition for other examples, information, and related links.
Wiki website
A wiki website is a site that is created using Wiki software, and is often edited and updated by more than one person.
Should I use "website" or "web site" when writing?
Both versions are technically correct. However, most style guides (e.g., Microsoft Manual of Style and The Associated Press Stylebook) suggest website (one word) instead of web site (two words) in all forms of writing.
Note
If you're writing documentation for a software program or user interface, always use the style used in the interface.
Should I capitalize the "W" in website?
Unless the word "website" is at the beginning of a sentence, it should be all lowercase . See our web definition for further information about the capitalization of the word "web."

**5.** <https://www.squarespace.com/>

Sign up for a live expert-led webinar .
Explore at your own pace using the guides in this Help Center.
How do I start building my website?
Squarespace makes starting a beautifully-designed website easy. Choose from our library of website templates to find a starting point, then secure a custom domain that fits your brand or idea. As you build out your website pages, customize your template with colors, fonts, images, and content. When you’re ready, publish your site and start spreading the word.
Can someone build my website for me?
Yes. While Squarespace is a great website builder for a DIY approach, many web designers specialize in building Squarespace sites for clients. To hire a Squarespace Expert, visit Squarespace Marketplace .
How do I get a custom domain for my website?
Buying a domain with Squarespace is simple and straightforward with our Domain Name Search tool. When choosing an annual website plan, you can register your first domain through Squarespace for free for its first year. You can also transfer your domain to Squarespace if you’ve already registered yours somewhere else.
How do I start selling online?
Squarespace offers easy-to-customize templates to get your ecommerce website off the ground. Set up and customize your online store with rich product merchandising tools, designed to showcase your products at their absolute best. Once you connect a payment processor to enable online transactions, you’re ready to take orders with shipping tools and built-in inventory management for your products. As you grow, Squarespace also offers email marketing tools and promotional discounts to keep your customers coming back for more.
Start a free trial today
No credit card required.

**6.** <https://www.wix.com/>

1.
Is it easy to build a website?
Yes. Wix offers a few different ways to create your own free website, so you can choose the creation process that works best for you. Need to get online fast? Answer a few simple questions and Wix ADI (Artificial Design Intelligence) will build a website for you. If you want more design freedom, choose from hundreds of templates or even start from scratch and drag and drop the website design features you need in the Wix Editor.
2.
Can I create a website without knowing how to code?
Absolutely. Wix is for everyone and makes it possible to create a high-quality website without knowing how to code. In the Wix Editor, you can drag and drop any feature you want and customize it to match the look and feel of your site. Of course, if you do know how to code, you can add advanced functionality to your site with Velo.
3.
Should I use a website builder or hire a web developer?
The free Wix website builder is intuitive to use. Looking for a specific web service? Explore the Wix Marketplace to find a certified freelancer or agency at a price that fits your budget.
4.
How do I build and host my site for free?
When you create a free website with Wix, you get reliable, scalable and free web hosting. All your web content will be stored on secure servers located around the world. So no matter where your visitors come from, your site will load fast.
5.
How can I make sure my data and my visitors’ data is secure?
At Wix, we take care of security for you. With every site you get enterprise-grade security . From threat prevention to real-time detection and rapid response, security is fully managed by our dedicated team of experts—24/7. This includes data encryption in transit using HTTPS, TLS 1.2+ and an automatic SSL certificate.
6.
How do I create a free website with a custom domain?
You can create a free website with Wix that comes with a Wix domain. To instantly look more professional online, get a custom domain name . It adds credibility to your brand and helps visitors find you online. You can start building your brand by using your domain in a custom email address (info@mystunningwebsite.com), your social channels, email marketing campaigns and more. For inspiration use our Business Name Generator .
7.
How can I optimize my site for SEO on Wix?
All Wix sites come with best-practice SEO defaults, including utilizing server-side rendering, customizable meta tags for all site pages, structured data markup, dynamic XML sitemaps, and more. Plus, you get a suite of built-in SEO tools to help you compete in organic search. Learn more .
8.
Is my site optimized for Core Web Vitals (CWV)?
Every new feature, component and element that we create is built with performance in mind, so no matter what type of business you have, you can create a high-performance website. Over the past year, we’ve managed to achieve dramatic improvements for CWV and increased the ratio of Wix sites in the Google CrUX report with good scores for all three CWV by over 10x. To learn more about how Wix prepared for CWV, check out this webinar we hosted with Google .
9.
Can I use a website builder to create a landing page?
Yes. You can create any kind of website with Wix. Explore beautiful HTML landing page templates in the landing page builder to get started.
10.
How can I design a logo for my website for free?
You can design your own logo for free with the intuitive Wix Logo Maker . Any logo you create is ready to go in high resolution for digital or print so your brand stays consistent.

**7.** <https://www.hostinger.com/tutorials/how-to-make-a-website>

Copied!
Having a website helps grow an online presence, whether that be your personal blog or business, by connecting you with a broader audience. A website can also become a platform for sharing your opinions and skills, creating opportunities for personal or work-related projects.
This article will help you turn your website idea into a fully-functional website – pick a suitable platform, get a web hosting plan , and choose a memorable domain name using a web domain checker tool. We’ll also give you tips on how to optimize it.
As an example, we will show how to make a high-quality website using two beginner-friendly platforms that don’t require any coding knowledge. The first one is WordPress, a popular content management system. And the second one is Hostinger’s website builder, which lets you create a website with minimal effort.
We will also share what to do after publishing a website and answer some of the most frequently asked questions. By the end of this article, you will be able to create your first website from scratch.
How to Make a Website – Video Tutorial
In this tutorial, you’ll learn how to build a website from scratch using WordPress.
Subscribe For more educational videos! Hostinger Academy
Subscribe
3 Things to Do Before Creating a Website
Before creating your first website, you need to understand these three essential elements – what’s a website building platform, web hosting, and a domain name.
Pick the Right Platform: CMS vs Website Builder
The two most popular platforms to build a website are content management systems (CMSs) and website builders.
Remember to do some research before making the final choice, as using the platform that’s more suitable for your needs will make the website building process much more manageable.
A CMS is a computer software for designing, managing, and publishing website content. In this article, we will focus on WordPress as it is the popular CMS platform, powering over 42% of all websites on the internet.
On the other hand, a website builder is a program or tool that simplifies website creation even more. Hostinger’s website builder is one of the website builders that offer high-quality templates and a user-friendly drag-and-drop interface.
To choose the right website building platform for your needs, consider the following factors:
Technical knowledge. Some platforms have a steeper learning curve than others. By taking a full stack course , you can improve your coding and technical abilities and gain a deeper understanding of the web development process.
Cost. Find a platform suitable for your budget. Also, check whether you will be able to upgrade once your website gets more traffic.
Support. Depending on the website’s type, some might need more help than others. For example, a busy professional website will need direct support right away when there is an error. However, a small personal blog can rely on community support alone.
Get a Web Hosting Plan
Web hosting is a service that publishes a website or web application on the internet. Before choosing a hosting plan, decide what type of web host is suitable for your needs. If you are using a platform like WordPress, you may want to consider different CMS web hosting options as they offer optimized solutions specifically designed for CMS sites.
This is because most website builders use their own hosting providers. So, move forward to the next section if you have chosen to use a website builder.
To find a suitable web host , think about the type of website you are creating and consider these elements:
Cost. Some web hosts charge more than others. Make sure to adjust the hosting price to your overall budget.
Features. Consider the bandwidth and storage to see if the hosting provider can support your website files and the targeted amount of visitors.
Security. Check the built-in security measures, such as automated backups and an SSL certificate.
Support. Different web hosting companies offer their own set of support, either through a live chat or email. Make sure to select a web host that can provide reliable support 24/7.
After finding a suitable hosting, take a look at the different plans. Ultimately, choosing a web hosting plan depends on the type of website you want to build. For example, if you want to build a WordPress eCommerce store, check out Hostinger’s WooCommerce plans .
However, don’t forget to check the following features:
Free domain name. Hosting companies like Hostinger offer plans that come with a domain free of charge, at least for the first year. Selecting a plan with this benefit will lower the initial costs of making a website.
Suitable storage. Adjust the storage capacity to ensure that it will be enough for all of your files, images, and videos without reducing the website speed.
Great bandwidth. Opt for unlimited bandwidth so that your website can handle large traffic at any time.
If you are looking for a beginner-friendly hosting service to create a small to medium website, we recommend using shared web hosting. Hostinger offers cheap website hosting and more premium plans. That being said, our Premium web hosting plan comes at $2.99/month with a free domain name registration, along with unlimited bandwidth and databases. You may also get the additional discount Hostinger regularly offers for different hosting plans.
Plan Features
4X
keyboard\_arrow\_right
On the other hand, hosting a website on VPS gives access to a more secure and flexible server, but using it requires some technical knowledge. However, you can install an easy-to-use control panel with your VPS like Cyberpanel , powered by LiteSpeed.
At Hostinger you can buy VPS hosting plans from $5.99/month to $21.99/month. All of the plans come with a dedicated IP address and 24/7 live chat support.
For large websites, such as online stores, cloud hosting offers excellent reliability. For example, Hostinger’s Cloud Startup plan costs $9.99/month, comes with industry-standard data protection, a free content delivery network (CDN) and daily backups.
Choose a Memorable Domain Name
Lastly, choose a domain name for your website. A custom domain name is not only essential to help visitors find a website, but it is also part of branding. A memorable domain name can also drive high organic traffic .
Expert Tip
If you want to establish a social media presence, make sure the name is available not only on domain name registrar, but also on social media platforms. It would be unfortunate if you bought a memorable domain name only to find out that the name and its alternatives already have social media profiles associated with them.
Laura Z.
To find the right domain for your website, consider the following elements:
Recognition. Choose a domain that is short and clear to avoid visitors misspelling it. Using familiar words will help visitors to remember your domain name easier.
Availability. Use a web domain checker to check whether the desired domain name is available. If not, try changing the extension or looking for an alternative domain name.
Cost. When choosing a domain that fits your budget, don’t forget that different top-level domains (TLDs) have different prices . A domain can cost $0.99-12.99/year with Hostinger.
Pro Tip
While most web addresses are registered under .com, there are many unique domain extensions to use. Here are a few options that will make your site address stand out:
.co domain – ideal for business owners, but goes beyond commerce and entrepreneurship
.cloud domain – perfect for tech-savvy businesses, IT proffessionals and bloggers who want to modernize their brands
.app domain – for individuals or companies that want to create a website to market their desktop or mobile apps
.space domain – for creative people and communities, especially popular among freelance creatives
Then, register your domain using a trustworthy domain name registrar. Thankfully, most website builders and web hosts offer domain name registration with some pricing plans. However, getting your own domain name will require further research.
The first step to register a domain on your own is to look for an Internet Corporation for Assigned Names, and Numbers (ICANN) accredited registrar . Different registrars will offer their own set of services, prices, and packages.
It’s vital to register with a trustworthy registrar since it will store all of your related information. In addition, the domain registrar can change your data on the domain database.
Domain Name Checker
Instantly check domain name availability.
How to Make a Website With a Website Builder
Best for: total beginners with no web development experience
Key features: hosting included, no-code interface, ready-made templates, visual builder
Website examples: portfolio, resume, event website, blog, business website, eCommerce store
Once you have set up the platform, hosting, and bought your domain , it is time to make your own website.
Creating both dynamic and static websites using a website builder is very straightforward. Hostinger Website Builder, for instance, offers a user-friendly interface to create your own content and layout. Some of the other main benefits of using Hostinger’s own website builder include:
Cloud hosting – more reliable performance and less prone to downtime.
Security – complies with the PCI standards for visitors’ private information.
Artificial Intelligence (AI) tools – helps with branding, marketing, and optimizing a website or can be used to generate a custom site from scratch.
Fast setup – intuitive interface for editing and creating your own content.
Since Hostinger Website Builder is visual-heavy, it’s best for online portfolios, photography blogs, and media websites. Here are the steps to use this website builder:
Save and publish your site
1. Pick a Template
Choosing a template is an essential first step as it affects how your website shows content. Begin by selecting Hostinger Website Builder as your website platform of choice in your hosting panel.
Once you choose Hostinger website builder and specify which domain should be linked to your website, you will get redirected to the template library.
Choose your favorite from the designer-made templates. They are divided into the categories, such as eCommerce, Services, Photography, Restaurants, Portfolio, Resume, Events, and Landing Pages. You can also choose a blank website template if you prefer.
To help decide what template to use, hover over the desired template and click on Preview to see the template in action.
Once you have chosen to use the template, click on the Start Building button. To return to the template library, click All templates to go back.
Select the Website styles icon on the left side to customize the Colors, Text, and Buttons.
Use the drag-and-drop tool to change the page’s layout by clicking on an element and moving it to another area.
To test the design and navigation, click on Preview. Then, optimize its mobile responsiveness by clicking the mobile icon on the top menu bar. Customize directly on the web page to change the mobile design.
Important! If you choose to change the theme, you will need to redo the customization.
2. Create the Main Page
The first page visitors see when accessing a website is the homepage, so make this main page informative and visually appealing. By doing so, they will stay longer on your site.
An effective main page can drive visitors to take the desired action, such as making a purchase or booking an appointment. To achieve this goal, consider these elements when creating the main page:
SEO. Include meta titles and descriptions to rank higher on SERPs and drive more traffic.
Media. Add a high-quality image or video to make it more attractive and engaging.
Menu. Show the different web pages you have, such as the about and contact page, to invite visitors to learn more.
Layout. Consider where to include important information for visitors to see first, such as the location to display a call to action.
With Hostinger, every theme comes with a homepage. Either customize the theme’s homepage or make another page as the main page. To do so, click on the Pages and navigation icon in the upper left corner.
Select the page you want as a homepage and click on the gear icon and click Make Homepage.
3. Add More Pages and Sections
Even though Hostinger’s themes come with default pages and sections, you should personalize your site by creating your own pages to make your site more authentic. If you are building a one-page website , add new blank sections or use pre-designed ones.
Meanwhile, multi-page websites often have an About Us, Blog, and Contact pages to give further information. When adding more pages, pay attention to:
Featured pages. Consider which pages to include in the menu.
Page hierarchy. Separate main pages with subpages and establish a clear page hierarchy to help search engines crawl your website better.
Trends. Take a look at other websites to check what pages attract visitors.
To delete or re-order the different pages, head to the Pages and navigation setting. To add a new page, follow this guide:
Under Pages and navigation, click on the Add Page button.
Choose a layout from the theme or add a blank page. Alternatively, click on the Add blank page box to create your own design.
If you have selected Add blank page, choose which elements to add to your page. The elements available include Text, Button, Image, Video, Instagram Feed, and Contact Form.
Other than the elements, there are also sections to divide the page better. When you click Add Section, the website builder will give an option for you to either Add blank section or select a premade one. There are different categories for the sections, including About and Headlines.
After finishing the page, head to Pages and navigation to optimize the page. Click on the gear icon next to your New page and select Page Settings.
Under the General setting, change the Name in navigation and Page URL to describe the page. Then, under the SEO setting, add a Page title and Page description to invite visitors to click on your site from SERPs. Press the Save button to finalize the process.
4. Optimize Your Site’s Navigational Structure
When designing your own website, consider the user experience. Visitors should be able to navigate and find all information without any trouble.
To achieve this goal, organize your menu to help visitors navigate when browsing through the pages. In addition, choose the most important pages to feature on the menu. Keep in mind that website navigation also affects conversions.
Here are ways to improve your website navigation:
Limit menu item. Include only up to seven pages on your main menu to avoid confusion and crowding your page.
Analyze responses. If you see a page that does not receive enough visitors, move the information to another page and take out the page from the main menu.
Mobile responsiveness. Menus often look different on mobile devices, so make sure that they are still easy to navigate.
Other than the order of the main menu, its location on a web page is essential to user navigation. To help visitors browse through your web pages efficiently, customize your header and footer.
Header
At the top of a web page, a header often consists of a logo, website name, and menu bar. By having an easy-to-navigate header, you invite visitors to explore more.
Customize the header by hovering over the menu section on the drag-and-drop editor and clicking on the gear icon.
Under the Header settings, make changes to the following features:
Layout. There is an option to Make header sticky to keep it on the top of the web page, even as visitors scroll down. Other than that, change the Menu position, Item spacing, and Padding according to your preference.
Logo. Choose whether you want to include a logo, then adjust Logo width and position and Menu item spacing.
Shopping bag. Only have this icon if you have an online store.
Style. Change the Header background, either by using a solid color or adding an image. In addition, select the Website, Header text, and Hover colors.
Footer
Similarly, a high-quality footer invites visitors to stay on your website and explore more pages. To achieve this goal, add navigation links and essential information at the bottom of the website. Most footers include contact information, social media icons, copyright, and links to other pages.
A footer signifies that the user has reached the bottom of the page. The links on a footer are often for more heavy-text pages. For example, most online stores include terms and conditions and refund policies.
The theme will automatically generate a footer. To edit the pre-made elements, click on the element and select the Edit button on top of it.
To customize the Footer, click on the section and select the gear icon.
It will show a grid layout to help move around the elements. Whereas the Section settings help to make changes on:
Layout. Enable Snap to guides for easier element management.
Background. Either use an image or a solid color as the footer’s background.
Anchor. Create a full unique URL specifically for the footer.
5. Enhance Your Website With Visual Elements
Visual elements, such as images, videos, logo, and favicon, attract visitors to learn more about your site. Visitors spend 88% more time on pages with videos. They help convey what your website is about and retain visitors’ attention.
Keep note that visual elements have to be relevant to the website. Otherwise, they will only distract and confuse visitors. The website builder’s drag-and-drop editor makes it easier to customize the visual elements’ layouts.
To add any visual element, click on the Add element button on the left corner of the editor.
Images
Under Add elements, click on Image and drag it to your page. Position the element on the desired area of the web page.
The builder will show a default image on your web page. Click on it and select Change image to access the Image settings.
Then, click the Replace Image button to either upload your picture or select one from Hostinger’s free-to-use stock image library with over a million photos. Under the Image settings, remember to include Alt text, which describes the image.
Under Action, choose what will happen when a visitor clicks on the image:
Nothing. No action will happen after visitors click on an image.
Open full screen preview. The image will be shown in full size.
Open link. Clicking on the image will direct visitors to a previously added link. There is also an option to open it in a new tab or redirect the page.
Gallery
Select the Gallery element and drag it to the page to include multiple images at once.
Again, Hostinger will add default images at first. To change them, click on the element and select Manage gallery.
Click on Add Images to include your images. Then, select the default images and click on the trash icon to delete them.
Once you have added your images, click on the element again and select the gear icon. Under the Gallery settings, change the Layout, Items per row, Gap between photos, and the action On click.
Video
Adding videos is different from images. With Hostinger, you have to upload the video on YouTube or Vimeo first.
After you drag the Video element to the web page, click on it and select Edit video.
Under Video settings, change the Video link to your video’s URL. Then, decide whether you want the video to play right away when visitors access the page. However, keep note that the Autoplay feature does not work on mobile devices.
In addition, there is an option to play the video on Loop by default. As for the Layout, control the Padding between the video and other elements. To avoid distracting your visitors, turn off the Show video controls, which will hide the play, pause, and volume buttons.
Logo
If you have an online business , use a logo on your website. However, a logo can also be beneficial for a personal website. It can add legitimacy to your website, helping you create a professional brand in the future.
If you have not created a logo for your website yet, Hostinger has an AI Logo Generator tool to help.
To create a new logo, click on AI tools and select Logo maker.
Then, choose how you want to create your logo:
Create a logo yourself. Enter your logo name, what your logo is for, and where do you want to use the logo. Then, choose a logo to customize the color, shape, and layout.
Use a logo generator. Choose from a gallery of pre-made logos and select the colors and shape.
Pro Tip
When creating or uploading a logo, remember to have a transparent background to make it suitable for any colors you choose.
Favicon
Meanwhile, favicons represent a site on web browsers’ tabs. Therefore, they help make your website memorable to visitors, professional and trustworthy.
To upload a favicon to your website, head to the Website settings on the bottom left corner of your editor. Then, select General settings to continue.
Under the Favicon section, click the Add Image button and upload your custom favicon. Click on Save Changes to finalize the process.
6. Save and Publish Your Website
Hostinger will automatically save all the changes made, so no need to worry about losing unsaved edits. Just check every web page and link after customizing the content. Once you are ready to go online, click on the Publish website button in the top right corner.
How to Make a Website With WordPress
Best for: users with little to no technical experience in web development to experienced web designers
Key features: Open-source, third-party plugins and themes, dedicated community
Website examples: blog, portfolio, business website, eCommerce store, community forum
WordPress is highly flexible and scalable . The platform is suitable for any type of website, and its extensive gallery of plugins makes it easier to grow your site once it becomes more prominent.
Follow our WordPress tutorial below to create a new WordPress website. All you need to do is:
Install WordPress either through your hosting dashboard, manually, or locally
WordPress is a free and open-source CMS . There are three main ways to install WordPress :
Auto-installer. Some web hosting services, such as our WordPress plans , have an auto-installer feature for the software on its control panel. This WordPress installation is the most beginner-friendly option.
Manually. Create your own database for a manual installation. The process will take longer, but it is still straightforward to follow.
Locally. Install WordPress on your computer to test out changes before going online. Download the latest version of WordPress and install WordPress locally using MAMP for macOS or WampServer for Windows.
2. Choose a WordPress Theme
Website design is essential to attract visitors. Having a visually appealing design can also improve the user experience on a website.
Hiring a web designer to make a professional-looking website is an option, but it could be expensive. Luckily, the WordPress platform offers a user-friendly interface to help any user with web design.
There are over 8,800 free and premium WordPress themes in the official WordPress themes repository . Some designs are suitable for all types of websites, while others focus on a specific purpose:
eCommerce. For online store designs, most themes prioritize user experience, product pages, and payment gateways. Examples of popular eCommerce themes are Divi and GeneratePress .
Blogging. Prioritize SEO-friendly designs with excellent navigation. Blog themes like Astra and OceanWP are great to improve the design your site.
Portfolio. To showcase previous projects, choose a portfolio theme that is not distracting and can highlight your work. For example, use simple WordPress themes like Clean Portfolio or Air .
The average price for a premium theme is $50 for a one-time purchase. It is possible to start with a free WordPress theme and get a premium theme once your site grows more prominent. Some premium themes offer additional tools and features to optimize WordPress sites.
To install a theme , head to your WordPress admin panel and follow these steps:
Head to Dashboard → Appearance → Themes and select a theme for your site. To view the full theme gallery, click on the Add New Theme button.
Browse through the theme gallery and click on Details & Preview or the Preview button to see how it looks on a website.
To use the selected theme, click on Install → Activate. However, to return to the gallery, press the X icon on the top left corner.
Click on the Customize button to edit the design.
Personalize the theme by changing the layout, colors, and fonts.
Click on the tablet or mobile icons on the bottom left corner to display the theme on a smaller screen.
With a premium theme, you will have to upload its files manually after making a purchase. Head back to Dashboard → Appearance → Theme → Add New Theme and click on the Upload Theme button. Select the theme’s .zip file and Activate it after the uploading process is complete.
Expert Tip
Here at Hostinger, we’ve helped our rockstar customers create any website imaginable. If you get stuck along the way, don’t hesitate to contact us and we’ll walk you through it step by step.
Darius G.
Chief Customer Officer
3. Install WordPress Plugins
One of the advantages of building websites with the WordPress platform is its extensive gallery of plugins. A WordPress plugin is a piece of software that extends a WordPress site’s functionality. With plugins, users can create any type of website without having to learn how to code.
WordPress has over 59,000 free and premium plugins , for various purposes – from adding security to sharing website content. The benefits of using WordPress plugins include:
Usability. Help users navigate between the web pages better by optimizing the website’s menus.
Additional tools. Expand functionalities by adding tools like social media buttons or improving a website’s SEO.
Performance. Strengthen the website’s speed, security, and user management.
To install a WordPress plugin , head to Dashboard → Plugins → Add New. Browse through the plugin gallery or write a plugin name in the Search plugins box to find a specific one. After finding the plugin, click on the Install Now button and Activate.
For premium plugins, upload them manually after making a purchase. Head to WordPress Dashboard → Plugins → Add New, and click on Upload Plugin to install and activate your premium plugins.
Here are some of the high-quality plugins to optimize your WordPress website:
Contact Form 7 – creates customizable contact forms for your web pages.
WooCommerce – helps to add product pages and payment gateways easily. Suitable for any type of website to add an online shop.
Akismet – checks comments and contact form submissions to prevent malicious content.
Expert Tip
Note that installing too many plugins for a WordPress site can overwhelm the server resources. In addition, WordPress plugins are open-source, meaning some poorly coded plugins can compromise other parts of a website. Thus, always prioritize quality over quantity when it comes to installing WordPress plugins.
Domantas G.
Head of Organic Marketing
4. Build Your First WordPress Page
When you build a website, there is an option to have a single page or multiple pages. If you opt for the latter, consider adding the following pages:
Homepage. The first page visitors see when visiting a site. A homepage needs excellent speed, content, and design to grab the audience’s attention right away.
About page. More information about a website, specifying whether it is a business or a personal website.
Contact page. A way for visitors to contact website owners for further inquiries.
Blog page. Adds new content to a site regularly, which keeps it updated.
Product or service page. Sell products and services on a separate page, mainly for an eCommerce store.
To build your first page on a new website, head to Dashboard → Pages → Add New.
When you build a website page, prioritize informative and accurate content, along with user-friendly navigation. WordPress has built-in blocks to help with the content and layout. Press the + icon on the top left corner and browse through all the blocks to optimize a page.
With a blog page, there is no need to include anything on the page.
Simply head to Settings → Readings and select A static page, next to the Your homepage displays section. Select the empty blog page on the Post page section and click Save Changes. Every time you add blog posts, WordPress will automatically display them on the blog page.
In addition, WordPress also has page builder plugins to customize web pages more freely. Some of the most popular WordPress page builders are Elementor , Beaver Builder , and WPBakery Page Builder . Most of them offer a drag-and-drop interface, pre-built designs, and content resizing.
The benefits of using page builders include:
Beginner-friendly. Create interactive and high-quality web pages without needing to know how to code.
Faster. Use pre-designed sections and templates to create different types of pages instead of building each page from scratch.
Additional features. Improve functionality and design by adding more features to web pages.
Note that some plugins are better suited for a specific type of website.
Warning! Use only one page builder at a time. Using different page builders simultaneously can potentially cause errors and slow down a website.
5. Create a Navigation Menu and Widgets
When you build a website, consider the user experience when accessing the pages. To improve navigation on your WordPress website, optimize its menus and widgets.
Start by creating a menu to help visitors navigate between pages. No matter what page they open, the website should show the same menu. Alternatively, create separate menus for different locations.
Follow the steps below to create a menu:
Head to WordPress Dashboard → Appearance → Menus and write a Menu Name. Under Menu Settings, decide whether to add new pages to the menu automatically. Then, choose the Display location on the website. Click on Create Menu to finalize the process.
Choose which Pages, Posts, or Categories to Add to Menu. Then, click on Save Menu to create the changes.
Furthermore, consider installing the following WordPress menu plugins to optimize the design and navigation:
Max Mega Menu – provides a fast and responsive menu to help users navigate between the pages easier.
Responsive Menu – offers more than 150 customization options with a beginner-friendly and lightweight interface.
WP Mobile Menu – optimizes the website menu on mobile devices with a fast, simple, and responsive menu.
Other than creating easy-to-navigate menus, customizing WordPress widgets can also improve visitors’ experience. Widgets add additional content and structure to a website’s header, footer, and sidebars. Some of the most popular widgets include recent posts, calendars, and a search bar.
Some themes display certain widgets right away. However, it is also possible to create a custom widget . To do so, head to Appearance → Widget. Press on the + icon to add more content using blocks.
Follow these steps to customize widgets directly on the web design:
Head to Dashboard → Appearance → Customize.
Select Widgets under the Customize menu to show the different areas to add them, such as Sidebar Right, Footer, Header, and Side Section.
Move the blocks around to rearrange the widgets or click the + icon to add more blocks. The changes will show right away.
Click Publish to save your customization. It is also possible to press the gear icon next to it to Save Draft instead.
6. Optimize Your Website for SEO and Conversions
Search engine optimization (SEO) improves a web page’s ranking on Search Engine Result Pages (SERPs). Prioritizing SEO will help to drive higher traffic and position a website as a trustworthy source.
One of the best ways to improve SEO on a WordPress website is by using SEO plugins :
Yoast SEO – helps to optimize your site by providing automated technical SEO improvements and advanced XML sitemaps . Check our guide on how to use Yoast SEO on your WordPress site.
WP Rocket – a powerful performance plugin to speed up your website, improve your PageSpeed Insights score, and optimize Core Web Vitals grades. 80% of web performance best practices are applied right upon activation.
Google XML Sitemaps – automatically generates a complete XML sitemap for your WordPress website, making it easier for search engines to crawl your web pages.
Broken Link Checker – prevents search engines from picking up broken links on your site to keep its SEO performance consistent and improve user experience.
W3 Total Cache – minimizes download time by increasing the site speed up to 10 times.
Not to mention, SEO can also raise brand awareness. Certain business websites, such as technology companies, generate double the revenue from organic searches. SEO can help increase conversion rate by improving:
Site speed . The ideal website loading time is under two seconds. Fast site speed encourages visitors to look into more pages.
Images. Make a site more visually appealing to visitors by optimizing images and graphics.
Mobile-responsiveness. Improve website performance on mobile and touch screens so that visitors can open your website on more devices.
7. Add More Functionality to Your Website
WordPress gives plenty of possibilities to scale your website. For example, small business websites can be turned into large eCommerce stores.
Here are some features to help add functionality and scale your WordPress website:
eCommerce plugins . Create an online store with a safe payment gateway and easy-to-navigate product pages. One of the best WordPress eCommerce plugins is WooCommerce , which can help create an eCommerce website faster and easier.
Booking plugins . For a business website that requires booking, such as a hotel or a restaurant, booking plugins help customers check availability, reserve places, and make online payments.
Contact form plugins . To stay connected with website visitors, give a simple way for them to contact you for further inquiries. Contact forms also reduce spam by preventing publicizing your email address.
Mobile-responsiveness. Make your website mobile-friendly , as mobile devices generate 54.8% of global website traffic. By doing so, your website can reach more audiences and stay ahead of the competition.
Other than adding more features, make sure that your server suits the type of website you are making. When scaling your website into a different kind of WordPress site, consider:
Storage. Make sure to increase the storage capacity when adding more files, pages, and tools to a website. It will help prevent slower loading time as speed is still one of the essential aspects of a website.
Quality. When adding more information to a website, check the old pages and files to ensure consistent quality.
Security. Scaling a website often means more interaction with visitors. To keep your site and visitors’ data safe, check for solid WordPress security features.
8. Launch Your Website
Before launching a website, check for any issues that might affect viewing experience and usability. There are different ways to test a website before going live:
Family and friends. Ask someone you know to look at the website from a visitors’ perspective. Get feedback on the design, navigation, features, and mobile responsiveness.
A/B testing . Use tools like Google Optimize or Nelio AB testing to compare two versions of a website. This technique provides data-driven insights into which version works better.
Speed test. Having a fast website attracts more visitors to stay and browse through its web pages. There are tools to help test website speed.
Pro Tip
In addition to testing your WordPress site, check the website launch checklist first.
Your Website Is Now Online – What’s Next?
Making a website improves personal or professional branding online. In addition, websites help to share content with broader audiences. Before creating your own website, pick the right platform, choose a memorable domain and get a web hosting plan if needed.
The two platforms we have focused on are CMSs and website builders. We have shared the steps to create a website using WordPress and Hostinger, along with the tips on how to optimize your site.
After successfully going online, here are some post-launch tips to consider:
Revise regularly. Revise your content regularly as best SEO practices change continuously.
Promote website. Use content, email, social media, and affiliate marketing to help promote your website and attract more visitors.
Analyze performance. Improve marketing strategies to avoid future issues by analyzing your performance regularly. Use tools like Google Analytics to help.
To help deepen knowledge on building websites, check the recommended readings and answers to FAQs.
Recommended Readings:
How to Make a Website FAQ
This section will answer the most common questions regarding the website creation process.
Do You Need Technical Knowledge to Make a Website?
No, many platforms are available to help make website building easier without any understanding of coding languages . For example, website builders have an intuitive interface and drag-and-drop features to help customize a high-quality design.
How Do I Code a Website From Scratch?
First, get your web hosting and domain name. Then, install Bootstrap to create your HTML and CSS documents. A self-coded website is not the most beginner-friendly option and can take longer to set up. You might need to also learn the newest web developer trends and best practices.
How Do I Create a Website for Free?
Website builders often offer subdomains for free. For example, users can use www.website.mainsite.com instead of www.website.com. Free subdomains are suitable for beginners who are just trying out.
How Much Does It Cost to Create a Website?
The cost to create a website depends on its type. Building a website can cost anywhere from $100 to several thousand dollars per year if you hire a web developer. So, make sure to adjust your budget to the type of website you aim to create.
How Do I Create a Business Website?
Creating a business website is similar to any other website. However, some additional elements to consider are the product or service page, contact page, and about page. Business websites help to expand the customer base, increase revenue, and improve business flow.
How Do Website Owners Get Paid?
Making money with a blog or website is done by displaying advertisements on your sidebars, footer, and header. Google AdSense , for example, offers a pay-per-click tool to monetize your site. You can make money from sponsored content, especially if you have high traffic.
How Long Does It Take to Create a Website?
The time it takes to create a website depends on the platform and the type of website. With some website builders, users can make websites within 5 minutes, especially AI website builders . However, platforms that have a steeper learning curve can take weeks to create a high-quality website.
Can I Switch From Hostinger Website Builder to WordPress?
If you want to move your website from Hostinger Website Builder to WordPress, simply delete the website built with the builder in order to release your domain name. Then, connect your domain to a WordPress site.
How Many Products Can I Sell With Hostinger Website Builder?
You can sell up to 500 products with Hostinger Website Builder.
The author
Hasna A.
Hasna is passionate about tech, culture, and the written word. She hopes to create content that helps people succeed on the web. When not writing, rearranging, or polishing sentences, she enjoys live music and overanalyzing movies.

**8.** <https://websitesetup.org/>

We have no data for this page, because it isn't accessible for our crawler.

**9.** <https://www.website.com/>

Beautiful websites for any goal.
Whatever the industry, make your online presence stand out.
Photographer Portfolios
Showcase your work online with professional layouts, engaging galleries, and simple contact forms.
Life Coach Websites
Build client trust with a professional online presence. Add a blog, testimonials and forms. Optimize with third-party integrations.
Small Business Sites
55% of consumers search online before making a purchase. Create a professional website with the features you need to grow your business.
Online Stores
Get the tools you need to power your online store. Beautiful product galleries, diverse payment methods, member checkouts, and more.
Real Estate Websites
More than 51% of buyers find their homes online. Create your real estate website with engaging galleries and professional features to gain trust and enhance your sales.
Therapy Sites
Speak to your ideal client and express your therapy specialization with website designs loaded with industry-specific content.
Reach international heights with multilingual sites.
Easily cater to site visitors from across the pond. Our website platform allows you to create a multi-language website so visitors never miss a beat - no matter where they are.
FAQs
How to make an online store for free?
With a free Website.com plan, you'll have the ecommerce tools to set up your online store and add products right away. You have the option to add advanced functionality and marketing features as your business expands.
Here are the steps to make an online store for free with our tools:
Sign up for a Website.com plan.
Open the Store Manager in the website builder.
Set up your online store with contact info, payment methods, shipping & tax rules.
Add products, images, prices, inventory and more.
Organize products into collections, and customize your website design.
Promote your store with advanced SEO and marketing features as your business grows.
We're committed to helping you get online and grow your business, which is why Website.com doesn't take any commissions on your sales.
How much does a website cost? What does a Website.com subscription include?
The cost of running a website can be broken into 3 main elements: the domain, hosting, and the way to make the website.
A domain is the unique web address that visitors can type into the browser to find your website, e.g. www.website.com. A domain name is typically a yearly cost, ranging from around $20/year and up.
Website hosting allows your website files to be stored and seen on the internet. This is typically a monthly ongoing cost, usually around $14.99/month and up.
The website platform used to create a website is another factor to consider. The cost of making a website may vary depending on whether you choose a DIY approach, or hire a web designer or developer. Hiring a web expert can be a significant expense that generally requires an initial design cost and an ongoing maintenance fee.
With Website.com premium plans, everything is included to create your website, including a professional domain name for 1 year, web hosting to host your content, and a website builder with easy tools to create your site, sell products, reach international audiences, and market your online presence. Premium plans range from $3/month (promo price for the first year), which is an extremely cost effective way to own a professional website.
With a free Website.com plan, you can get a free website name and get online entirely for free. Keep in mind that Website.com premium plans include a professional domain name registration, more website pages and advanced features to lend more professionalism to your site.
Your web content will be stored on our secure servers located in Vancouver, Canada.
How easy is it to make a website? Can I make a website without knowing how to code?
Using Website.com is the easiest way to make a website! Our tools provide the freedom to create your free website without any design or coding knowledge. You can even create your entire website, from start to finish, right from a mobile device! Just start with a pre-made layout, add your own website content, and click publish to get your responsive website online. Need a hand? Our team of designers offer design services to help you craft your website on the Website.com editor, so you can have total control of your website after your design is complete.
Why does my business need a website?
Today, 91% of consumers look online to search for goods or services, and 84% view a business with a website as more credible. Owning a website is crucial for small business owners in order to gain credibility and get found by both new and existing customers.
With Website.com, we provide the tools to publish your online presence as fast as possible.
Why is Website.com the best choice to make my website?
With Website.com, experience the freedom to create a unique and professional website on your own. The Website.com website builder is the easiest way to make a website, and you can even create your entire website using your smart phone! You can start with a layout and personalize it, or hire our design experts to make your website for you.
When you choose Website.com, you're choosing the absolute easiest tools to create a professional website: professional layouts, free stock photos, free secure web hosting, and a committed support team. You can even make an online store entirely for free.
With over 1 million websites built with Website.com, you'll be in good company.
Do I need a domain name? How do I get custom domain emails?
Yes, every website on the internet needs its own domain name for visitors to be able to find it. A custom domain name can make your website look professional online. It builds your brand, makes your website more memorable, and helps visitors find you online. With Website.com, you can start with a free website name, and all premium Website.com plans include a professional custom domain name for 1 year at no additional charge!
Domain names are vital to anyone's online presence, but its value is also often undervalued. Problems can arise when domain names are left to expire or become open for anyone to register under their name, from identity theft and impersonation to extortion and malware injection. This is why Website.com offers domain auto renewal feature to help prevent these problems from appearing. Let us know if you are unsure about whether your domain name is set for auto-renewal.
Using your custom domain name in your email address (info@yourdomainname.com) can further build your brand and create a sense of trust throughout your customer communications. Website.com Elite plans and above include professional emails at your domain name and a mailbox to store your emails. You can read your emails anywhere, or even set up emails to be accessed on your phone!
Can someone make a website for me?
The Website.com website builder is easy to use, and is great for a DIY approach. If you would rather have someone create your website for you, we can take care of it! Our Website.com designers offer web design and marketing services so you can focus on your business. Your website will be published on the website builder, allowing you to easily make future tweaks to your design at no additional design charge. Or, feel free to reach out to our team if you need design services after launch.
How do I make my website mobile friendly?
Globally, 62% of users access the internet using a mobile phone, which means having a mobile-friendly website is key for reaching potential visitors. Mobile-friendliness is also a crucial aspect of SEO.
That's why all websites made with Website.com are responsive, which means they are automatically optimized for both mobile and desktop devices! Your Website.com website will provide website visitors with an amazing user experience, whether they're viewing your website on their phones or on a computer.
How does my website get found on Google?
Earning a top ranking on Google's results pages can significantly increase your website traffic and strengthen your business.
Website.com has SEO (search engine optimization) tools to help get your website found on Google and other search engines. Explore simple one-click mobile optimization, a site map generator, and the ability to employ on-page SEO techniques like image titles and content keywords.
How does your money back guarantee work?
We want you to feel confident when you subscribe to our yearly plan, so we offer a 30-day money back guarantee. If for any reason you're not completely satisfied with our service, please don't hesitate to reach out to our customer support team within 30 days of signing up. We'll be happy to process a refund of your service fees (minus any setup fees and domain registration costs) and make sure you're taken care of.
Rated 4.6 Out of 5 by 129000+ Customers
Shopper Approved®

**10.** <https://support.google.com/business/answer/7032839?hl=en>

Google Business Profile Help
Get started on a website with Google
You can create a mobile-optimized website to represent your business via your Business Profile on Google.
Google will automatically use the information and photos from your Business Profile to create a site that you can customize with themes, photos, and text. Your site will automatically update whenever you change your business information or post new photos and will also be optimized for display on desktop, laptop, and mobile devices.
Create your website
When you're claiming your Business Profile , you’ll have the option to create a website based on your information.
If you've already claimed your profile, you can follow these steps to create your website:

**custom website design**

**1.** <https://webflow.com/>

Build, launch, and update sites as quickly as your business moves, without hiring more devs.
Think beyond templates
Design custom sites that give you full control over the user experience — and are always on brand.
Reduce costs
Get the power of code without the cost of developers, managing infrastructure, or additional plug-ins.
Improve your KPIs
Ship more high-impact campaigns, more often — all while optimizing for conversions.
Webflow is used by more than 3,500,000 designers and teams to create, collaborate on, and scale beautiful websites in a completely visual canvas — no coding needed.
So everyone can focus on what they do best.

**2.** <https://www.dreamhost.com/pro-services/design/custom-web-design/>

All Quick Site Features
Onboarding
A 1-on-1 call with your project manager to guide you through the requirements form where we collect content and define your goals.
Project Manager
A dedicated manager who oversees your website project, coordinates the web team, and serves as your single point of contact.
Branding Sheet
We gather your existing logo and key branding into a simple, one-page reference sheet to ensure your website design matches your brand.
Sub Pages
Simple pages for your site that are customized to match your brand and style, e.g., Testimonials, Press, FAQ, and Contact Us.
Custom Home Page
Instead a stock template, we design a unique homepage to give your site a stunning look and feel that's 100% unique to your business.
Multiple Revisions
Get your designs right where you want them with two rounds of design revisions and two rounds of code revisions for every page.
Blog
We create an SEO-friendly blog with search functionality so you can create content and help your site rank on search engines like Google.
Contact Forms
Forms can be added to your pages so you can automatically send information submitted to the email address of your choice.
SEO-Ready
We code your site to be SEO-friendly so you can easily optimize for search engines and create new, strategic content in the future.
Mobile Responsive
All custom website designs are built to render properly on any device, whether it be a computer, tablet, or mobile phone.
WordPress
We code your website with the most popular web software in the world. Now it's easy to manage your content and add functionality as you grow.
Safe & Secure
We build your site to be secure, with SSL security and automatic software and security updates included for free.
Domain Configuration
We'll help set up your domain name so it resolves to your new website once it goes live.
Analytics
We connect your website to Google Analytics so you can monitor your website traffic and gain valuable insights from key user behaviors.
Additional Features
Ecommerce
We can install WooCommerce on your site for free! For an additional fee, we'll even upload your products to your store and set them up for you.
Custom Logo & Branding
Get a new logo, refine your existing brand, or build out your complete corporate identity to ensure your website looks legit.
Plugin Implementation
Have a particular WordPress plugin you want to use? We'll install and configure the settings so it functions with your website.
Chat with a
Get some free advice. Our experts can answer your questions and recommend next steps.
Chat with Us
We do the heavy lifting so you can focus on building your business.
20+ Years Experience
Tap into our experience powering millions of websites for over two decades to level up your own projects.
Crazy Affordable
We care about your success and our goal is to make world-class services more accessible and affordable.
Satisfaction Guaranteed
Your dream is our business – we ensure every project is reviewed and approved by you every step of the way.
Legendary Support
Just ask around and you’ll quickly realize there’s a reason we have customers for 20+ years.
Learn to Build a Successful Site Yourself
Are You More DIY? At DreamHost we just want you to win, however works best for you. We built DreamHost Academy so you can learn to build, promote, and grow a thriving website yourself.

**3.** <https://99designs.com/web-design>

\* Extra page designs and coding available at additional cost.
Which package should I choose for my web page design contest?
We guarantee that you’ll get a great web page design at any pricing level, but our higher-priced packages give you more design options and better support.
Here’s how it works: When you pay more, the prize for the winning designer is bigger, too. More experienced designers participate in your contest, so you get more high-quality designs to choose from. More options means additional time that's needed to review your designs. That's also why our Platinum package offers a dedicated Account Manager to guide you throughout the process.
When selecting your web page contest package, think about how much time you’ll have and what experience you have writing briefs and working with designers. If you're still unsure, contact us for a design consultation.
Who owns what copyright and when?
On 99designs, designers agree to upload only original artwork, so each designer owns the rights to their design submissions until you choose your contest’s winner. During the design handover stage, the designer agrees to transfer the rights, and you become the owner of the copyright of your winning web page design.
How can I protect my design contest with an NDA?
Choose “Make your contest private” from the Contest options section before you launch your web page design contest. This will prohibit designers from using their designs elsewhere, and your contest will be unsearchable on the web.
This will automatically attach a standard NDA template to your contest. If you prefer, you can also upload your own NDA.
I work for an agency. Do you have a solution for me?
We do! Pro for Agencies allows you to tap into a design solution that gives you all of the top-notch talent you’ve ever wanted. With Pro, you'll have access to exclusive on-boarding, designer recruiting and custom privacy tools. Request a call from us today.
Can I use my own images in my design?
Yes. If you have any specific images (like a logo or product photos) that need to be included with your web page design, please submit them to designers with your brief.
Unless you request otherwise, your designer may also use stock images (purchased from a third party) in your design. If a designer uses stock art in a design, they’ll tell you which images they are and use watermarked versions of them in their entries. Once you choose the winning design, you’ll need to purchase the stock art and provide it to the winning designer so they can complete the design.
Can I work with my designer once my contest ends?
Absolutely (and we love it when that happens)! When your web page design contest has finished, you can start a 1-to-1 Project with your winning designer.
Web development is available for an additional cost. How does it work?
We've partnered with Xfive, who are experts in web development. When you are filling out your brief, you'll be asked whether you'd like a free coding quote from Xfive to review. If you select 'Yes', then Xfive will reach out at the end of your design contest to review your files and provide an accurate quote. From there, you can decide whether to go ahead.
Is there really a 100% money back guarantee?
We offer a 100% money-back guarantee within 60 days of payment on all Web Design Contests, except those with a guaranteed prize and those that have entered the Final Round. You can also call us anytime to help you rewrite your brief, reopen your project to ensure you get a good result and help you pick a winning design. Remember, if we refund your contest, you aren’t legally entitled to use any of the designs submitted to your contest.
We're here to help

**4.** <https://thriveagency.com/digital-marketing-services/custom-website-design/>

Custom Web Design Services
WordPress Experts
Don’t risk having a generic website that blends with everything else in the online realm. Entrust your website needs with our custom website design company and work with experienced WordPress specialists. Our custom WordPress website design experts go beyond the pre-made themes and plugins to create an elegant and unique site that reflects your distinct branding.
Website Analysis
We collect and analyze your website data to create a results-driven custom eCommerce website design and increase your organic traffic. Our team performs usability analysis, evaluates the consistency and accuracy of your page content and checks your website’s technical implementation in various browsers. In this way, we develop a custom website design that caters to your target customers.
Logo Design
Build a unique brand identity with a personalized logo embedded in your website. Our team creates three logo concepts based on your needs and requirements and lets you choose the best one that captures your brand image. We also offer logo redesign at a competitive custom website design pricing.
Video Production
Quality videos keep your audiences interested, no matter your niche, product or service. Attract and engage more page visitors to your custom design web site with video content that delivers your message quickly and effectively. Our custom website design services include script writing for voiceover and visuals, curation of interview questions, motion graphic designs and drone videography and photography.
Content Writing
A study published by Adobe revealed that 59 percent of consumers engage more with well-designed and structured web content than plain and boring web pages. Establish your thought leadership brand and retain more site visitors with a custom fit web design. Our content specialists create original, SEO-optimized blog posts and web copies to entice visitors to read and share your content.
eCommerce Web Design
Give your customers a better shopping experience with a custom eCommerce web design. We leverage social proof on your website, simplify your navigations, publish high-resolution images, write compelling descriptions and highlight your unique selling points (USPs). Our custom website design pricing is built around your specific needs and budget.
Website Hosting
Boost your digital marketing opportunities with a custom web design pricing and package tailored to your demands. Our web hosting services ensure high reliability and uptime, site security and improved SEO and online performance. We offer reliable customer support, unlimited bandwidth and storage, free malware removal and reasonable custom website design cost.
ADA Compliant Web Design
As a customer-centric custom web design company, we create websites accessible to individuals with various disabilities or impairments. Our web design experts ensure proper contrast ratio and consistent navigation and provide descriptive labels and feedback for errors in form fields. We also enable keyboard navigation to cater to users with limited mobility.
Content Management System (CMS) Integration
Add CMS capabilities to your custom fit web design and streamline your content development and website translation process. Our custom website design company leverages plugins and advanced language technologies to manage your multilingual sites within your CMS easily. We keep your content flexible and create custom eCommerce web design with reusable patterns and components.
Responsive Web Design
According to research published by QuBit, slow-loading websites result in nearly $2.6 billion loss in annual revenue. Ensure your website adapts to all screen sizes and devices to increase your customer retention. We utilize scalable vector graphics (SVGs), standardize clickable areas and buttons, place responsive images and maximize device features to boost sales.
Website Maintenance
Rest easy knowing that you have a professional custom web design team to handle your site updates and maintenance. Our team performs user testing and site backups, checks security updates, fixes any broken link, eliminates unnecessary form fields and makes test purchases. We offer fast and reliable technical support to keep your website secure from cyber attacks.
Conversion Rate Optimization (CRO)
Increase your leads and conversions with Thrive’s custom website design packages. Our team is composed of custom web design and development experts focused on driving high-quality traffic to your website. We create compelling content, optimize your images, implement and test various calls-to-action (CTAs) and simplify your site’s registration and checkout processes.

**5.** <https://www.godaddy.com/websites/web-design>

All Website Design Service plans include:
Your own website expert to assist you in each step of the build.
Free consultation with our team to understand your vision.
Comprehensive dashboard to track progress and share feedback.
Responsive design on all devices, customized for your business.
Access to an online Owner’s Manual with training resources.
WordPress Security plugin to authenticate your website.
Professionally written, SEO-friendly content for your site.
Domain and Microsoft Office 365 email, free for the first year.
One round of revisions — to perfect your design vision.
Grow your brands presence – and reach.
Let our experts increase your search rankings and manage your social platforms.
SEO Services.
Our pros excel at SEO. They’re ready to take your business to the top of Google search results.
GoDaddy Web Design Service FAQ:
How does the GoDaddy Web Design Service work?
Once you’re ready to have GoDaddy experts build your website, schedule a call with one of our website specialists. During this call, we'll collect your business goals, website design vision, brand information, and content and images to ensure your website design reflects the needs and personality of your business. If you have your own content, you’ll get a chance to provide it, and then we begin building your website. If you don't have images, no problem — we can insert professional images to perfectly suit your site. Also, content writing is included in all plans, so your website copy is professional and appealing. And the best part? It’ll be done in about six weeks (about one and a half months).
Can I give feedback on the web design as it’s being built?
Yes. You will have frequent contact points with your website specialist as the website is being built, and you’ll be asked for feedback on the design. You may contact us via the Website Design Hub, email, or phone.
What about updating my website?
Once your site is published, we make it easy to keep it updated. You may log in to your account and make edits on your own or subscribe to our Digital Marketing Services plan and we’ll do it for you. All our Digital Marketing Services plans include website updates, and we’re happy to make changes for you when you feel inspired to do so.
Why should I choose GoDaddy Website Design?
Website creation from GoDaddy's Website Design Services team lets you rest easy knowing a modern, professionally designed website is just around the corner. We average six weeks (about one and a half months) to complete a website, but we’ll work with you to understand your schedule and needs. Our Website Design Services, like every GoDaddy product, are backed by our world-class customer service.
How do I get started after I purchase GoDaddy Web Design Services?
Once you have bought Website Design Services, you may log in to your GoDaddy account portal and schedule your call through the Website Design Hub, a comprehensive dashboard available to you during the website design build — and beyond. In the Website Design Hub, you will also be able to provide content to your team to add to your website, monitor the website design build process, provide feedback on the website design, and more. Our streamlined process makes it easy.
How do I get my free domain?
Domain must be selected at the same time as you buy your Website Design Services.
Product disclaimers and legal policies
Third-party logos are marks are registered trademarks of their respective owners. All rights reserved.

**6.** <https://www.designrush.com/agency/website-design-development/trends/custom-website-design>

Designed by Digital Silk | Agency Profile
Tecnam is an Italian aircraft manufacturer founded in 1948. They are known for their next-generation piston planes.
The company tasked Digital Silk to create a website that showcases the brand’s rich history and significance.
The agency delivered through their motion graphics “scrollytelling” technique. The horizontal timeline, creative use of aircraft models, engaging videos and high-quality photos truly make this website functional and highly aesthetic.
The fonts and colors also reflect the exclusivity and luxury expected from the aerospace brand.
And the best part? The website looks and functions just as well on mobile devices.
Designed by Immersive Garden
21 Capital is an investment company that handles complex projects like asset management and digital asset intelligence.
However, its website is the complete opposite – easy and minimalistic. This design strategy allowed the company to present its qualitative and quantitative services without overwhelming the user.
This web design also stands out due to its dynamic and immersive interface powered by motion graphics, its perfect balance of dark and light colors and most importantly, its usability.
Featured in DesignRush Best Designs
Land Rover is an automotive brand that needs no introduction.
The brand gained its top spot in the industry because of its premium products and deep understanding of what the market wants – tough cars that get the job done.
These are evident in how they designed their website and its user interface. It is luxurious, product-focused, interactive and easy to navigate.
This design successfully guides the user through their unique customer journey, something that not all websites can do.
Designed by G2Design
Capital Harvest is an agricultural finance company based in South Africa.
They are known for their solution-driven approach in business, which they were able to reflect on their website. The design is corporate, but it’s not intimidating.
The use of industry-related imageries makes it familiar to their target audience. Stunning photos stand out against the clean white background, letting the images and texts speak for themselves.
It goes straight to the point with what the company has to offer.
Featured in DesignRush Best Designs
Mastercard lets users experience what the world has to offer. This brand of experience is evident in the company’s website.
The pages come to life with videos that trigger a user’s appetite for life. Even images and texts have animated transitions that make the website experiential, so to speak.
This engaging interface complements the brand’s lively colors without a hint of exaggeration.
The company managed to exude class and excitement in this award-winning web design.
The Best eCommerce Web Designs
Designed by Digital Silk | Agency Profile
G Pen is a brand of vaporizer that smokes other brands in the CBD industry, thanks to their well-designed online store by Digital Silk.
The website is full of compelling product shots, as expected from a retail brand. What sets this eCommerce design apart from the competition is its attention to the conversion funnel and how it addresses every user's needs.
If you have doubts about the product, you can easily reach a representative via live chat or FAQs. The Add To Cart button is almost as prominent as the product itself, while customer reviews and newsletter subscriptions await those who are fans of the brand.
The web design also helped the brand justify its price because it gives potential buyers all the information they need on the product in the most visually engaging manner.
Designed by DRXLR | Agency Profile
Ceremony Coffee Roasters is a local coffee brand from Maryland, U.S.A. One look at their minimalist website, and you’ll know that they care about coffee and the people drinking it.
The overall design is light and easy on the eyes. The color palette is not typical for an online store selling coffee and the photos look stunning against the pastel backgrounds.
But what makes this eCommerce web design noteworthy is how it presented the products. Customers looking to buy coffee will see fruits, nuts and desserts on the menu. They even get to taste colors!
These aren’t exactly what most people have in mind, but Ceremony knew that customers will need it to differentiate the complex tasting notes of the coffee varieties they have in store.
Featured in DesignRush Best Designs
Designed by Spring/Summer
Simply Chocolate is a Copenhagen-based dessert company known for curating beans globally to create refined yet modern and exciting chocolate variants.
As innovative as its product is the eCommerce website. It is bright, colorful, engaging and undeniably unique.
The website’s design structure and the immersive use of parallax scrolling give users a one-of-a-kind shopping experience.
Simply Chocolate made sure that the audience will never lose sight of their products and made it easy for anyone to check them out. In doing so, this website deserves a spot on our list.
Featured in DesignRush Best Designs
Warby Parker is an eyewear company that revolutionized the optical industry. What started as an online venture grew into brick-and-mortar stores across the US and Canada. Their secret? Affordable products, trendy styles and a well-designed website.
Their eCommerce site is simple, fun and easy to use. Just like a good pair of glasses, the website complements the brand personality. You will not find excessive copies or cluttered images. The website stays stylish without trying too hard.
Its most notable feature, however, is the integration of Home Try-On. It lets customers try the products at home for free. Just like everything else on the website, the whole process of checking out and returning items is also a breeze.
With the buyer's needs in mind, Warby Parker designed a website that gives a unique brand experience online and offline.
Featured in DesignRush Best Designs
Designed by Numbered.Studio
Cann, a cannabis-infused tonic drink, is branded as “the future of social drinking". Not only does the brand sound interesting, but it also looks like one. Similar to its products, the website is fun and fizzy, colorful and playful.
As a new player in the industry, the company knew that its eCommerce store should also inform the market and not just sell its products. To do this, they added a “Learn” section where visitors can read about the products and ingredients used.
Whether you are into the ingredients or not, this website can make anyone want to try the product out.
The Economist proves that big data doesn’t have to be boring. This microsite tracks energy usage per U.S. state per year.
Although the site shares in-depth research on the topic, visitors are not riddled with information.
One can intuitively find the needed data and see patterns without leaving the page. All thanks to a well-designed and interactive user interface.
Featured in DesignRush Best Designs
Designed by Hinderling Volkart
If a website design can send you in a trance, this one will do the trick. Hit Parade takes audiences on a musical journey through time and space.
The content can be presented using a list with interactive buttons, but this website went above and beyond with interpretations of constellations and the galaxy.
Although the charts are from Swiss rankings, anyone can enjoy the website because after all, music is universal.
Featured in DesignRush Best Designs
To say that SBS did a great job on their first graphic novel would be an understatement and they have the awards that prove that.
The website features immersive storytelling that is both emotional and intriguing. The use of sketches, animations, voice-overs and sound effects makes this novel a page-turner, although this comes in a deep scroll format.
The design concept and execution are works of art. It shows that websites can be more than just static or templated pages.
Woven Magazine is an artist’s lair. It’s where art takes refuge in minimalist pages.
Stunning photographs and clean typography makes reading a calming experience.
This website lets the photos and stories speak for themselves. If you’re looking for creative inspiration, this magazine can give you that.
And if you prefer to support the magazine by owning a piece of the material on paper, the website’s online store gives the visitors an option to check out prints for delivery.
Featured in DesignRush Best Designs
Designed by Faculty
Cereal is also a thing of minimalist beauty. But what sets this website apart from the previous examples is its custom grid layout, modern city guides, and other unique content.
The website also explores color and monochromatic palettes for contrast and appeal.
Similarly, visitors can check out copies of the magazine and city guides using their simple online store.
The Best Event Web Designs
Featured in DesignRush Best Designs
Designed by Keplar Agency
Alda Events is a Dutch company that is all about music and their website reflects that to a T.
The website exudes a lot of energy despite having a simple layout. Thanks to the concert videos and character gifs that play on loop to keep the visitors engaged.
They also listed the events so that the calendar is simple and not overwhelming to view.
The website's vibrant energy, the intuitive scrolling navigation and its use of negative space make the user experience one-of-a-kind.
And if you happen to be a fan, the site also features an online shop where you can access their exclusive merchandise.
Featured in DesignRush Best Designs
Safe Events puts risk management at its core. The company is known for organizing large gatherings from planning to execution.
The website uses teal as its primary color, which gives it a friendly and bright atmosphere. It reflects the kind of service that Safe Events provides.
What makes their page even more interesting is the use of geometrical shapes and percentages that coincide with the scrolling mechanism as the visitor goes through the website.
These simple elements when added to the familiar user navigation can work best to differentiate a brand. This is what makes custom web designs stand out from the sea of templates online.
NFFTY is a festival for young filmmakers who wish to share their work with fellow creatives and movie buffs.
The homepage features snippets from various films showcasing the group’s immense production talent.
The website uses a modern-retro color palette with matching playful typography to set the mood and give the visitors an idea of the whole festival experience.
NFFTY puts the work front and center and gives the spotlight to creators through its fun and engaging website content.
Featured in DesignRush Best Designs
Stockholm Jazz Festival may be in Sweden, but its website can entice jazz aficionados from across the globe.
The website design is quirky and unpredictable, which is part of its charm. The photos are static, but they are vibrant and full of energy.
Navigation is a breeze, too. Everything the visitors need is on the left-side menu.
As for the most important page, the calendar features photo thumbnails and artist profiles to make it easier to choose and book your schedules. How cool is that?
Featured in DesignRush Best Designs
Melbourne Food and Wine Festival is not your typical year-round event. Its three-part celebration is one of the city’s highlights and one that’s not to be missed.
Its website is just as eventful, with lots of comprehensive content and engaging visuals to keep the visitors entertained.
The use of a consistent color scheme and clean typography make for a pleasant viewing experience.
One can easily find something of interest simply by navigating their website, much like attending this festival.
The Best Non-Profit Web Designs
Featured in DesignRush Best Designs
Designed by Viget
Non-profits rely on the website to attract donors, and so their pages must be well-designed to achieve this goal.
Hence, 96 Elephants focused on getting the visitor’s attention using a bold color palette, varying typography and serious messaging to create a sense of urgency.
The website focuses on the animals it seeks to help and makes it easy for people to donate and join the cause.
Featured in DesignRush Best Designs
HeForShe is a political movement that has taken the world by storm. Thanks to the celebrities who lent their voices to this cause.
The UN knows that it will take global commitment to push the message forward. Hence, their website features an interactive world map where visitors can see their country’s involvement and how they can further help this cause.
The website also features a lot of social proof to entice more people to join the movement and create the change that the UN is aiming for.
Featured in DesignRush Best Designs
IDE is a global organization that helps create income and livelihood opportunities for poor households across various industry sectors.
Their website’s homepage uses bold typography and large images to get its brand message across clearly and legibly.
Plenty of negative space and elements in vivid colors facilitate the user’s focus, while navigation via the main menu is straightforward.
The sticky “Donate” call-to-action button helps IDE fulfill its humanitarian and noble purpose and provides a quick route to the conversion point.
Featured in DesignRush Best Designs
Council Foreign Relations (CFR) is an organization that helps interested parties “better understand the world and the foreign policy choices facing the United States and other countries.”
Their Amazon deforestation minisite uses a single-page layout with storytelling that unfolds as the user scrolls. The entirety of the screen is devoted to the concise, short messaging in front of full-background videos of the rainforest.
On the left-hand side, a sliding timeline-style navigation helps the users locate specific points of interest on a page, informing them of the deforestation process.
High-quality imagery, large maps, contrasting serif fonts and plenty of multimedia make this website a standout in both its mission and design.
Featured in DesignRush Best Designs
FEED is a lifestyle brand whose products provide “a meaningful way for consumers to make a difference.” Specifically, the sale of their products helps combat the famine in poor regions of the world.
Their website is a mixture of an online shop and poignant messaging and imagery explaining how the brand fulfills its mission and also helps reduce waste.
A simple, sticky main menu navigation contrasts against the colorful images and effective messaging, which are easy to follow.
The creative use of “Shop Now/Give Meals” in their CTAs is something of note because it lends a sense of urgency and compels prospects to make a purchase.
What Are Custom Web Designs?
Custom web designs are unique design solutions that fully integrate your brand’s identity and personality into the website.
Custom web designers build a page from the ground up without using any templates or ready-made graphics. They develop each section of your website, particularly for your business needs and goals.
Customization requires a dedicated team that focuses on fully understanding your business and your brand to formulate a design strategy that will provide a unique digital experience.
This means all elements of your website are exclusively crafted, including:
Layout
Navigation
And more
A custom web design enables you to control every feature of the design process and refine the customer journey to deliver a unique user experience.
Due to its confined set of functions, off-the-shelf templated designs can’t be fully customized to meet specific requirements.
Custom web designs, on the other hand, are specifically developed with the features and functionality you need to create a well-built conversion funnel that will generate leads and sales.
Who Are Custom Web Designs For?
Custom web designs are a suitable option for those who want to build a strong brand identity and truly make a statement with their online presence.
Templated websites can also be effective and beautiful, but it’s hard to set your brand apart when you share a theme with so many websites.
The only way to stand out in the fierce competition is to have a unique-looking website that captivates attention and provides a great user experience.
Any business in any industry can benefit from a custom web design.
The only downside of custom web designs is the cost. It will take more money to bring your creative vision to life than to install a WordPress theme.
Nonetheless, a well-executed custom website will attract visitors, communicate with consumers and has the potential to create better conversions.
Experienced web designers know how to strike the perfect balance between business and creativity, SEO and other technicalities that contribute to the overall user experience.
Here are a few signs that will help you determine whether a custom design is the right option for you:
You want to be miles away from the competition
To significantly move the needle for your business and be one step ahead of your competitors, a custom web design is your safest bet.
A custom-made website will always be one of a kind while other businesses that use already-seen templates may fall into oblivion.
Your current website design is outdated
An out-of-style web design makes for a stale user experience that won’t entice visitors.
Moreover, an outdated website could harm your SEO and make it challenging for users to discover it.
A custom design makeover will not only give your website a fresher look but will also improve your SEO so you can attract and convert more visitors.
You are underperforming in terms of conversions, sales and revenue
A custom web design will surely give you that boost to hit your goals and expected results.
That’s because it involves a well-optimized conversion funnel specifically designed for your target audience and goals that will turn your leads into prospects.
What Steps Should You Take If You Want A Custom Web Design?
A well-crafted custom web design can only be executed by a professional web design company . They have the expertise, tools and resources to build a website perfectly tailored to represent your business.
Luckily, you can find an extensive ranking of custom web design companies in our DesignRush directory.
Our team of industry experts carefully selected the top-performing custom website design agencies to help you easily find the right team for your digital marketing needs.
But before you start searching for the most suitable candidate, consider these several factors:
Budget: See how much you can allocate for a professional web design, then search for a custom web design agency that can operate within the said budget and generate ROI.
Goals: Ask yourself why you want to invest in custom website design services. Once you have clear objectives, it will be easier to search for a company that can meet your expectations.
Requirements: Think about your needs and the type of website you would like to have. This can make your search easier since you already know exactly what you’re looking for.
Then, once you are ready to research the best custom web design companies on our list, you can start to contact each of them or let us suggest the best agencies for your business through the DesignRush Marketplace.
When evaluating each custom web design agency:
Read their reviews: See what previous clients say about the potential agencies to get an insight into their reliability, management skills and corporate culture.
Go through their work: Head over to their portfolios to see what projects they have worked on, the clients they have managed and their technical expertise.
Review their industry experience: Ask every custom website design company whether it has worked with clients in your niche.
Though not obligatory, it is advantageous if you select an agency that knows your target market and the environment you operate in. This can help accelerate project delivery and results.
How Much Do Custom Web Designs Cost?
Compared to a templated web design, a custom website will cost more to develop as it takes more time and resources to build it.
Be that as it may, a well-made platform will deliver better results and will work best in the long term.
The total cost of a custom web design comes down to a few variables, including:
Functionalities
The number of web pages
Personalized messaging and web copy
Depending on your website type and size, the cost may vary considerably. Here are some of the most common pricing structures made available by web design companies based in the U.S.:
Small businesses: Their websites typically require a few pages and simpler design elements, therefore ranging between $25,000 and $30,000.
Medium-scale businesses: A more complex website involving over 50 web pages, custom layout, special functionalities and a content management system (CMS) could cost anywhere between $50,000 to $60,000+.
Enterprises: For larger websites with hundreds of web pages, unique design elements, CMS and numerous distinctive functionalities, the cost for a custom web design could begin at $100,000 and go up to hundreds of thousands.
Whether you opt for a custom or templated web design, there’s no doubt that user experience is key to customer engagement, conversion and retention.
Consider your business needs, check industry trends and browse design inspirations to help you assess your website and set your goals.
Whichever way you decide to go, DesignRush is here to help you keep up with these trends and connect you with different agencies should you need to.
Get connected with the right web design agency for your project.

**7.** <https://www.wix.com/website/design>

1. What are the main elements to think about when website designing?
Show more
Website design is a field that is always changing and evolving, but there are a few main aspects that are always important. First and foremost, choose a website layout that will look great on both desktop and mobile. Next, when picking typography and color schemes make sure to stick to ones that represent your brand and catch the eye. With Wix, it's easy to choose a theme and seamlessly keep it coherent throughout your whole page. And of course, keep accessibility in mind, anyone coming to your site should be able to easily navigate and find what they are looking for.
2. What are the most important principles of website design?
Show more
When building a website you need to consider the aesthetic aspects but just as important is the site’s functionality and how to best achieve your business goals. A few key principles of design to keep in mind are prioritizing above the fold, your site’s visual hierarchy, visual cues and optimizing for all devices. Prioritizing above the fold means being sure to give your audience everything they need to understand your brand and take the desired action, in the very first fold. You should also be sure to organize your site’s hierarchy by giving crucial information higher in the page while taking SEO best practices into consideration. Visual cues like arrows and buttons are also important to help your audience navigate your page and boost conversions. Finally, optimizing for all devices helps ensure that your audience gets a good experience everywhere they see your page, which keeps them coming back.
3. How can I design my site while ensuring good performance?
Show more
With Wix’s performance-first culture and powerful infrastructure, you can be sure that your site will be equipped with all the tools you need to actively manage your website performance . When building your site and looking for design trends, it’s important to keep in mind that adding too many design elements can slow down your loading time. Because of this, the best designed websites limit the number of images, videos and font types they use. It’s also a good idea to look at your site’s performance in your Site Speed dashboard while you’re building to be able to optimize and test your loading times. Once you go live, check your Core Web Vitals regularly to see how well your site is performing and make sure you’re providing site visitors the best user experience possible.

**8.** <https://www.designcrowd.com/web-design>

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**9.** <https://www.fiverr.com/categories/graphics-design/website-design>

Website Design FAQs
What is web design?
Web design involves all aspects of the design and functioning of websites, from the graphic design and interface to the UX and technical aspects on the back-end.
What kinds of projects need web design?
Any online project can require some amount of web design. This can include single landing pages and websites with multiple sub-sites. Even a simple web page design with single fields to collect email addresses is an example of web design.
What makes a good web design?
Good web design should include the right amount of information, be bold and eye-catching (but not distracting or annoying), and easy to use. CTAs (call to action) should be clear about the action you want people to take and how to achieve it. And good web design is cohesive, making every webpage on the site feel like it belongs.
How do I pick the right web designer for my business?
The best way to choose a web designer is to look at their experience and browse their gig gallery. Look at samples of previous website designs to get a sense of their style, and choose the candidate whose style you like best. Before ordering, you should always explain your project requirements, expectations, and budget to ensure they fit your business.
What services do web designers provide?
Web design services will vary depending on the designer, so always inquire in advance. Some of the more popular services include websites, icon illustrations, mobile apps, UI/UX, landing pages, email templates, blog customization, and more.
How much does hiring a web designer cost?
The cost of hiring a website or mobile app designer depends on a variety of elements. Multi-paged sites will cost much more than a single page, whereas fully developed websites complete with e-commerce platforms are the highest priced. Pricing also varies with experience levels, types of content, and the number of revisions required.

**10.** <https://www.digitalsilk.com/web-design/custom-website-design/>

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**conduct business**

**1.** [https://www.lawinsider.com/dictionary/conducting-business#:~:text=Conducting business means providing or,, services and/or entertainment.](https://www.lawinsider.com/dictionary/conducting-business#:~:text=Conducting%20business%20means%20providing%20or,,%20services%20and/or%20entertainment.)

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**2.** <https://www.collinsdictionary.com/us/dictionary/english/conduct-business>

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**3.** <https://www.lawinsider.com/dictionary/conduct-business>

conduct business definition
Additional filters are available in search
Open Search
Cite
conduct business
Remove Advertising
conduct business
. Conduct business means the act of selling or attempting to sell services, or edible or nonedible items for immediate delivery.
Copy
conduct business
More Definitions of conduct business
conduct business
Copy
Related to conduct business
Company Business means any business in which the Company or any Subsidiary or other Affiliate is: (x) engaged in during the term of the Grantee’s Business Relationship; or (y) any business in which the Company or any Subsidiary or other Affiliate has undertaken material substantive steps to engage within the twelve (12) month period prior to such Termination, so long as with respect to both prongs (x) and (y) of this sentence, the Grantee had responsibilities with respect to, or Confidential or Proprietary Information about, such business (or anticipated business) prior to the Termination. Without limiting the foregoing, the Company Business shall be deemed to include the well completion and servicing business (including, without limitation, hydraulic fracturing, coiled tubing, pressure pumping, wireline, cementing, pressure testing, pump-down, perforating, pipe recovery and other complementary services), petroleum engineering services (including without limitation services in connection with hydraulic fracture stimulation and reservoir engineering), directional drilling and production services.
Subject Business means the policy or policies that are the subject of the Insurance Business Transfer Plan.
the Business means the usual work and activities carried on by the Insured pertaining to his business as specified in the Schedule and no others.
Parent Business means all businesses, operations and activities (whether or not such businesses, operations or activities are or have been terminated, divested or discontinued) conducted at any time prior to the Effective Time by either Party or any member of its Group, other than the SpinCo Business.
Licensed Business means the functions and activities, which the Licensee is required to undertake in terms of the License granted by the Commission or as a deemed Licensee under the Act;
food business means any undertaking, whether for profit or not and whether public or private, carrying out any of the activities related to any stage of production, processing and distribution of food;
Relevant Business means any business or part thereof howsoever carried on involving the supply of Restricted Goods and/or Services;
Supply Business means the licensed business of the Licensee and anyaffiliate or related undertaking of the Licensee as a Supplier but shall not include the business carried out by the Board in its capacity as public electricity supplier;
Business has the meaning set forth in the Recitals.
Cannabis business means any business activity involving cannabis, including but not limited to cultivating, transporting, distributing, manufacturing, compounding, converting, processing, preparing, storing, packaging, delivering, testing, dispensing, retailing and wholesaling of cannabis, of cannabis products or of ancillary products and accessories, whether or not carried on for gain or profit.
Transferred Business has the meaning ascribed to such term in the Separation Agreement.
Alarm business means the business by an individual, partnership, corporation or other entity of selling, leasing, maintaining, monitoring, servicing, repairing, altering, replacing, moving or installing an alarm system or causing to be sold, leased, maintained, monitored, serviced, repaired, altered, replaced, moved or installed an alarm system in or on any building, structure or facility.
Trust business means the business of acting as trustee, executor or administrator;
Business IP means the Owned IP and the Licensed IP.
home business means a business, service or profession carried out in a dwelling or on land around a dwelling by an occupier of the dwelling which –
Purchased Business means the business carried on by the Seller consisting primarily of an oilfield drilling contract business;
Engaging in business means commencing, conducting, or continuing in business, and liquidating a business when the liquidator thereof holds itself out to the public as conducting such business. Making a casual sale is not engaging in business.
Target Business means any businesses or entity with whom the Company wishes to undertake a Business Combination;
insurance business means one or more aspects of the business of selling, issuing or underwriting insurance or reinsurance.
Financial Services Business for purposes of this Unit Agreement shall mean the business of banking, including deposit, credit, trust and investment services, mortgage banking, asset management, and brokerage and investment banking services. (C) The term "Managerial Responsibilities" for purposes of this Unit Agreement shall mean managerial and supervisory responsibilities and duties that are substantially the same as that Grantee is performing for SunTrust or a SunTrust Affiliate on the date of this Unit Agreement. (D) The term "SunTrust Affiliate" for purposes of this Unit Agreement shall mean any corporation which is a subsidiary corporation (within the meaning of §424(f) of the Code) of SunTrust except a corporation which has subsidiary corporation status under §424(f) of the Code exclusively as a result of SunTrust or a SunTrust Affiliate holding stock in such corporation as a fiduciary with respect to any trust, estate, conservatorship, guardianship or agency. (E) The term "Territory" for purposes of this Unit Agreement shall mean the states of Alabama, Florida, Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia, and the District of Columbia, which are the states and Territories in which SunTrust has significant operations on the date of this Unit Agreement. (F) "Trade Secret" for purposes of Unit Agreement shall mean information, including, but not limited to, technical or nontechnical data, a formula, a pattern, a compilation, a program, a device, a method, a technique, a drawing, a process, financial data, financial plans, product plans, or a list of actual or potential customers or suppliers that: (i) derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from it is disclosure or use, and (ii) is the subject of reasonable efforts by SunTrust or a SunTrust Affiliate to maintain its secrecy.
Conduct of Business Regulations means the directions issued by the Bank from time to time on Fair Practices Code and Know Your Customer.
Resident Business or “Resident Contractor” means an entity that has a valid resident certificate issued by the NM Taxation and Revenue Department pursuant to Section 13-1-22 NMSA 1978.
Microbusiness means a licensee that may act as a cannabis
Micro Business - means a company which meets one of the following criteria: consumes less than 293,000 kWh of gas a year, or consumes less than 100,000 kWh of electricity a year, or has fewer than ten employees (or their full-time equivalent) and an annual turnover or annual balance sheet total not exceeding 2m.
Businesses means, at any time, a collective reference to the businesses operated by the Borrower and its Subsidiaries at such time.
Retained Business means any business now, previously or hereafter conducted by Seller or any of its Subsidiaries or Affiliates other than the Business.
Try Law Insider Premium Today for Only $1
Start Trial

**4.** <https://www.sec.gov/Archives/edgar/data/1094007/000119312504044901/dex14.htm>

Code of Business Conduct and Ethics
The Companys directors, officers and employees are required to comply with the Companys Code of Business Conduct and Ethics. The purpose of the Companys Code of Business Conduct and Ethics is to deter wrongdoing and to promote, among other things, honest and ethical conduct and to ensure to the greatest possible extent that the Companys business is conducted in a consistently legal and ethical manner. The Code of Business Conduct and Ethics is intended to cover the requirement of a Code of Ethics for senior financial officers as provided by the SECs rules with respect to Section 406 of the Sarbanes-Oxley Act. Employees may submit concerns or complaints regarding ethical issues on a confidential basis by means of a telephone call to an assigned voicemail box or via email. All concerns and complaints are investigated by the audit committee.
The Companys Code of Business Conduct and Ethics is posted on the Companys website, at http://www.rmkr.com. The Company will also disclose any amendment to, or waiver from, a provision of the Code of Business Conduct and Ethics that applies to a director or officer in accordance with applicable NASDAQ and SEC requirements.
Code of Business Conduct and Ethics
Our ResponsibilitiesPersonal Integrity, Corporate Values and Ethical Principles
Rainmaker Systems (the Company) continued growth, profitability and prosperity is linked to our employees ability to make decisions that are consistent with Rainmakers core values and ethical principles. We are a Company committed to:
TeamworkWork together with trust, openness, honesty and respect.

Inspired PeopleBuild a culture where people are motivated, engaged, valued and growing. Our people make the difference and are the essence of Rainmaker Systems.
Our core values support and guide our leadership in establishing the strategic direction of the Company. Sound judgment shall be exercised in the service of our reputation as a business leader, employer of choice, and good corporate citizen. Our employees and representatives are expected to conduct their business in accordance with these values and with our Standards of Business Ethics and Conduct (The Standards). Rainmaker Systems reputation is based on the personal integrity of each of its employees and those with whom we do business. We strive to be compliant with laws, regulations and policies; we endeavor to conduct ourselves in a manner beyond reproach. Actions speak louder than words.
This booklet is not a set of rules. It is a resource to be used in making decisions that will affect us all. It provides guidance in assessing situations. As always, if you are faced with a situation in which the proper path is unclearthink and ask before you act. Only with all of us working together can we continue to achieve our vision.
Our Responsibilities to Our Stakeholders
To Ourselves
Integrity is at the heart of who we are as individuals. Integrity is at the heart of Rainmaker Systems as well.
To Each Other
We owe each other honesty, respect, and fair treatment. We value the unique contributions of each employee.
To Our Business Partners, Clients, and End-User Customers
Our business partners, clients, and end-user customers trust the quality and value of our service offerings. We depend on strong relationships with our business partners and clients to provide us with continued opportunities to grow our business.
Our shareholders trust us to responsibly use all our assets to make our business grow.
To Our Community
When we give back to the community, we instill pride in our employees and gain the respect of the citizens in our community.
The Ethics Committee and Compliance
The Rainmaker Ethics Committee is dedicated to giving employees the support and advice they need to act according to The Standards and Rainmakers ethical principles. Appointed by Rainmakers Executive Team, we act as a resource, providing the information, tools, and strategies to assist employees in making ethical business decisions.
The Ethics Committee has a charter to:

Foster an atmosphere of trust and open communication where employees feel comfortable coming forward and talking about issues
As such, we expect employees to act proactively, raising concerns about ethical issues, and reporting any conduct believed to be a violation of The Standards, a Company policy or procedure, or a government law or regulation. Members of Rainmakers management team are expected to maintain an open-door policy regarding employee questions, and to support any employee who comes forward to discuss an issue or report a potential violation.
Reporting Concerns/Getting Advice
The best starting point for resolving concerns, reporting potential violations, or getting advice on ethics-related issues is usually your managerassisted by organizations including Human Resources and Finance. You may also contact the toll-free Rainmaker Systems Ethics Line, anonymously (caller ID is blocked), at REDACTED (or you may email the Committee at REDACTED to request guidance or make a good-faith report about misconduct or a violation of The Standards, a Company policy or procedure, or a government law or regulation. All complaints should include sufficient information to determine the specific issue, the period of time during which the violation or misconduct occurred, and how to contact you for additional information (if you so choose). All reports are taken seriously. Each allegation is investigated and, if substantiated, resolved through appropriate corrective action and/or discipline. If you choose to identify yourself, you will be provided with feedback when the Ethics Committee has completed its review.
Every reported complaint will be investigated appropriately, promptly, and with as much confidentiality as possible.
Retaliation is Prohibited
Rainmaker prohibits retaliation or retribution against any employee for cooperating in an investigation or for making a complaint. Retaliation or retribution for cooperating in or filing a complaint is illegal and is grounds for immediate termination. If you feel you have been retaliated against, you should contact Human Resources or the Ethics Committee.
Taking ACTION
When you are confronted with an ethical dilemma, it is your responsibility to TAKE ACTION. The decision-making model outlined below can help you assess whether or not a particular action is the right thing to do. Keep in mind that not taking action is itself an action that can have serious consequences to the Company and its employees.
Remember that work stress and too-rapid decision-making can often impact ethics. If you feel that you are under pressure to make a decision that you arent yet comfortable with, take a few minutes and run through the ACTION model.
Set an ExampleComply with the Rule of Law and Our Core Values
Rainmaker Systems operates within the bounds of the laws, rules, and regulations that are relevant to our business. The rule of law is fundamental to civil society, to the democratic process, and to the conduct of business in a dynamic global marketplace. However, todays market demands that companies meet higher standardssimply obeying the law is not enough. To achieve higher standards of behavior, we need to make business decisions that are aligned with our core values of respect for our people, passion for excellence, integrity and teamwork.
The first and foremost obligation of responsible corporate citizenship is to obey the laws of the countries and communities in which Rainmaker Systems does business. Any case of noncompliance with applicable law may
subject the violating employee to disciplinary action. The fact that in some countries certain standards of conduct are legally prohibited, but these prohibitions are not enforced in practice, or their violation is not subject to public criticism or censure, will not excuse an illegal action by a Rainmaker Systems employee.
Rainmaker Systems is a good corporate citizen not just because we comply with the law, but because our employees are also expected to act according to our core values. We are committed to going beyond mere compliancebeyond simply doing things right. We aspire to do the right thing by being faithful to and executing the principles and guidelines cited in The Standards and to act in ways that exceed the minimum standards set by law. Each of us is personally responsible for meeting this obligation.
Each Rainmaker Systems employee is responsible for displaying integrity. Business integrity is hard to define, but everybody knows it when they see it. Among other things, it means honesty, and obeying the law. It means treating those with whom we work with fairness and respect. And it means being accountable and taking responsibility for actions and consequences.
It is also the responsibility of each Rainmaker Systems employee to comply with The Standards, and to take action or report to management when aware of criminal acts or acts in violation of the Standards. Employees who fail to comply with The Standards, including not reporting known unethical activities, will be subject to disciplinary action.
Individuals who report an ethical or legal concern in good faith will never be subject to retaliation for reporting. Any employee responsible for retaliation against an individual who in good faith reports a known or suspected violation will be subject to disciplinary action, including termination. Additionally, employees who knowingly submit false reports of ethical or legal concerns or violations will also be subject to disciplinary action.
Managers are expected to exemplify the highest standards of ethical business conduct and encourage discussion of the ethical and legal implications of business decisions. Managers have a responsibility to create and sustain a work environment in which employees, consultants and contract workers know that ethical and legal behavior is expected of them.
This responsibility includes ensuring that the Standards are communicated to all those working for the manager. Managers are also responsible for ensuring that employees who need to know additional information in order to do their jobs, for example regarding environmental health and safety, antitrust or international business practices, receive appropriate policies and training.
Managers must be diligent in looking for indications that are unethical, or where illegal conduct has occurred, and take appropriate and consistent action to address any situations that seem to be in conflict with the law or The Standards. Managers also need to be careful not to hire or delegate authority to any individual whom they have reason to believe may engage in unlawful conduct or unethical activities.
Failure to comply with this core policy shall result in disciplinary action, up to and including dismissal.
Respect OthersValue Personal Dignity and Differences
PEOPLE
We respect the personal dignity of each individual, honor diversity, and are intolerant of violence, discrimination, harassment, or retribution in our workplace. We strive to be an employer of choice committed to creating, managing, leveraging, and valuing diversity. We work hard to create a positive work environment where each individual is appreciated, proud, satisfied, and adds value to the Company. We practice equal opportunity without regard to race, religion, color, national origin, gender, sexual orientation, age, disability, or veteran or marital status. Our employment and personnel decisions are based on individual merit and Company requirements. Retaliation is not tolerated.
Our goal is to deal fairly and equitably with our coworkers, suppliers, outsource partners, and customers. All Rainmaker Systems employees are expected to treat others with dignity and respect. Rainmaker Systems managers at all levels have a special obligation to encourage and cultivate a safe and secure workplace in which employees and other stakeholders can raise issues or concerns without fear of retaliation.
Human Rights and the Law
Rainmaker Systems complies with employment laws in every country in which it operates, and supports fundamental human rights for all people.
We will not employ children or forced labor. We will not allow physical punishment or abuse. We will respect the right of employees to exercise their lawful right of free association. Rainmaker Systems enthusiastically supports laws prohibiting unjustified discrimination based on a persons race, color, gender, national origin, age, religion, disability, veteran status, sexual preference, marital status or other protected characteristics.
Fair Treatment and Opportunity
Rainmaker Systems is firmly committed to the fair treatment and compensation of employees. All applicants and employees are judged by their qualifications, demonstrated skills and achievements. We believe in recognizing and rewarding excellent performance, and offering opportunities for advancement through training and promotions.
Diversity
We believe that differences should be valued. Every employee deserves the opportunity to work and grow in an environment that is free of discrimination and harassment, and that supports work/life flexibility. At Rainmaker Systems, diversity will be accepted throughout the organization. In exchange, we will benefit from the creativity, varied perspective, innovation, and energy that result from a diverse workforce.
Harassment
Rainmaker Systems employees have the right to work in an environment that is free from intimidation, harassment and abuse. At Rainmaker, we are committed to providing a work environment free of unlawful harassment of any kind. Verbal or physical conduct by any employee that harasses another or disrupts anothers work performance or creates an intimidating, offensive, abusive, or hostile work environment will not be tolerated. Our anti-harassment policy applies to all persons involved in the operation of the Company and prohibits unlawful harassment by any employee.
In addition, unwelcome sexual advances, requests for sexual favors, and other unwelcome verbal or physical conduct of a sexual nature are specifically prohibited. Employees are encouraged to help each other by speaking out when a co-workers conduct makes them or others uncomfortable, and are responsible for promptly reporting harassment when it occurs.
Rainmaker Systems has internal complaint procedures to immediately address and undertake an effective, thorough, and objective investigation. If an employee believes that he/she has been unlawfully harassed, they should submit a written complaint to their manager, the CEO, COO, or Human Resources as soon as possible after the incident. If it is determined that unlawful harassment has occurred, effective remedial action will be taken. Any employee determined by Rainmaker Systems to be responsible for unlawful harassment will be subject to appropriate disciplinary action, up to and including termination.
Promote a Healthy and Safe WorkplaceMake a Better World
PEOPLE
When we protect the health and safety of our coworkers, our community, and the environment, we demonstrate respect and contribute to a positive work environment. Without respect for health, safety, and the environment, we put our coworkers, our employees, our clients, our customers and the public at risk.
Rainmaker Systems is committed to protecting the health and safety of our employees, the public, our customers, suppliers, and visitors. Our policy is to maintain a drug-free, secure workplace where all employees are attentive to hazard prevention and the avoidance of accidents and injuries. Posted safety regulations, statistics, and warnings are guides to help us stay out of harms wayobserved accidents, injuries, or hazards should be immediately reported to Company management.
To support this commitment, each employee is responsible for observing the safety and health rules and practices that apply to his or her job. Employees are also responsible for taking precautions necessary to protect themselves and their co-workers, including immediately reporting accidents, injuries, and unsafe practices or conditions. Appropriate and timely action will be taken to correct known unsafe conditions.
Build TrustKeep Accurate, Complete Company Books and Records
INTEGRITY
Our reputation depends on the confidence others have in us, which is partially based on the accuracy of our written records and verbal statements. By demonstrating honesty in our accounting and labor-charging practices, we generate trust with our stakeholders and enhance our reputation. When we fail to record financial information and time accurately, we severely damage our reputation; risk losing business, and decrease customer and shareholder confidence.
Rainmaker Systems will only use Company funds or assets for purposes that can be disclosed and recorded promptly and accurately in our books and records. We will not make false entries for any reason, nor will we alter documents or sign documents when we lack the proper authority to do so. We will not make or approve payments on behalf of the Company if they will not be used, or might be used, for something other than the stated purpose. Rainmaker Systems financial books, records, and statements shall properly document all assets and liabilities, shall accurately reflect all transactions of the Company, and shall be retained in accordance with Rainmaker Systems record retention policies and all relevant laws and regulations. No employee, agent, representative, client or outsource partner, or customer shall falsify a record. The Company follows Generally Accepted Accounting Principles and complies with Financial Accounting Standards Board regulations to provide a uniform basis for measuring, managing, and reporting Company operations.
Accuracy of Business Records
Honest and accurate recording and reporting of information is extremely important. Investors count on Rainmaker Systems to provide accurate information about its businesses and to make responsible business decisions based on reliable records. Employees throughout Rainmaker Systems are responsible for properly recording many kinds of information.
It is wrong, for example, to make false claims on an expense report or time sheet, to falsify performance metrics, to record false sales or record them early, to understate or overstate known liabilities and assets, or to defer recording items that should be expensed. No entry may be made that intentionally hides or disguises the true nature of any transaction.
All financial books, records and accounts must accurately reflect transactions and events, and conform both to Generally Accepted Accounting Principles and to Rainmaker Systems system of internal controls. Undisclosed or unrecorded funds, assets or liabilities are not allowed. Employees uncertain about the validity of an entry or process are expected to consult with the Corporate Controller or Vice President, Finance.
Creating and Retaining Business Records
Almost all business recordsincluding email and computer recordsmay become subject to public disclosure in the course of litigation or governmental investigations. Records are also often obtained by outside parties or the media. Employees should therefore attempt to be as clear, concise, truthful and accurate as possible when recording any information. Avoid exaggeration, colorful language, guesswork, legal conclusions, and derogatory characterizations of people and their motives.
Documents should only be destroyed in accordance with the applicable document retention policy, and never in response to or in anticipation of an investigation or audit. Contact the Ethics Committee if there is any doubt about the appropriateness of document destruction.
Keep Your CommitmentsNegotiate, Perform, and Market in Good Faith
INTEGRITY, EXCELLENCE, TEAMWORK
Our success in the marketplace is based on the quality of our services, the perception that our services provide value to our clients, and the competence and honesty of our sales presentations. Rainmaker Systems prospers only to the degree that we serve our clients welland treat them, our coworkers, our customers, our vendors and our competitors fairly and honestly. When we fail to negotiate, perform, or market in good faith, we seriously damage our reputation and lose the loyalty of our clients.
Fair competition is the hallmark of our relationshipsour business dealings will be frank and respectful, and we strive to generate mutually advantageous relationships and satisfactory outcomes.
Rainmaker Systems believes in doing business with those suppliers, contractors, partners, agents, sales representatives, distributors and consultants who embrace and demonstrate high standards of ethical business behavior. Rainmaker Systems will not knowingly use suppliers who operate in violation of applicable law or regulation, including local, environmental, employment or safety laws.
Marketing, Negotiations, and Contract Execution
We are committed to the truthful and accurate communication of information about our services. Promotional materials will be honest and factual, not misleading or deceptive. Rainmaker Systems employees are expected to execute Company agreements in an ethical and conscientious mannerand always in accordance with our contractual obligations. We will always obtain proper approvals before deviating from a contract or other agreement.
Purchasing Practices
All purchasing decisions must be made based on the best value received by Rainmaker Systems. Employees should take care that personal or family relationships not influence or appear to influence objective business decisions. Obtaining competitive bids, verifying quality and service claims on a regular basis and confirming the financial and legal condition of the supplier are all important steps in good purchasing decisions. Agreements should be written, and clearly set forth the services or products to be provided, the basis for earning payment, and the applicable rate or fee. The amount must not be excessive in light of industry practice and must be commensurate with the services provided. Rainmaker Systems will respect the confidential information of our suppliers.
Cost and Pricing Data
As a Company that may provide services to the United States Government, we must be especially vigilant in ensuring that we negotiate our contracts fairly and truthfully. In some cases, as with the Truth in Negotiations Act in the United States, we are required to disclose all cost or pricing data that supports our proposals (even if we choose not to use that data in our proposals). To this end, we will make no false claims or seek to misrepresent relevant information. Examples of cost and pricing data include supplier quotes; nonrecurring costs; information on changes in production methods and in production or purchasing volume; data supporting projections of business prospects and objectives and related operations costs; unit cost trends; make-or-buy decisions; estimated resources to attain business goals; information on management decisions that could significantly bear on costs; and actual costs on past similar jobs, including work in process.
Contract Performance
Every day, thousands of individual tasks are completed successfully that meet or exceed our clients expectations and fulfill the Companys contractual obligations. Quality at Rainmaker Systems means doing the job right, on time, and always to the satisfaction of the client. Quality does not come from an after-the-fact repair or rework jobit is a behavior that results in doing our job right the first time, with concern for the highest ethical standards and personal integrity.
Act ResponsiblyDisclose and Resolve Potential Conflicts of Interest
INTEGRITY, EXCELLENCE, TEAMWORK
Integrity in a business relationship means that all participants are working together for the common good, and are not making decisions based on self-interest. When we act with integrity, we earn trust and build long-term client and customer relationships. When we act, or appear to be acting, in our own self-interest, we lose trust and damage our reputation.
Conflicts of Interest
Shareholders of Rainmaker Systems expect that business decisions are made in the best interest of the Company. Actions must be based on sound business judgment, and not motivated by personal interest or gain. Any situation that creates or appears to create a conflict of interest between personal interests and the interests of Rainmaker Systems must be avoided. Potential conflict of interest situations must be reported to an employees manager and to the Ethics Committee.
Rainmaker Systems expects that our business will be conducted free from any actual or potential conflict that might arise when ones loyalty is split between personal interests and those of the Company. Judgment can be affected in any transaction or relationship where an individual might find that Rainmaker Systems interest competes with his or her own. Rainmaker Systems wants loyalty to come easily, and we will work together to resolve disclosed conflicts
in a mutually satisfactory manner. Our clients, customers and suppliers can expect to be dealt with fairly and impartially, free from any conflicting interests.
Rainmaker Systems employees have a duty to avoid financial, business, or other relationships that might interfere with this commitment. Each of us will scrupulously avoid even the appearance of a conflict between personal interests and those of the Company in matters of importance to Rainmaker Systems business, and we expect those with whom we interact to support us in this endeavor.
Family Members and Close Personal Relationships
A conflict of interest may arise when doing business with or competing with organizations that employ or are partially owned by family members or close personal friends. Family members include spouse, children, parents and siblings.
Personal Investments
Employees may not own, either directly or indirectly, a substantial interest in any business entity that does or seeks to do business with, or is in competition with Rainmaker Systems, without written approval of the COO. As a guide, substantial interest includes the ownership by an employee or family member of more than 5% of a Companys outstanding securities or that represents more than 5% of the total assets of the employee or family member. Employees are also prohibited from taking for themselves business or investment opportunities that are discovered through the use of our property, information or position. This includes directly or indirectly buying, leasing or otherwise acquiring rights to any property or materials if they believe that Rainmaker Systems may also be interested in pursuing such opportunity.
You must disclose any matter that casts doubt on your ability to act objectively and in Rainmaker Systems best interest. Employees, representatives, and agents of the Company who may have an actual or potential conflict should report all pertinent details in writing to their manager and the Ethics Committee.
Using Company assets, intellectual property, or proprietary interests for personal gain.

Acceptance of anything of valuesuch as gifts of more than a nominal value, discounts, or compensationfrom an individual or entity that does or seeks to do business with Rainmaker Systems.

Hiring relatives to work directly for you at Rainmaker Systems, especially when you have control or influence over their work assignments, compensation, or promotional opportunities.
Act with Integrity  Stay Clear of Improper Business Courtesies
INTEGRITY
To maintain trust in our business relationships, we must always act with integrity. We must steer clear of giving or receiving gifts that are intended to influence, or appear to influence, business decisions. When we accept or give such gifts, it can undermine customer relationships, hurt our reputation, and put the Company in legal jeopardy.
In many industries and countries, gifts and entertainment are used to strengthen business relationships. Rainmaker Systems recognizes that gifts, gratuities, and other business courtesies may occasionally be appropriate in building and maintaining business relationships with clients, customers, suppliers, and other stakeholders. Gifts and entertainment should further the business interests of Rainmaker Systems and not be lavish or in excess of the generally accepted business practices of ones industry. However, our employees, representatives, and agents must avoid even the perception of favorable treatment or the appearance of impropriety when offering or accepting any item of value in conducting the Companys business. Throughout the world, one principle is common and clear: No gift, favor, or entertainment should be accepted or provided if it will obligate or appear to obligate the recipient.
Requesting or soliciting personal gifts, favors, entertainment, or services is unacceptable. Accepting gifts of cash or cash equivalents is also always unacceptable. Additionally, employees may not exploit their position to solicit vendors, including financial institutions, to provide individual preferential treatment in pricing, terms, or loans.
When considering whether to accept or offer a gift, gratuity, or other business courtesy, Rainmaker Systems employees are expected to use moderation and prudent judgment. Although specific policies and procedures must be your guide, begin by assuring yourself that any offer you would make or courtesy that you would accept would leave you feeling comfortable if known by your manager, coworker, family member, or the public. If you are a buyer, influence buying, or are involved in procurement transactions in any way (e.g. determine specifications, evaluate bids, etc.), you must refrain from offering or accepting business courtesies that could be perceived as affecting your objectivity or influencing your decisions. If the right thing to do is not obvious, seek guidance from your manager, or the Ethics Committee.
Gifts, Gratuities, and Other Business Courtesies
Generally, our employees should limit themselves to accepting gifts or entertainment of nominal or insignificant value ($20 or less), in accordance with current IRS guidelines. When offering a business courtesy, it must be consistent with acceptable marketplace practices, not lavish or extravagant, and not violate the recipient organizations own rules of standards of conduct.
Government Gift Policies
Government employees are subject to varied and complex rules, often prohibiting them from accepting anything of value unless specifically provided for in relevant statutes or regulations. These rules flow down to prime contractors and higher-tier subcontractors who are conducting the Governments business, so it is important to remember that even commercial customers could be subject to government regulations in such circumstances.
Bribes
Laws and regulations, such as the Anti-Kickback Act and the Foreign Corrupt Practices Act (FCPA) in the United States, have been created to ensure that business decisions are free from unfair influence. Bribes and other corrupt offers not only violate Rainmaker Systems policy; they are illegalsubjecting both Rainmaker Systems and the individual to civil and criminal penalties. When dealing with government customers or officials, whether they are domestic or international, we must be especially mindful as these laws and regulations have been put in place to protect the publics interests. Any offer of money or gifts intended to influence a business decision should be reported to your manager or the Ethics Committee.
Reporting
Recipients of prohibited gifts or favors should let management know and return the gift with a letter explaining Rainmaker Systems policy. If a gift is perishable or impractical to return, management should first attempt to donate it to charity or, alternatively, distribute it to employees, with a letter of explanation to the donor from the originally intended recipient.
Focus on Global ResponsibilityOur Reputation Extends Across Borders
INTEGRITY, PEOPLE
Rainmaker Systems could be expanding globally in the future. Success in any global business transaction depends on our compliance with country-specific constraints and conditions, and sensitivity to local customs. Laws, regulations, and conventions governing business relationships vary from country to country. Rainmaker Systems obligation to comply with U.S. law and regulation does not end, however, when we, or our services, exit the United States, nor does our commitment to treat our stakeholders with concern and respect.
We have great responsibilities in any country where we may do business. Being a responsible corporate citizen means being sensitive to the people who live in varied global communities. It requires that we know and comply with the laws, regulations, and customs of each host country and community in which we conduct business. Finally, being a good corporate citizen means that we conduct the Companys business not as a foreigner but rather as part of the fabric of that host nation and/or community in which we live and work. Rainmaker Systems recognizes that we will be welcome only as long as we make a positive contribution in each of these host nations.
Be Responsible to Our ShareholdersDont Trade on Inside Information
INTEGRITY, PEOPLE
Rainmaker Systems success in the marketplace requires the trust and confidence of the investment community. Achieving this trust requires that we act with integrity when trading public securities, following federal and state securities laws. When we succumb to temptation and trade on inside information, stock prices are affected, often with a negative impact on shareholders.
Federal and state securities laws prevent investors who possess material information (information not readily available to all current and potential investors) from using that information to buy or sell publicly traded securities. Securities include common stocks, bonds, puts and calls, options, futures, straddles, and other financial instruments. Material information is that which reasonably can be expected to affect the market value of securities or to influence investor decisions with respect to securities transactions. Such information includes, but is not limited to, financial and key business data; merger, acquisition, or divestiture discussions; award or cancellation of a major contract; changes in key management; forecasts of unanticipated financial results; significant litigation; and gain or loss of a substantial customer or supplier.
Rainmaker Systems employees will comply fully with federal and state securities laws and be alert to the laws of other countries when making personal investments. In particular, we comply with those laws and regulations relating to the disclosure of material corporate information and insider trading. These laws provide for substantial civil and criminal penalties for individuals found to have violated them and may bear on the ability of the Company to publicly trade its shares and other financial instruments.
Insider trading generally involves buying or selling securities while in possession of information not available to the public in order to obtain a personal trading benefit. Likewise, most stock-tipping violations involve the disclosure of inside information, often to a relative, colleague, or friend, to obtain an indirect personal benefit by enabling the recipient to buy or sell securities on the basis of such information. An insider includes not only directors and officers of the Company, but anyone who possesses material information that has not been disclosed to the general public.
Rainmaker Systems employees in possession of, or with access to, material, nonpublic information gained through their work at Rainmaker Systems may not use such information to trade in Rainmaker Systems securitiesor the securities of another Company (suppliers, vendors, clients, customers, etc.) to which the information pertains, in accordance with Rainmakers Insider Trading Policy. You may not engage in any other action to take advantage of, or pass on to others, material information prior to its release to the public at large and for a reasonable period of time thereafter. Except for properly authorized Company disclosures, you are responsible for maintaining the confidentiality of material Company information. You must refer all outside inquiries about Rainmaker Systems, whether from the media, a government agency, or otherwise, to the appropriate Rainmaker Systems Vice President in charge of external communications.
If you have any questions about compliance with securities laws and regulations, you should contact the Ethics Committee, but here are some simple rules to remember:
Dont trade on information unavailable to the public.
Dont pass information along to others that give them an advantage in the financial marketplace.
Protect Sensitive InformationAssets Worthy of Care
INTEGRITY, PEOPLE
One of Rainmaker Systems most valuable assets is information. We are contracted with our clients to maintain the security of their customers information. Like all other assets, information that is not generally disclosed and is helpful to the Company, client Company, (or would be to competitors) must be protected. Some examples of the areas that offer Rainmaker Systems a competitive advantage include: client and customer databases, trade secrets, detailed sales and profit figures, new product or marketing plans, service offering ideas or information and information about potential acquisitions, divestitures and investments.
Safeguard confidential information by keeping it secure, limiting access to those who have a need to know in order to do their job, disposing of proprietary documents in secure containers and avoiding discussion of confidential information in public areas, for example on planes, elevators and mobile phones. The obligation to preserve Rainmaker Systems confidential information is ongoing, even after employment ends.
Rainmaker Systems employees will protect the Companys intellectual property, and act responsibly with the sensitive information of clients, competitors, customers, and other stakeholders. Each employee and those that are granted access to such sensitive information (including Company private, competition sensitive, and proprietary information) are obligated to protect and maintain its confidentiality and are prohibited from disclosing it unless authorized by designated Company officials. This sensitive information also includes bid prices, competitor pricing, or technical data, or proposal evaluations. Sensitive information from other companies (or proprietary information)whether marked with a restrictive legend or unmarkedmay only be used for the purpose(s) authorized by the owner Company.
Rainmaker Systems employees will not use improper means to seek proprietary information about a competitorespecially theft, illegal entry, electronic eavesdropping, or surveillance. We will not misrepresent ourselves, our positions, or our circumstances to persuade another to release information (by posing as a customer, for example), nor will we commission a third party to do so. Similarly, we will be careful not to transfer outside the Company confidential electronic mail messages or any message intended for internal use only. We will respect our coworkers personal privacy and protect private personnel information from those inside or outside Rainmaker who have no need to know. We trade on trust and our reputation for integrity. Devious tactics that undermine the confidence others have in us do not follow our ethical principles.
Care for Company AssetsRespect Our Resources
PEOPLE, EXCELLENCE, INTEGRITY, TEAMWORK
Effective use of Company resources is critical to our bottom line. When we use Company resources wisely, we demonstrate our efficiency. When we waste Company resources, we increase Company costs and reduce productivity.
All employees are entrusted with numerous Company assets, and have a special responsibility to protect them. This includes not only cash and other financial assets, but also assets like office equipment, inventory, computer networks and supplies.
Rainmaker Systems commits to our shareholders and clients that our employees and partners will demonstrate good judgment and discretion when utilizing Company or client-owned resources. Such resources include computers, telephones, Internet access, electronic mail (email) tools, voice mail, reproduction equipment, printers, facsimile systems, office supplies and facilities. Likewise, we will exercise prudence in our expenditures, pursuing best value and return on our investments.
Company computers, printers or networks may only be used in accordance with Company policy, and may never be used to access, receive or transmit material that others would find offensive. Unauthorized copying of software, tapes, books and other legally protected work is a misuse of assets and may expose the Company to legal liability.
Any act by a Rainmaker Systems employee that involves theft, fraud, embezzlement, or misappropriation of any property is prohibited and will be grounds for immediate termination.
Employees shall use Company or customer-owned assets first and foremost for business purposes and to advance the Companys strategic objectives. However, occasional limited personal use may occur when it does not compromise Rainmaker Systems interests. Each of us is responsible for safeguarding these assetsnever borrowing or removing them from Company premises without proper authorization and always being mindful not to deplete their value, add significant cost for the Company, or use them in a manner that adversely affects the Companys reputation.
When using the Companys assets for personal reasons, follow these guidelines:

Do not use Rainmaker Systems assets in support of a personal business, consulting effort, or similar private venture, or to support the business of another Company or firm, outside fund raising activity, political activity, or lobbying.

Limit time spent to a reasonable duration and frequencyalways incidental to your workday and never charged to the Company or client. Use may not interfere with, or adversely affect, your job performance or that of any other person or organizational requirement.

Do not use Rainmaker Systems assets to support any illegal or other purpose that could cause embarrassment to Rainmaker Systems or otherwise adversely affect its interests.

Do not use Rainmaker Systems assets to be disruptive or offensive (e.g., involving sexually explicit materials, or materials that are discriminatory, hateful, or threatening) to others.
Do not sell, loan, give away, or dispose of Rainmaker Systems property without proper authorization.

When unsure of what constitutes appropriate use of Rainmaker Systems assets, consult with your manager or the Ethics committee.
Demonstrate CitizenshipEngage in Community and Political Activities
PEOPLE, EXCELLENCE, INTEGRITY, TEAMWORK
When we give back to the community and participate appropriately in the political process, we improve our standing in the community and gain respect. When we arent involved, we alienate our neighbors and miss a valuable opportunity to strengthen our marketplace relationships.
Our employees recognize the benefits afforded personally, to their communities, and to Rainmaker Systems when they are involved in civic affairs and the political process. Rainmaker Systems strongly encourages each of its employees to become actively involved in the life of the community by sponsoring and participating in initiatives for the betterment of the quality of life. No one in the Company, however, may pressure another employee to contribute to or participate in charitable organizations. Voluntary personal contributions to candidates, parties of employee choice and civic organizations are encouraged and are consistent with Rainmaker Systems commitment to citizenship and community involvement. Employees must recognize, however, that their involvement and participation must be on an individual basis, on their own time and at their own expense.
Rainmaker Systems respects the right of each of its employees to participate in the political process and to engage in political activities of his or her choosing. While involved in their personal civic and political affairs, however, employees must at all times make clear that their views and actions are their own, and not those of Rainmaker Systems. Employees may not use Rainmaker Systems resources to support their personal choice of political parties, causes, or candidates.
U.S. law generally prohibits corporate contributions of any kind to a candidate, political party or political committee in connection with a U.S. federal election. Moreover, it is the policy of Rainmaker Systems not to make financial or in kind political contributions, even when permitted by law.
Lobbying activity on behalf of the interests of Rainmaker Systems is permissible, but highly regulated by law. Employees who communicate with government employees and officials on issues that affect Rainmaker Systems must contact the COO to ensure that such activities fully comply with the law and that Rainmaker Systems lobbying efforts are coordinated.
Outside the U.S., Rainmaker Systems will honor local laws and applicable U.S. laws, including the Foreign Corrupt Practices Act. Generally speaking, the FCPA prohibits Rainmaker Systems from directly or indirectly offering, promising to pay or authorizing the payment of money or anything of value to foreign government officials, parties, or candidates for the purpose of influencing the acts or decisions of foreign officials. Not all payments to government
officials are illegal, but FCPA rules are complex. The COO must be consulted in advance of any payment to a foreign official.
Promote Fair Trade and Free EnterpriseBoycotts and Price Fixing Erode Public Trust
INTEGRITY
Maintaining a level playing field in the course of doing business fosters fair play, promotes healthy competition and contributes to keeping the global marketplace dynamic and robust. When a Company has an unfair advantage in the marketplace, competition is stifled and customers are negatively affected.
Rainmaker Systems promotes fair trade and free enterprise. Many of the countries in which Rainmaker Systems could operate in have enacted antitrust laws that prohibit unlawful restraint of trade and our Company rigorously observes these states and regulations. Although these laws will vary from country to country, the antitrust laws of the United States and the European Union are representative of typical statutes. Generally, such laws prohibit restrictive trade agreements and/or practices that may reduce competition without providing beneficial effects to consumers. Such agreements and/or practices violate both public policy and Rainmaker Systems policy.
Prohibited restraint of trade practices that violate antitrust laws generally include:
Other restrictive terms of sale as between customers
U.S. law prohibits U.S. firms and persons (and their controlled foreign subsidiaries) from complying with foreign countries boycotts against countries friendly to the United States, and from providing information concerning business relationships with boycotted countries.
Rainmaker Systems shall not participate in any foreign economic boycott not sanctioned by the U.S. Government, and will not provide information concerning business relationships with boycotted countries. Rainmaker Systems must report any direct or indirect request to participate in an unsanctioned boycott or forward prohibited boycott-related information to the U.S. Department of Commerce.
Rainmaker Systems employees shall not engage in any discussion with representatives of other companies, agencies, or governments regarding possible restraint of trade or anti-boycott activities. You must report to the Ethics Committee and the COO any such discussion initiated by any client or potential client. Violations of U.S. antitrust and anti-boycott laws or regulations can subject both the Company and the employee to severe criminal and civil penalties and fines.

**5.** <https://smallbusiness.chron.com/code-business-conduct-2732.html>

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What Is the Code of Business Conduct?
By Kimberlee Leonard Updated March 12, 2019
Related
Manufacturing Code of Ethics
The code of business conduct is also referred to as the code of ethics, depending on the company. It is a set of principles designed to guide workers to conduct themselves with honesty and integrity in all actions representing the company. Large companies such as Coca-Cola, have two code of business conduct rules; one for global employees and one for non-employee directors, who still represent the company. Think about your company's mission and how you want to the public to perceive you and the business.
Value-Based Code
Think about the values you want to permeate in all aspects of your company. The value-based code of ethics sets the tone for how things are done. For example, a plumbing company might require employees to wear a uniform to all house calls, which demonstrates professionalism. They might further require courteous interactions, and to use specific language when speaking with clients.
Another company might focus on reducing a carbon-footprint and might require office workers to move to digital environments.
These are just a couple of examples of how to integrate values into a code of business conduct. Because these are part of a company mission and are not regulatory, it is up to management to make certain that employees are following the protocol.
Compliance-Based Code
A compliance-based code of ethics requires that employees follow the rules and regulations set forth by the state and the industry you're in. The entire mortgage industry was transformed after the financial crash in 2008; a major part of the transformation had to do with a compliance-based code of ethics, and to make certain that people really could afford the loans they were getting. Similarly, the investment industry has a "know your customer" rule, which is a regulatory requirement that is weaved into the company's code of business conduct.
Failure to follow compliance-based code of business conduct rules often results in legal action, on top of in-house disciplinary action. As the business owner, when someone doesn't follow the legal rules, such as protecting client data or properly handling money, the recourse to their actions can harm your company. The failure to follow a legal rule such as described above isn't the same as employees who don't follow a regulation to wear a uniform to work.
Creating Your Code of Business Conduct
Create this document, and include it as part of your employee handbook. Review the code of business conduct with employees at least once a year. Make adjustments, as values or compliance regulations change.
Start the code of business conduct with four brief statements. The first is the company vision statement, which should be in your business plan. Write a statement about the guiding principles for the company. Then write a statement about the core company values.
Complete this first section with the company mission statement, again pulled from your business plan.
Explain the Importance of the Code of Business Conduct
Use the next sections to explain why the code of business conduct is important; why the need for trust and respect among co-workers is important; and why being seen by the public and how you hope the company will achieve its mission is important. Use concise language to make the code easily understood by all employees, from the clerk to the executive vice-president.
Define the Laws that Govern the Company
Define the laws that govern the company, as well as any specific regulations and compliance issues that must be adhered to. For example, if you sell tobacco products, then in the code of business conduct, it is imperative to explain the law of selling to minors and asking for proof of age. The code should also set the tone for things like accepting gifts and promotional items from clients or vendors.
A code of business conduct is often extensive, when considering the many things it must cover. Use one of the many human resources templates that have a code of business conduct section that you can study, section by section, so that you don't forget anything.
References

**6.** <https://www.oecd.org/investment/due-diligence-guidance-for-responsible-business-conduct.htm>

OECD Due Diligence Guidance for Responsible Business Conduct
Myanmar
About the Due Diligence Guidance
Businesses can play a major role in contributing to economic, environmental and social progress, especially when they minimise the adverse impacts of their operations, supply chains and other business relationships. The OECD Guidelines for Multinational Enterprises recommend that enterprises conduct due diligence in order to identify, prevent or mitigate and account for how actual and potential adverse impacts are addressed.
The OECD Due Diligence Guidance for Responsible Business Conduct provides practical support to enterprises on the implementation of the OECD Guidelines for Multinational Enterprises by providing plain-language explanations of its due diligence recommendations and associated provisions. Implementing these recommendations can help enterprises avoid and address adverse impacts related to workers, human rights, the environment, bribery, consumers and corporate governance that may be associated with their operations, supply chains and other business relationships. The Guidance includes additional explanations, tips and illustrative examples of due diligence.
This Guidance also seeks to promote a common understanding among governments and stakeholders on due diligence for responsible business conduct. The UN Guiding Principles on Business and Human Rights, as well as the ILO Tripartite Declaration of Principles Concerning Multinational Enterprises and Social Policy, also contain due diligence recommendations, and this Guidance can help enterprises implement them.
The Guidance was adopted on 31 May 2018 during the annual OECD Ministerial Meeting at the Council

**7.** <https://study.com/academy/lesson/code-of-business-conduct-ethics-standards-examples.html>

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If you are not a member or are having any other problems, please contact customer support.
Thank you for your cooperation
Email:

**8.** <https://www.sec.gov/Archives/edgar/data/1297401/000119312511045757/dex14.htm>

Code of Business Conduct and Ethics
Introduction
This Code of Business Conduct and Ethics of DreamWorks Animation SKG, Inc. (the Company) summarizes the values, principles and business practices that guide our business conduct. This Code sets out a set of basic principles to guide employees regarding the minimum requirements expected of them; however, this Code does not provide a detailed description of all employee policies. It is the responsibility of all the people at the Company to maintain a work environment that fosters fairness, respect and integrity; and it is our Company policy to be lawful, highly-principled and socially responsible in all our business practices. All employees are expected to become familiar with this Code and to apply these guiding principles in the daily performance of their job responsibilities. All employees of the Company are responsible for complying with this Code. This Code should also be provided to and adhered to by every agent, consultant or representative of the Company. All employees are expected to seek the advice of supervisor, manager or other appropriate persons within the Company when questions arise about issues discussed in this Code and any other issues that may implicate the ethical standards or integrity of the Company or any of its employees. Compliance procedures are set forth in Section 18 of this Code. The Company has established an Office of Ethics and Compliance to oversee the ethics and compliance effort and serve as a resource to employees by providing information and guidance regarding legal compliance and ethical conduct issues. If you have any questions or concerns regarding the specifics of any policy or your legal or ethical obligations, please contact your supervisor or someone in the Companys Legal Department at 818-695-5000. Taking actions to prevent problems is part of our Companys culture. If you observe possible unethical or illegal conduct you are encouraged to report your concerns. If you report, in good faith, what you suspect to be illegal or unethical activities, you should not be concerned about retaliation from others. Any employees involved in retaliation will be subject to serious disciplinary action by the Company. Failure to abide by the guidelines addressed in this Code will lead to disciplinary actions, including dismissal where appropriate. If you are in a situation which you believe may violate or lead to a violation of this Code, you are urged to follow the guidelines described in Section 18 of this Code. For purposes of this Code, references to employees include employees, officers and directors of the Company.
1. Compliance with Laws, Rules and Regulations
We have a long-standing commitment to conduct our business in compliance with applicable laws and regulations and in accordance with the highest ethical principles. This commitment helps ensure our reputation for honesty, quality and integrity.
2. Conflicts of Interest
A conflict of interest exists when a persons private interest interferes in any way with the interests of the Company. A conflict situation can arise when an employee takes actions or has interests that may make it difficult to perform his or her Company work objectively and effectively. Conflicts of interest also arise when an employee or a member of his or her family, receives improper personal benefits (including personal loans, services or payment for services that the person is performing in the course of Company business) as a result of his or her position in the Company or gains personal enrichment through access to confidential information. Conflicts of interest can arise in many common situations, despite ones best efforts to avoid them. Employees are encouraged to seek clarification of, and discuss questions about, potential conflicts of interest with someone in the Companys Legal Department. Any employee who becomes aware of a conflict or potential conflict should bring it to the attention of a supervisor, manager or other appropriate persons within the Company.
3. Outside Directorships and Other Outside Activities
Although activities outside the Company are not necessarily a conflict of interest, a conflict could arise depending upon your position within the Company and the Companys relationship with your new employer or other activity. Outside activities may also be a conflict of interest if they cause you, or are perceived to cause you, to choose between that interest and the interests of the Company. The Company recognizes that the guidelines in this Section 3 are not applicable to directors that do not also serve in management positions within the Company (Outside Directors). Outside Directorships Employees of the Company may
not serve as directors of any outside business organization unless such service is specifically approved by senior management. There are a number of factors and criteria that the Company will use in determining whether to approve an employees request for an outside business directorship. For example, directorships in outside companies are subject to certain legal limitations. Directorships in outside companies should also satisfy a number of business considerations, including (1) furthering the interests of the Company and (2) not detracting in any material way from the employees ability to fulfill his or her commitments to the Company. The Company will also take into consideration the time commitment and potential personal liabilities and responsibilities associated with the outside directorship in evaluating requests. Other Outside Engagements We recognize that employees often engage in community service in their local communities and engage in a variety of charitable activities and we commend employees efforts in this regard. However, it is every employees duty to ensure that all outside activities, even charitable or pro bono activities, do not constitute a conflict of interest or are otherwise inconsistent with employment by the Company.
4. Gifts and Entertainment
Business gifts and entertainment are designed to build goodwill and sound working relationships among business partners. A problem would arise if (1) the receipt by one of our employees of a gift or entertainment would compromise, or could be reasonably viewed as compromising, that individuals ability to make objective and fair business decisions on behalf of the Company or (2) the offering by one of our employees of a gift or entertainment appears to be an attempt to obtain business through improper means or use improper means to gain any special advantage in our business relationships, or could reasonably be viewed as such an attempt. The onus is on the individual employee to use good judgment and ensure there is no violation of these principles. If you have any question or uncertainty about whether any gifts or proposed gifts are appropriate, please contact your supervisor, manager or other appropriate persons within the Company or someone in the Companys Legal Department.
5. Insider Trading
There are instances where our employees have information about the Company, its subsidiaries or affiliates or about a company with which we do business that is not known to the investing public. Such inside information may relate to, among other things: plans; new products or processes; mergers, acquisitions or dispositions of businesses or securities; problems facing the Company or a company with which we do business; sales; profitability; negotiations relating to significant contracts or business relationships; significant litigation; or financial information. If the information is such that a reasonable investor would consider the information important in reaching an investment decision, then the Company employee who holds the information must not buy or sell Company securities, nor provide such information to others, until such information becomes public. Further, employees must not buy or sell securities in any other company about which they have such material non-public information, nor provide such information to others, until such information becomes public. Usage of material non-public information in the above manner is not only illegal, but also unethical. Employees who involve themselves in illegal insider trading (either by personally engaging in the trading or by disclosing material non-public information to others) will be subject to immediate termination. The Companys policy is to report such violations to the appropriate authorities and to cooperate fully in any investigation of insider trading. The Company has additional, specific rules that govern trades in Company securities by directors, certain officers and certain employees. Employees may need assistance in determining how the rules governing inside information apply to specific situations and should consult the Companys Legal Department in these cases.
6. Corporate Opportunities
Subject to the provisions of our Restated Certificate of Incorporation, employees owe a duty to the Company to advance its legitimate interests when the opportunity to do so arises. Employees are prohibited (without the consent of the Board of Directors or an appropriate committee thereof) from (1) taking for themselves personally opportunities that are discovered through the use of corporate property, information or their position, (2) using corporate property, information or their position for personal gain and (3) competing with the Company directly or indirectly.
7. Antitrust and Fair Dealing
The Company believes that the welfare of consumers is best served by economic competition. Our policy is to compete vigorously, aggressively and successfully in todays increasingly competitive business climate and to do so at all times in compliance with all applicable antitrust, competition and fair dealing laws in all the markets in which we operate. We seek to excel while operating honestly and ethically, never through taking
unfair advantage of others. Each employee should endeavor to deal fairly with the Companys customers, suppliers, competitors and other employees. No one should take unfair advantage through manipulation, concealment, abuse of privileged information, misrepresentation of material facts or any other unfair dealing practices. The antitrust laws of many jurisdictions are designed to preserve a competitive economy and promote fair and vigorous competition. We are all required to comply with these laws and regulations. Employees involved in marketing, sales and purchasing, contracts or in discussions with competitors have a particular responsibility to ensure that they understand our standards and are familiar with applicable competition laws. Because these laws are complex and can vary from one jurisdiction to another, employees should seek the advice of someone in the Companys Legal Department when questions arise.
8. Discrimination and Harassment
The Company is committed to providing a work environment that values diversity among its employees. All human resources policies and activities of the Company intend to create a respectful workplace in which every individual has the incentive and opportunity to reach his or her highest potential. We are firmly committed to providing equal employment opportunities to all individuals and will not tolerate any illegal discrimination or harassment of any kind. Examples include derogatory comments based on age, race, gender or ethnic characteristics and unwelcome sexual advances or comments. This policy applies to both applicants and employees and in all phases of employment, including recruiting, hiring, placement, training and development, transfer, promotion, demotion, performance reviews, compensation and benefits, and separation from employment. All levels of supervision are responsible for monitoring and complying with the Companys policies and procedures for handling employee complaints concerning harassment or other forms of unlawful discrimination. Because employment-related laws are complex and vary from state to state and country to country, supervisors should obtain the advice of someone in the Companys Legal Department in advance whenever there is any doubt as to the lawfulness of any proposed action or inaction.
9. Health and Safety
The Company strives to provide each employee with a safe and healthy work environment. Each employee has a responsibility to ensure that our operations and our products meet applicable government or Company standards, whichever is more stringent. All employees are required to be alert to environmental and safety issues and to be familiar with environmental, health and safety laws and Company policies applicable to their area of business. Since these laws are complex and subject to frequent changes, you should obtain the advice of someone in the Companys Legal Department whenever there is any doubt as to the lawfulness of any action or inaction. Threats or acts of violence and physical intimidation are not permitted. The use of illegal drugs in the workplace will not be tolerated.
10. Record-Keeping and Retention
Many persons within the Company record or prepare some type of information during their workday, such as time cards, financial reports, accounting records, business plans, environmental reports, injury and accident reports, expense reports, and so on. Many people, both within and outside the Company, depend upon these reports to be accurate and truthful for a variety of reasons. These people include our employees, governmental agencies, auditors and the communities in which we operate. Also, the Company requires honest and accurate recording and reporting of information in order to make responsible business decisions. We maintain the highest commitment to recording information accurately and truthfully. All financial statements and books, records and accounts of the Company must accurately reflect transactions and events and conform both to required legal requirements and accounting principles and also to the Companys system of internal accounting. As a Company employee, you have the responsibility to ensure that false or intentionally misleading entries are not made by you, or anyone who reports to you, in the Companys accounting records. Regardless of whether reporting is required by law, dishonest reporting within the Company, or to organizations or people outside the Company, is strictly prohibited. All officers and employees of the Company that are responsible for financial or accounting matters are also required to ensure the full, fair, accurate, timely and understandable disclosure in all periodic reports required to by filed by the Company with the Securities and Exchange Commission. This commitment and responsibility extends to the highest levels of our organization, including our chairman, chief executive officer, chief financial officer and chief accounting officer. Properly maintaining corporate records is of the utmost importance. To address this concern, records are maintained for required periods as defined in our records and retention policy. These controls should be reviewed regularly by all employees and following consistently. In accordance with these policies, in the event of litigation or governmental investigation, please consult the Companys Legal Department. The Company recognizes that the guidelines in this Section 10 are not applicable to the Companys Outside Directors.
11. Confidentiality
Information is one of our most valuable corporate assets, and open and effective dissemination of information is critical to our success. However, much of our Companys business information is confidential or proprietary. Confidential information includes all non-public information that might be of use to competitors, or harmful to the Company or our customers, if disclosed. Employees must maintain the confidentiality of confidential information entrusted to them by the Company, except when disclosure is authorized by the Companys Legal Department or required by laws or regulations. It is also our Companys policy that all employees must treat what they learn about our customers, joint venture partners and suppliers and each of their businesses as confidential information. The protection of such information is of the highest importance and must be discharged with the greatest care for the Company to merit the continued confidence of such persons. Confidential information to such person is information it would consider private, which is not common knowledge outside of that company and which an employee of the Company has learned as a result of his or her employment by the Company. For example, we never sell confidential or personal information about our customers and do not share such information with any third party except with the customers consent or as required by law. No employee may disclose confidential information owned by someone other than the Company to non-employees without the authorization of the Companys Legal Department, nor shall any such person disclose the information to others unless a need-to-know basis has been established. Employees of the Company should guard against unintentional disclosure of confidential information and take special care not to store confidential information where unauthorized personnel can see it, whether at work, at home, in public places or elsewhere. Situations that could result in inadvertent disclosure of such information include: discussing confidential information in public (for example, in restaurants, elevators or airplanes); talking about confidential information on mobile phones; working with sensitive information in public using laptop computers; and transmitting confidential information via fax. Within the workplace, do not assume that all Company employees, contractors or subsidiary personnel should see confidential information. The obligation not to disclose confidential information of the Company and our customers continues with an employee even after you leave the Company. As such, the Company respects the obligations of confidence Company employees may have from prior employment, and asks that employees not reveal confidential information obtained in the course of their prior employment. Company employees must not be assigned to work in a job that would require the use of a prior employers confidential information.
12. Proprietary Information
Our Company depends on intellectual property, such as trade secrets, patents, trademarks, and copyrights, as well as business, marketing and service plans, engineering and manufacturing ideas, designs, databases, records, salary information and any unpublished financial data and reports, for its continued vitality. If our intellectual property is not protected, it becomes available to other companies that have not made the significant investment that our Company has made to produce this property and thus gives away some of our competitive advantage. All of the rules stated above with respect to confidential information apply equally to proprietary information. Certain employees are required to sign a proprietary information agreement that restricts disclosure of proprietary, trade secret and certain other information about the Company, its joint venture partners, suppliers and customers. The policy set forth in this Code applies to all employees, without regard to whether such agreements have been signed. It is the responsibility of every Company employee to help protect our intellectual property. Management at all levels of the Company is encouraged to foster and maintain awareness of the importance of protecting the Companys intellectual property.
13. Protection and Proper Use of Company Assets
Collectively, employees have a responsibility for safeguarding and making proper and efficient use of the Companys property. Each of us also has an obligation to prevent the Companys property from loss, damage, misuse, theft, embezzlement or destruction. Theft, loss, misuse, carelessness and waste of assets have a direct impact on the Companys profitability and may jeopardize the future of the Company. Any situations or incidents that could lead to the theft, loss, misuse or waste of Company property should be reported immediately to the security department or to your supervisor or manager as soon as they come to your attention.
14. Relationships with Government Personnel
Employees of the Company should be aware that practices that may be acceptable in the commercial business environment (such as providing certain transportation, meals, entertainment and other things of nominal value), may be entirely unacceptable and even illegal when they relate to government employees or others who act on the governments behalf. Therefore, you must be aware of and adhere to the relevant laws and regulations governing relations between government employees and customers and suppliers in every country where you conduct business. It is strictly against Company policy for employees to give money or gifts to any official or any employee of a governmental entity if doing so could reasonably be construed as having any connection with the Companys business relationship. Such actions are generally prohibited by law. We expect our employees to refuse to make questionable payments. Any proposed payment or gift to a government official must be reviewed in advance by the Companys Legal Department, even if such payment is common in the country of payment. Employees should be aware that they do not actually have to make the payment to violate the Companys policy and the law  merely offering, promising or authorizing it is sufficient. In addition, many jurisdictions have laws and regulations regarding business gratuities which may be accepted by government personnel. For example, business courtesies or entertainment such as paying for meals or drinks are rarely appropriate when working with government officials. Gifts or courtesies that would not be appropriate even for private parties are in all cases inappropriate for government officials. Please consult the Companys Legal Department for more guidance on these issues. Contributions to political parties or candidates in connection with elections are discussed in Section 15.
15. Political Contributions
Election laws in many jurisdictions generally prohibit political contributions by corporations to candidates. Many local laws also prohibit corporate contributions to local political campaigns. In accordance with these laws, the Company does not make direct contributions to any candidates for federal, state or local offices where applicable laws make such contributions illegal. Contributions to political campaigns must not be, or appear to be, made with or reimbursed by Company funds or resources. Company funds and resources include (but are not limited to) Company facilities, office supplies, letterhead, telephones and fax machines. Company employees who hold or seek to hold political office must do so on their own time, whether through vacation, unpaid leave, after work hours or on weekends. Additionally, all persons must obtain advance approval from someone within the Companys Legal Department prior to running for political office to ensure that there are no conflicts of interest with Company business. Employees may make personal political contributions as they see fit in accordance with all applicable laws. The Company recognizes that the guidelines in this Section 15 are not applicable to the Companys Outside Directors.
16. Waivers of the Code of Business Conduct and Ethics
Any change in or waiver of this Code for executive officers (including our chief executive officer, chief financial officer, controller or principal accounting officer) or directors may be made only by the Board or a Board committee and will be promptly disclosed as required by law or stock exchange regulation.
17. Failure to Comply
No Code can address all specific situations. It is, therefore, each employees responsibility to apply the principles set forth in this Code in a responsible fashion and with the exercise of good judgment and common sense. If something seems unethical or improper, it likely is. Always remember: If you are unsure of what to do in any situation, seek guidance before you act. A failure by any employee to comply with the laws or regulations governing the Companys business, this Code or any other Company policy or requirement may result in disciplinary action up to and including termination, and, if warranted, legal proceedings. All employees are expected to cooperate in internal investigations of misconduct.
18. Reporting Illegal or Unethical Behavior; Compliance Procedures
As an employee of the Company, you are expected to conduct yourself in a manner appropriate for your work environment, and are also expected to be sensitive to and respectful of the concerns, values and preferences of others. Whether you are an employee, contractor, supplier or otherwise a member of our Company family, you are encouraged to promptly report any practices or actions that you believe to be inappropriate. We have described in each section above the procedures generally available for discussing and addressing ethical issues that arise. Speaking to the right people is one of your first steps to understanding and resolving what are often difficult questions. As a general matter, if you have any questions or concerns about compliance with this Code or you are just unsure of what the right thing is to do, you are encouraged to speak with your supervisor, manager or other appropriate persons within the Company. If you do not feel comfortable talking to any of these persons for any reason, you should call
someone in the Companys Legal Department. Each of these offices has been instructed to register all complaints, brought anonymously or otherwise, and direct those complaints to the appropriate channels within the Company. Accounting/Auditing Complaints: The law also requires that we have in place procedures for addressing complaints concerning auditing issues and procedures for employees to anonymously submit their concerns regarding accounting or auditing issues. Complaints concerning accounting or auditing issues will be directed to the attention of the Companys Audit Committee, or the appropriate members of that committee. For direct access to the Companys Audit Committee, please address your auditing and accounting related issues or complaints to: Judson Green, Chairman of the Audit Committee c/o DreamWorks Animation SKG, Inc. 1000 Flower Street Glendale, CA 91201 Email: auditcommitteechair@dreamworksanimation.com In addition, you may report such matters (and other matters of concern) by calling the toll-free DreamWorks Animation SKG, Inc. Ethics Hotline at (800) 273-0094 or by filing a report at the DreamWorks Animation SKG, Inc. Ethics and Compliance Webpage at www.compliance-helpline.com/dreamworksanimation.jsp. The Companys Hotline and Website are staffed 24 hours a day, seven days a week by trained personnel. The toll-free phone line, webpage and mailing address above may be used to report your concerns anonymously and confidentially. Also, as discussed in the Introduction to this Code, you should know that if you report in good faith what you suspect to be illegal or unethical activities, you should not be concerned about retaliation from others. Any employees involved in retaliation will be subject to serious disciplinary action by the Company. Furthermore, the Company could be subject to criminal or civil actions for acts of retaliation against employees who blow the whistle on U.S. securities law violations and other federal offenses.

**9.** <https://www.state.gov/responsible-business-conduct/>

Responsible Business Conduct
Bureau of Economic and Business Affairs
Summary
The U.S. government’s commitment to responsible business conduct (RBC) shapes global standards to ensure that rights are respected around the world and companies benefit by doing business responsibly.
The RBC team provides guidance, promotion and support for responsible business practices, engaging the private sector, labor groups, non-governmental organizations, and other governments. The RBC team coordinates the following awards and programs:
Secretary of State’s Award for Corporate Excellence recognizes U.S. companies that uphold high standards as responsible members of their communities for nearly 20 years.
The U.S. National Contact Point for Responsible Business Conduct is a dispute resolution and mediation resource that can assist companies and stakeholders when responsible business conduct issues arise in a company’s operations.
On June 16, 2021, Secretary Blinken announced on behalf of the Biden-Harris Administration that we will soon begin updating and revitalizing the United States’ National Action Plan on Responsible Business Conduct (RBC). This effort will bring together the U.S. private sector, civil society groups, and workers’ organizations to promote RBC by U.S. businesses operating and investing abroad.
Guidance and Support for Responsible Business [473 KB]
The Bureau of Economic and Business Affairs (EB) provides guidance, promotion and support for responsible business practices, engaging the private sector, labor groups, non-governmental organizations, and other governments, based on international best practices. EB advances responsible business conduct through the OECD and the Secretary’s annual Award for Corporate Excellence , and houses the U.S. National Contact Point , which offers a dispute resolution mechanism under the OECD Guidelines for Multinational Enterprises. By helping U.S. companies promote human rights, respect for rule of law, sustainability, and investments in local communities, governments and consumers around the world seek U.S. products, services, and investments. The Office of Investment Affairs (IFD/OIA) promotes responsible business conduct through work at the OECD and housing the U.S. National Contact Point for the OECD Guidelines for Multinational Enterprises. The Office of Commercial and Business Affairs coordinates the annual Award for Corporate Excellence.
U.S. National Contact Point
The U.S. National Contact Point for the OECD Guidelines helps promote awareness on issues such as labor rights, human rights, anti-corruption, supply chain due diligence, and more. The U.S. National Point of Contact team offers a dispute resolution and mediation mechanism that can assist companies, labor groups, and NGOs when issues arise related to implementing responsible business conduct in a company’s operations.
Managing Adverse Risks to Women in Supply Chains: Recommended Actions for Companies
This is a set of recommendations for companies to strengthen respect for women’s rights while addressing adverse risks to businesses in their supply chains. Companies have important roles in addressing the unique risks and challenges women face within complex supply chains. Businesses should take steps to identify, prevent, mitigate, and remedy human rights abuses of women and girls that businesses cause or contribute to, or are directly linked to through their activities. Empowering women and girls is the best way to achieve positive economic and inclusive social development outcomes.

**10.** <https://hinative.com/questions/843951>

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**customized website**

**1.** <https://www.dreamhost.com/pro-services/design/custom-web-design/>

All Quick Site Features
Onboarding
A 1-on-1 call with your project manager to guide you through the requirements form where we collect content and define your goals.
Project Manager
A dedicated manager who oversees your website project, coordinates the web team, and serves as your single point of contact.
Branding Sheet
We gather your existing logo and key branding into a simple, one-page reference sheet to ensure your website design matches your brand.
Sub Pages
Simple pages for your site that are customized to match your brand and style, e.g., Testimonials, Press, FAQ, and Contact Us.
Custom Home Page
Instead a stock template, we design a unique homepage to give your site a stunning look and feel that's 100% unique to your business.
Multiple Revisions
Get your designs right where you want them with two rounds of design revisions and two rounds of code revisions for every page.
Blog
We create an SEO-friendly blog with search functionality so you can create content and help your site rank on search engines like Google.
Contact Forms
Forms can be added to your pages so you can automatically send information submitted to the email address of your choice.
SEO-Ready
We code your site to be SEO-friendly so you can easily optimize for search engines and create new, strategic content in the future.
Mobile Responsive
All custom website designs are built to render properly on any device, whether it be a computer, tablet, or mobile phone.
WordPress
We code your website with the most popular web software in the world. Now it's easy to manage your content and add functionality as you grow.
Safe & Secure
We build your site to be secure, with SSL security and automatic software and security updates included for free.
Domain Configuration
We'll help set up your domain name so it resolves to your new website once it goes live.
Analytics
We connect your website to Google Analytics so you can monitor your website traffic and gain valuable insights from key user behaviors.
Additional Features
Ecommerce
We can install WooCommerce on your site for free! For an additional fee, we'll even upload your products to your store and set them up for you.
Custom Logo & Branding
Get a new logo, refine your existing brand, or build out your complete corporate identity to ensure your website looks legit.
Plugin Implementation
Have a particular WordPress plugin you want to use? We'll install and configure the settings so it functions with your website.
Chat with a
Get some free advice. Our experts can answer your questions and recommend next steps.
Chat with Us
We do the heavy lifting so you can focus on building your business.
20+ Years Experience
Tap into our experience powering millions of websites for over two decades to level up your own projects.
Crazy Affordable
We care about your success and our goal is to make world-class services more accessible and affordable.
Satisfaction Guaranteed
Your dream is our business – we ensure every project is reviewed and approved by you every step of the way.
Legendary Support
Just ask around and you’ll quickly realize there’s a reason we have customers for 20+ years.
Learn to Build a Successful Site Yourself
Are You More DIY? At DreamHost we just want you to win, however works best for you. We built DreamHost Academy so you can learn to build, promote, and grow a thriving website yourself.

**2.** <https://webflow.com/>

Build, launch, and update sites as quickly as your business moves, without hiring more devs.
Think beyond templates
Design custom sites that give you full control over the user experience — and are always on brand.
Reduce costs
Get the power of code without the cost of developers, managing infrastructure, or additional plug-ins.
Improve your KPIs
Ship more high-impact campaigns, more often — all while optimizing for conversions.
Webflow is used by more than 3,500,000 designers and teams to create, collaborate on, and scale beautiful websites in a completely visual canvas — no coding needed.
So everyone can focus on what they do best.

**3.** <https://www.etsy.com/market/customized_website>

Customized Website
(1 - 60 of 5,000+ results)
Price ($)
Consistently earned 5-star reviews, shipped orders on time, and replied quickly to messages
Sort by: Relevancy
$9.00 Original Price $9.00 (50% off)
Add to Favorites
FREE shipping
Add to Favorites
$11.00 Original Price $11.00 (50% off)
Add to Favorites
$8,500.00
Add to Favorites
$68.41
Add to Favorites
$100.00 Original Price $100.00 (51% off)
Add to Favorites
$18.07 Original Price $18.07 (45% off)
Add to Favorites
FREE shipping
Add to Favorites
$550.00
Add to Favorites
$131.81
Add to Favorites
$1,962.83
Add to Favorites
$108.00 Original Price $108.00 (25% off)
Add to Favorites
$5.99 Original Price $5.99 (40% off)
Add to Favorites
$135.00
Add to Favorites
$39.99
Add to Favorites
FREE shipping
Add to Favorites
$60.00
Add to Favorites
$8.50 Original Price $8.50 (50% off)
Add to Favorites
$160.00 Original Price $160.00 (65% off)
Add to Favorites
$1,999.99 Original Price $1,999.99 (75% off)
Add to Favorites
$980.00
Add to Favorites
Shop now
Review spotlight
These 4 or 5-star reviews represent the opinions of the individuals who posted them and do not reflect the views of Etsy. The ratings/reviews displayed here may not be representative of every listing on this page, or of every review for these listings. Please click on a specific listing for more information about its average rating and to see more customer reviews.
Here is a selection of four-star and five-star reviews from customers who were delighted with the products they found in this category.
Common Questions
How do I personalize items on Etsy?
Found something you love but want to make it even more uniquely you? Good news! Many sellers on Etsy offer personalized, made-to-order items.
To personalize an item:
Open the listing page.
Choose the options you’d like for the order. This will differ depending on what options are available for the item.
Under “Add your personalization,” the text box will tell you what the seller needs to know. Fill out the requested information.
Click “Buy it now” or “Add to cart” and proceed to checkout.
Don’t see this option? The seller might still be able to personalize your item. Try contacting them via Messages to find out!
Does shopping on Etsy help support small businesses?
Absolutely! Our global marketplace is a vibrant community of real people connecting over special goods. With powerful tools and services, along with expert support and education, we help creative entrepreneurs start, manage, and scale their businesses. In 2020 alone, purchases on Etsy generated nearly $4 billion in income for small businesses. We also created 2.6 million jobs in the U.S.—enough to employ the entire city of Houston, TX!
Are the products on Etsy handmade?
From handmade pieces to vintage treasures ready to be loved again, Etsy is the global marketplace for unique and creative goods. It’s also home to a whole host of one-of-a-kind items made with love and extraordinary care. While many of the items on Etsy are handmade, you’ll also find craft supplies, digital items, and more.
Do Etsy sellers include shipping on customized website?
Yes! Many of the customized website, sold by the shops on Etsy, qualify for included shipping, such as:

**4.** <https://www.clarity-ventures.com/resources/custom-website-development>

Get A Demo
Custom Web Development for Small Business
Every small company is fighting to compete and grow, and their problems are often bigger than their larger counterparts since they don't have anywhere to hide mistakes. It takes a development company that works with all sizes of companies — a company like Clarity — to be able to truly help and ensure that all the web design, development, graphics, messaging, SEO, and more hit the target that will best serve your company's goals.
Always look for a company that has proven experience to deliver a top-tier product. Clarity specializes in custom website design for small companies and is ready to show you what we've done.
Visit Our Project Portfolio
Building a New Website
There are a ton of reasons to get a new custom website design with an updated look and feel, new graphics, etc. But more importantly, it's an opportunity to address everything wrong with the old site. This is where we see opportunity for our clients to fix SEO issues, get the bonus rankings from Google for being "fully" mobile friendly, and update your messaging.
Even if your company's been around for 50 years, your new customers have not. They're millennials that have grown up on technology and their expectations of how a site should work and service them are far different than your previous or long-term clients. Get updated, and more importantly, stay competitive by implementing custom web solutions .
Choosing the Right Design Platform
There are a variety of powerful content management systems (CMS) with different features and functionality on the market, and choosing the right one will depend on your business needs.
Whether you aim for the powerful yet easy customization with a CMS like DNN (DotNetNuke) , or the strong blogging capabilities of WordPress, or the enterprise content management capabilities of Sitefinity, Clarity can work with the CMS of your choice and customize it to fit your needs.
We can also guide you through the decision-making process if you’re unsure about which CMS to choose by providing you information about the pros and cons of each.
Search Engine Optimization
SEO. How does it work? What does it do? In short, it helps inform Google and other search engines about your content in hopes that these search engines will drive traffic to your website.
Google makes hundreds of changes to its algorithm per year; do you know how that affects your site? What are you doing about their latest updates? Don't worry, more than 95 percent of our clients aren't doing anything either. The other 5 percent are smart enough to know to call us (yep, we're SEO certified with SEO specialists on staff) and let us help them beat the competition.
Whether you need us to perform an audit and help with your strategy or you'd rather we train your team or do all the work, Clarity can help with your SEO services .
We make it easy for you
Clarity works with you and your team to create cost-effective, custom web solutions that can grow with your business. We're ready to show you how it's done.
Get a Demo
Responsive Web Design
Mobile responsive. We've all heard it. We even think we know what it means. But do you understand the consequences if you don't have it—or worse yet, have it, but not done right? Responsive mobile design means that your web template automatically adjusts and shifts content, graphics, and navigation based on the viewing device (i.e., mobile phone, tablet, or desktop). While many companies have had their sites "fixed" to be responsive, they kept the old site and just had work done to it.
Unfortunatly for them, Google has changed their web crawlers to now fully render every page crawled (i.e. meaning that they load the CSS, JavaScript, etc.), so they can determine if a site is 100 percent mobile friendly.
Our experience has shown us that trying to update and maintain an old site doesn't cut it, and "retrofitted" sites are often penalized in its rankings. Clarity practices what we preach and have doubled our traffic by creating a fully mobile-friendly website. We can get you a customized website that delivers.
Content Management
A content management system is more than just putting words on pages. Those words have to be carefully planned (see SEO above).
Remember, you're not the one on the internet searching for yourself. You're trying to generate content that Google (or search engines in general) will showcase to others searching on the internet. So you're not writing for you or your management team (the big mistake we see); you're writing for Google (and the people searching on Google) by providing content designed to beat the competition.
That means that you need to do the necessary research and build out your competitive master keyword list before you start writing.
Want to learn more? Read our Content Strategy article .
Custom Software Applications
To be successful in a cutting-edge world, many companies can no longer settle for the out-of-the-box functionality that a simple CMS provides. That's why Clarity works with the world's most powerful and secure CMS platforms.
If you’re hoping to create waves in your community by using custom software applications , Clarity can help. We are innovators at heart and understand how to develop new software concepts. From rich internet applications to client portal development, eCommerce platforms to custom B2B marketplaces, we can help you develop the innovative website your business deserves.
We handle it all
Clarity's services go well beyond the technical side of customized website development. We have extensive marketing expertise that includes SEO, website design, paid ads, and more—all within your budget.
Get a Demo
Conference & Event Registration Systems
If you regularly hold events or conferences, you can either buy an integrated event registration for your website or custom-build one to suit your organization’s needs.
Possible factors that may influence your decision are your customer or client base, whether you will be charging a fee, and how much information you require from your attendees.
If you’re unsure of which path to take, Clarity can help you analyze your company’s requirements and guide you in the right direction by providing custom web solutions to fit your budget.
Custom Microsoft CRM Implementation
Microsoft CRM has established itself as a leading provider of professional, user-friendly CRM systems , addressing important business concerns like flowcharts and task management processes.
One of the reasons Microsoft is favored as a CRM system is its understanding of the need to customize the CRM components. As a Microsoft Partner, Clarity can consult with you about your business’s needs, including your customer base and the needs of the personnel who will be accessing the CRM system.
Custom Web Design Services
Customers constantly tell us that "design isn't important, it's just a portal." However, a Carnegy Mellon study shows that within 50 milliseconds, or 0.05 seconds, a visitor has already formed an opinion of your company's professionalism and legitimacy—based on the design of the first page they see.
We've all heard that you can only make one first impression--the same holds true for web design. Every part of your website represents your company online. What does your website say about your company? At the very least, it should represent your company brand design , and have a professional look that fits your business and what you do.
That's why Clarity has a full team of designers on staff. Branding, logos, graphics, layout, wireframing, UI-UX... we cover it all during customized website development .
Custom Web Development
One thing that sets Clarity apart from other customized web development services is our focus on customizing websites to meet our customers’ needs in as finely-tuned a way as possible—all while minimizing costs.
Our custom web design and development solutions extend to the following features: ERP integration, CRM integration, web design, customer portals, SEO functionality, quote request forms, supply chain management, online store inventory management, payment gateway, tailored shopping experience, popular eCommerce shopping cart features, and so much more. No matter what your business needs, we can develop it.
Forward-Thinking Custom Developers
Clarity creates customized websites that take advantage of the latest advances in mobile and desktop technology. Even better, our web development team sets you up for success in the future, allowing your business to take advantage of the technology that allows it to thrive and grow. You don't need to start from scratch every time something monumental happens in web tech; you just need to be set up to succeed, to future-proof your business as much as possible.
Custom development will provide a platform that grows as your company grows, and Clarity can provide you with the ultimate eCommerce framework to make it happen. Bringing your current information into your new systems is a specialty of ours, and we look forward to showing you what we've done for other companies.
Prepare For The Future
If your current website, platform, or CRM is hindering your business's growth, consulting a customized website development company may be the only way to fully realize the potential of the company you want to build. Clarity has the experience to seamlessly integrate your back-end with a new eCommerce framework.

**5.** <https://www.fiverr.com/gigs/custom-website>

AED - AED
Get The Best custom website Services
Find the best custom website services you need to help you successfully meet your project planning goals and deadline

**6.** <https://thinkx.net/blog/3-reasons-why-you-should-build-a-fully-customized-website>

We have no data for this page, because it isn't accessible for our crawler.

**7.** <https://www.zazzle.com/>

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Our Community
Zazzle is an on-demand marketplace where we connect customers with artists’ beautiful designs on the world’s best products so anything imaginable can be created.
Create Your Own

**8.** <https://thriveagency.com/digital-marketing-services/custom-website-design/>

Custom Web Design Services
WordPress Experts
Don’t risk having a generic website that blends with everything else in the online realm. Entrust your website needs with our custom website design company and work with experienced WordPress specialists. Our custom WordPress website design experts go beyond the pre-made themes and plugins to create an elegant and unique site that reflects your distinct branding.
Website Analysis
We collect and analyze your website data to create a results-driven custom eCommerce website design and increase your organic traffic. Our team performs usability analysis, evaluates the consistency and accuracy of your page content and checks your website’s technical implementation in various browsers. In this way, we develop a custom website design that caters to your target customers.
Logo Design
Build a unique brand identity with a personalized logo embedded in your website. Our team creates three logo concepts based on your needs and requirements and lets you choose the best one that captures your brand image. We also offer logo redesign at a competitive custom website design pricing.
Video Production
Quality videos keep your audiences interested, no matter your niche, product or service. Attract and engage more page visitors to your custom design web site with video content that delivers your message quickly and effectively. Our custom website design services include script writing for voiceover and visuals, curation of interview questions, motion graphic designs and drone videography and photography.
Content Writing
A study published by Adobe revealed that 59 percent of consumers engage more with well-designed and structured web content than plain and boring web pages. Establish your thought leadership brand and retain more site visitors with a custom fit web design. Our content specialists create original, SEO-optimized blog posts and web copies to entice visitors to read and share your content.
eCommerce Web Design
Give your customers a better shopping experience with a custom eCommerce web design. We leverage social proof on your website, simplify your navigations, publish high-resolution images, write compelling descriptions and highlight your unique selling points (USPs). Our custom website design pricing is built around your specific needs and budget.
Website Hosting
Boost your digital marketing opportunities with a custom web design pricing and package tailored to your demands. Our web hosting services ensure high reliability and uptime, site security and improved SEO and online performance. We offer reliable customer support, unlimited bandwidth and storage, free malware removal and reasonable custom website design cost.
ADA Compliant Web Design
As a customer-centric custom web design company, we create websites accessible to individuals with various disabilities or impairments. Our web design experts ensure proper contrast ratio and consistent navigation and provide descriptive labels and feedback for errors in form fields. We also enable keyboard navigation to cater to users with limited mobility.
Content Management System (CMS) Integration
Add CMS capabilities to your custom fit web design and streamline your content development and website translation process. Our custom website design company leverages plugins and advanced language technologies to manage your multilingual sites within your CMS easily. We keep your content flexible and create custom eCommerce web design with reusable patterns and components.
Responsive Web Design
According to research published by QuBit, slow-loading websites result in nearly $2.6 billion loss in annual revenue. Ensure your website adapts to all screen sizes and devices to increase your customer retention. We utilize scalable vector graphics (SVGs), standardize clickable areas and buttons, place responsive images and maximize device features to boost sales.
Website Maintenance
Rest easy knowing that you have a professional custom web design team to handle your site updates and maintenance. Our team performs user testing and site backups, checks security updates, fixes any broken link, eliminates unnecessary form fields and makes test purchases. We offer fast and reliable technical support to keep your website secure from cyber attacks.
Conversion Rate Optimization (CRO)
Increase your leads and conversions with Thrive’s custom website design packages. Our team is composed of custom web design and development experts focused on driving high-quality traffic to your website. We create compelling content, optimize your images, implement and test various calls-to-action (CTAs) and simplify your site’s registration and checkout processes.

**9.** <https://www.godaddy.com/websites/web-design>

All Website Design Service plans include:
Your own website expert to assist you in each step of the build.
Free consultation with our team to understand your vision.
Comprehensive dashboard to track progress and share feedback.
Responsive design on all devices, customized for your business.
Access to an online Owner’s Manual with training resources.
WordPress Security plugin to authenticate your website.
Professionally written, SEO-friendly content for your site.
Domain and Microsoft Office 365 email, free for the first year.
One round of revisions — to perfect your design vision.
Grow your brands presence – and reach.
Let our experts increase your search rankings and manage your social platforms.
SEO Services.
Our pros excel at SEO. They’re ready to take your business to the top of Google search results.
GoDaddy Web Design Service FAQ:
How does the GoDaddy Web Design Service work?
Once you’re ready to have GoDaddy experts build your website, schedule a call with one of our website specialists. During this call, we'll collect your business goals, website design vision, brand information, and content and images to ensure your website design reflects the needs and personality of your business. If you have your own content, you’ll get a chance to provide it, and then we begin building your website. If you don't have images, no problem — we can insert professional images to perfectly suit your site. Also, content writing is included in all plans, so your website copy is professional and appealing. And the best part? It’ll be done in about six weeks (about one and a half months).
Can I give feedback on the web design as it’s being built?
Yes. You will have frequent contact points with your website specialist as the website is being built, and you’ll be asked for feedback on the design. You may contact us via the Website Design Hub, email, or phone.
What about updating my website?
Once your site is published, we make it easy to keep it updated. You may log in to your account and make edits on your own or subscribe to our Digital Marketing Services plan and we’ll do it for you. All our Digital Marketing Services plans include website updates, and we’re happy to make changes for you when you feel inspired to do so.
Why should I choose GoDaddy Website Design?
Website creation from GoDaddy's Website Design Services team lets you rest easy knowing a modern, professionally designed website is just around the corner. We average six weeks (about one and a half months) to complete a website, but we’ll work with you to understand your schedule and needs. Our Website Design Services, like every GoDaddy product, are backed by our world-class customer service.
How do I get started after I purchase GoDaddy Web Design Services?
Once you have bought Website Design Services, you may log in to your GoDaddy account portal and schedule your call through the Website Design Hub, a comprehensive dashboard available to you during the website design build — and beyond. In the Website Design Hub, you will also be able to provide content to your team to add to your website, monitor the website design build process, provide feedback on the website design, and more. Our streamlined process makes it easy.
How do I get my free domain?
Domain must be selected at the same time as you buy your Website Design Services.
Product disclaimers and legal policies
Third-party logos are marks are registered trademarks of their respective owners. All rights reserved.

**10.** <https://www.designrush.com/agency/website-design-development/trends/custom-website-design>

Designed by Digital Silk | Agency Profile
Tecnam is an Italian aircraft manufacturer founded in 1948. They are known for their next-generation piston planes.
The company tasked Digital Silk to create a website that showcases the brand’s rich history and significance.
The agency delivered through their motion graphics “scrollytelling” technique. The horizontal timeline, creative use of aircraft models, engaging videos and high-quality photos truly make this website functional and highly aesthetic.
The fonts and colors also reflect the exclusivity and luxury expected from the aerospace brand.
And the best part? The website looks and functions just as well on mobile devices.
Designed by Immersive Garden
21 Capital is an investment company that handles complex projects like asset management and digital asset intelligence.
However, its website is the complete opposite – easy and minimalistic. This design strategy allowed the company to present its qualitative and quantitative services without overwhelming the user.
This web design also stands out due to its dynamic and immersive interface powered by motion graphics, its perfect balance of dark and light colors and most importantly, its usability.
Featured in DesignRush Best Designs
Land Rover is an automotive brand that needs no introduction.
The brand gained its top spot in the industry because of its premium products and deep understanding of what the market wants – tough cars that get the job done.
These are evident in how they designed their website and its user interface. It is luxurious, product-focused, interactive and easy to navigate.
This design successfully guides the user through their unique customer journey, something that not all websites can do.
Designed by G2Design
Capital Harvest is an agricultural finance company based in South Africa.
They are known for their solution-driven approach in business, which they were able to reflect on their website. The design is corporate, but it’s not intimidating.
The use of industry-related imageries makes it familiar to their target audience. Stunning photos stand out against the clean white background, letting the images and texts speak for themselves.
It goes straight to the point with what the company has to offer.
Featured in DesignRush Best Designs
Mastercard lets users experience what the world has to offer. This brand of experience is evident in the company’s website.
The pages come to life with videos that trigger a user’s appetite for life. Even images and texts have animated transitions that make the website experiential, so to speak.
This engaging interface complements the brand’s lively colors without a hint of exaggeration.
The company managed to exude class and excitement in this award-winning web design.
The Best eCommerce Web Designs
Designed by Digital Silk | Agency Profile
G Pen is a brand of vaporizer that smokes other brands in the CBD industry, thanks to their well-designed online store by Digital Silk.
The website is full of compelling product shots, as expected from a retail brand. What sets this eCommerce design apart from the competition is its attention to the conversion funnel and how it addresses every user's needs.
If you have doubts about the product, you can easily reach a representative via live chat or FAQs. The Add To Cart button is almost as prominent as the product itself, while customer reviews and newsletter subscriptions await those who are fans of the brand.
The web design also helped the brand justify its price because it gives potential buyers all the information they need on the product in the most visually engaging manner.
Designed by DRXLR | Agency Profile
Ceremony Coffee Roasters is a local coffee brand from Maryland, U.S.A. One look at their minimalist website, and you’ll know that they care about coffee and the people drinking it.
The overall design is light and easy on the eyes. The color palette is not typical for an online store selling coffee and the photos look stunning against the pastel backgrounds.
But what makes this eCommerce web design noteworthy is how it presented the products. Customers looking to buy coffee will see fruits, nuts and desserts on the menu. They even get to taste colors!
These aren’t exactly what most people have in mind, but Ceremony knew that customers will need it to differentiate the complex tasting notes of the coffee varieties they have in store.
Featured in DesignRush Best Designs
Designed by Spring/Summer
Simply Chocolate is a Copenhagen-based dessert company known for curating beans globally to create refined yet modern and exciting chocolate variants.
As innovative as its product is the eCommerce website. It is bright, colorful, engaging and undeniably unique.
The website’s design structure and the immersive use of parallax scrolling give users a one-of-a-kind shopping experience.
Simply Chocolate made sure that the audience will never lose sight of their products and made it easy for anyone to check them out. In doing so, this website deserves a spot on our list.
Featured in DesignRush Best Designs
Warby Parker is an eyewear company that revolutionized the optical industry. What started as an online venture grew into brick-and-mortar stores across the US and Canada. Their secret? Affordable products, trendy styles and a well-designed website.
Their eCommerce site is simple, fun and easy to use. Just like a good pair of glasses, the website complements the brand personality. You will not find excessive copies or cluttered images. The website stays stylish without trying too hard.
Its most notable feature, however, is the integration of Home Try-On. It lets customers try the products at home for free. Just like everything else on the website, the whole process of checking out and returning items is also a breeze.
With the buyer's needs in mind, Warby Parker designed a website that gives a unique brand experience online and offline.
Featured in DesignRush Best Designs
Designed by Numbered.Studio
Cann, a cannabis-infused tonic drink, is branded as “the future of social drinking". Not only does the brand sound interesting, but it also looks like one. Similar to its products, the website is fun and fizzy, colorful and playful.
As a new player in the industry, the company knew that its eCommerce store should also inform the market and not just sell its products. To do this, they added a “Learn” section where visitors can read about the products and ingredients used.
Whether you are into the ingredients or not, this website can make anyone want to try the product out.
The Economist proves that big data doesn’t have to be boring. This microsite tracks energy usage per U.S. state per year.
Although the site shares in-depth research on the topic, visitors are not riddled with information.
One can intuitively find the needed data and see patterns without leaving the page. All thanks to a well-designed and interactive user interface.
Featured in DesignRush Best Designs
Designed by Hinderling Volkart
If a website design can send you in a trance, this one will do the trick. Hit Parade takes audiences on a musical journey through time and space.
The content can be presented using a list with interactive buttons, but this website went above and beyond with interpretations of constellations and the galaxy.
Although the charts are from Swiss rankings, anyone can enjoy the website because after all, music is universal.
Featured in DesignRush Best Designs
To say that SBS did a great job on their first graphic novel would be an understatement and they have the awards that prove that.
The website features immersive storytelling that is both emotional and intriguing. The use of sketches, animations, voice-overs and sound effects makes this novel a page-turner, although this comes in a deep scroll format.
The design concept and execution are works of art. It shows that websites can be more than just static or templated pages.
Woven Magazine is an artist’s lair. It’s where art takes refuge in minimalist pages.
Stunning photographs and clean typography makes reading a calming experience.
This website lets the photos and stories speak for themselves. If you’re looking for creative inspiration, this magazine can give you that.
And if you prefer to support the magazine by owning a piece of the material on paper, the website’s online store gives the visitors an option to check out prints for delivery.
Featured in DesignRush Best Designs
Designed by Faculty
Cereal is also a thing of minimalist beauty. But what sets this website apart from the previous examples is its custom grid layout, modern city guides, and other unique content.
The website also explores color and monochromatic palettes for contrast and appeal.
Similarly, visitors can check out copies of the magazine and city guides using their simple online store.
The Best Event Web Designs
Featured in DesignRush Best Designs
Designed by Keplar Agency
Alda Events is a Dutch company that is all about music and their website reflects that to a T.
The website exudes a lot of energy despite having a simple layout. Thanks to the concert videos and character gifs that play on loop to keep the visitors engaged.
They also listed the events so that the calendar is simple and not overwhelming to view.
The website's vibrant energy, the intuitive scrolling navigation and its use of negative space make the user experience one-of-a-kind.
And if you happen to be a fan, the site also features an online shop where you can access their exclusive merchandise.
Featured in DesignRush Best Designs
Safe Events puts risk management at its core. The company is known for organizing large gatherings from planning to execution.
The website uses teal as its primary color, which gives it a friendly and bright atmosphere. It reflects the kind of service that Safe Events provides.
What makes their page even more interesting is the use of geometrical shapes and percentages that coincide with the scrolling mechanism as the visitor goes through the website.
These simple elements when added to the familiar user navigation can work best to differentiate a brand. This is what makes custom web designs stand out from the sea of templates online.
NFFTY is a festival for young filmmakers who wish to share their work with fellow creatives and movie buffs.
The homepage features snippets from various films showcasing the group’s immense production talent.
The website uses a modern-retro color palette with matching playful typography to set the mood and give the visitors an idea of the whole festival experience.
NFFTY puts the work front and center and gives the spotlight to creators through its fun and engaging website content.
Featured in DesignRush Best Designs
Stockholm Jazz Festival may be in Sweden, but its website can entice jazz aficionados from across the globe.
The website design is quirky and unpredictable, which is part of its charm. The photos are static, but they are vibrant and full of energy.
Navigation is a breeze, too. Everything the visitors need is on the left-side menu.
As for the most important page, the calendar features photo thumbnails and artist profiles to make it easier to choose and book your schedules. How cool is that?
Featured in DesignRush Best Designs
Melbourne Food and Wine Festival is not your typical year-round event. Its three-part celebration is one of the city’s highlights and one that’s not to be missed.
Its website is just as eventful, with lots of comprehensive content and engaging visuals to keep the visitors entertained.
The use of a consistent color scheme and clean typography make for a pleasant viewing experience.
One can easily find something of interest simply by navigating their website, much like attending this festival.
The Best Non-Profit Web Designs
Featured in DesignRush Best Designs
Designed by Viget
Non-profits rely on the website to attract donors, and so their pages must be well-designed to achieve this goal.
Hence, 96 Elephants focused on getting the visitor’s attention using a bold color palette, varying typography and serious messaging to create a sense of urgency.
The website focuses on the animals it seeks to help and makes it easy for people to donate and join the cause.
Featured in DesignRush Best Designs
HeForShe is a political movement that has taken the world by storm. Thanks to the celebrities who lent their voices to this cause.
The UN knows that it will take global commitment to push the message forward. Hence, their website features an interactive world map where visitors can see their country’s involvement and how they can further help this cause.
The website also features a lot of social proof to entice more people to join the movement and create the change that the UN is aiming for.
Featured in DesignRush Best Designs
IDE is a global organization that helps create income and livelihood opportunities for poor households across various industry sectors.
Their website’s homepage uses bold typography and large images to get its brand message across clearly and legibly.
Plenty of negative space and elements in vivid colors facilitate the user’s focus, while navigation via the main menu is straightforward.
The sticky “Donate” call-to-action button helps IDE fulfill its humanitarian and noble purpose and provides a quick route to the conversion point.
Featured in DesignRush Best Designs
Council Foreign Relations (CFR) is an organization that helps interested parties “better understand the world and the foreign policy choices facing the United States and other countries.”
Their Amazon deforestation minisite uses a single-page layout with storytelling that unfolds as the user scrolls. The entirety of the screen is devoted to the concise, short messaging in front of full-background videos of the rainforest.
On the left-hand side, a sliding timeline-style navigation helps the users locate specific points of interest on a page, informing them of the deforestation process.
High-quality imagery, large maps, contrasting serif fonts and plenty of multimedia make this website a standout in both its mission and design.
Featured in DesignRush Best Designs
FEED is a lifestyle brand whose products provide “a meaningful way for consumers to make a difference.” Specifically, the sale of their products helps combat the famine in poor regions of the world.
Their website is a mixture of an online shop and poignant messaging and imagery explaining how the brand fulfills its mission and also helps reduce waste.
A simple, sticky main menu navigation contrasts against the colorful images and effective messaging, which are easy to follow.
The creative use of “Shop Now/Give Meals” in their CTAs is something of note because it lends a sense of urgency and compels prospects to make a purchase.
What Are Custom Web Designs?
Custom web designs are unique design solutions that fully integrate your brand’s identity and personality into the website.
Custom web designers build a page from the ground up without using any templates or ready-made graphics. They develop each section of your website, particularly for your business needs and goals.
Customization requires a dedicated team that focuses on fully understanding your business and your brand to formulate a design strategy that will provide a unique digital experience.
This means all elements of your website are exclusively crafted, including:
Layout
Navigation
And more
A custom web design enables you to control every feature of the design process and refine the customer journey to deliver a unique user experience.
Due to its confined set of functions, off-the-shelf templated designs can’t be fully customized to meet specific requirements.
Custom web designs, on the other hand, are specifically developed with the features and functionality you need to create a well-built conversion funnel that will generate leads and sales.
Who Are Custom Web Designs For?
Custom web designs are a suitable option for those who want to build a strong brand identity and truly make a statement with their online presence.
Templated websites can also be effective and beautiful, but it’s hard to set your brand apart when you share a theme with so many websites.
The only way to stand out in the fierce competition is to have a unique-looking website that captivates attention and provides a great user experience.
Any business in any industry can benefit from a custom web design.
The only downside of custom web designs is the cost. It will take more money to bring your creative vision to life than to install a WordPress theme.
Nonetheless, a well-executed custom website will attract visitors, communicate with consumers and has the potential to create better conversions.
Experienced web designers know how to strike the perfect balance between business and creativity, SEO and other technicalities that contribute to the overall user experience.
Here are a few signs that will help you determine whether a custom design is the right option for you:
You want to be miles away from the competition
To significantly move the needle for your business and be one step ahead of your competitors, a custom web design is your safest bet.
A custom-made website will always be one of a kind while other businesses that use already-seen templates may fall into oblivion.
Your current website design is outdated
An out-of-style web design makes for a stale user experience that won’t entice visitors.
Moreover, an outdated website could harm your SEO and make it challenging for users to discover it.
A custom design makeover will not only give your website a fresher look but will also improve your SEO so you can attract and convert more visitors.
You are underperforming in terms of conversions, sales and revenue
A custom web design will surely give you that boost to hit your goals and expected results.
That’s because it involves a well-optimized conversion funnel specifically designed for your target audience and goals that will turn your leads into prospects.
What Steps Should You Take If You Want A Custom Web Design?
A well-crafted custom web design can only be executed by a professional web design company . They have the expertise, tools and resources to build a website perfectly tailored to represent your business.
Luckily, you can find an extensive ranking of custom web design companies in our DesignRush directory.
Our team of industry experts carefully selected the top-performing custom website design agencies to help you easily find the right team for your digital marketing needs.
But before you start searching for the most suitable candidate, consider these several factors:
Budget: See how much you can allocate for a professional web design, then search for a custom web design agency that can operate within the said budget and generate ROI.
Goals: Ask yourself why you want to invest in custom website design services. Once you have clear objectives, it will be easier to search for a company that can meet your expectations.
Requirements: Think about your needs and the type of website you would like to have. This can make your search easier since you already know exactly what you’re looking for.
Then, once you are ready to research the best custom web design companies on our list, you can start to contact each of them or let us suggest the best agencies for your business through the DesignRush Marketplace.
When evaluating each custom web design agency:
Read their reviews: See what previous clients say about the potential agencies to get an insight into their reliability, management skills and corporate culture.
Go through their work: Head over to their portfolios to see what projects they have worked on, the clients they have managed and their technical expertise.
Review their industry experience: Ask every custom website design company whether it has worked with clients in your niche.
Though not obligatory, it is advantageous if you select an agency that knows your target market and the environment you operate in. This can help accelerate project delivery and results.
How Much Do Custom Web Designs Cost?
Compared to a templated web design, a custom website will cost more to develop as it takes more time and resources to build it.
Be that as it may, a well-made platform will deliver better results and will work best in the long term.
The total cost of a custom web design comes down to a few variables, including:
Functionalities
The number of web pages
Personalized messaging and web copy
Depending on your website type and size, the cost may vary considerably. Here are some of the most common pricing structures made available by web design companies based in the U.S.:
Small businesses: Their websites typically require a few pages and simpler design elements, therefore ranging between $25,000 and $30,000.
Medium-scale businesses: A more complex website involving over 50 web pages, custom layout, special functionalities and a content management system (CMS) could cost anywhere between $50,000 to $60,000+.
Enterprises: For larger websites with hundreds of web pages, unique design elements, CMS and numerous distinctive functionalities, the cost for a custom web design could begin at $100,000 and go up to hundreds of thousands.
Whether you opt for a custom or templated web design, there’s no doubt that user experience is key to customer engagement, conversion and retention.
Consider your business needs, check industry trends and browse design inspirations to help you assess your website and set your goals.
Whichever way you decide to go, DesignRush is here to help you keep up with these trends and connect you with different agencies should you need to.
Get connected with the right web design agency for your project.

**conduct an analysis**

**1.** <https://www.collinsdictionary.com/us/dictionary/english/conduct-an-analysis>

We have no data for this page, because it isn't accessible for our crawler.

**2.** <https://textranch.com/302578/do-an-analysis/or/conduct-an-analysis/>

4,770,000 results on the web
Some examples from the web:
In that case, we shall have to conduct an analysis, but I find it pretty incomprehensible why the possibility of legislation should be ruled out in advance.
How can someone untrained in analysis conduct an analysis?
The Committee also recommends that the European Commission conduct an analysis of the circumstances and needs of young people in Europe.
The GOC argued that the Commission, before applying best information available, must conduct an analysis as required by Article 28(3) of the basic Regulation and conclude whether the specific conditions set thereon are fulfilled.
Although we realize that the large funds for this service, it is necessary to conduct an analysis and realistically determine who really without a personal assistant can no longer continue its coexistence with disabilities which has.
The team of researchers and students have used high resolution 3D models of various beetle shells - known as elytra - to conduct an analysis of the complex internal structures, working closely with biologists and paleontologists of the University of Tuebingen.
Does the Commission intend to conduct an analysis of polygamy in Europe, placing a particular focus on the situation of the women and children concerned?
The Danish Government shall instruct an independent financial expert at the end of 2012 or early in 2013 to conduct an analysis of TV2's capital structure, comparing it with the capital structure of other relevant media companies.
Calls on the Commission to conduct an analysis of the funding currently available for forests and forestry and to reallocate existing funds which impact negatively on forest biodiversity, in line with the above-mentioned Council conclusions of March 2010;
Second: is it possible that the very insistence that a certain frequency is necessary to conduct an analysis without the interpretation of the meaning of that insistence is a manipulation of the transference which bears some similarity to the technique for which Alexander has been so roundly criticized?
This information is essential in order to conduct an analysis of the factual and legal situation.
In those cases the Commission will conduct an analysis of the distortion of competition.
But I don't need to conduct an analysis to see that you're still in love with someone else.
A System Analysis approach will be adopted to conduct an analysis of civil security gaps and their R & D requirements in each mission area.
He added that Serbia would conduct an analysis and propose solutions to problems related to Lithuanian investments in Serbia and disputes resulting therefrom.
On January 5, 2009, the bishop asked two professors of medicine at the University of Bialystok, Maria Elizabeth Sobaniec-? otowska and Stanislaw Sulkowski, to conduct an analysis of a fragment of the host.
The scientific institutes shall conduct an analysis of the catch data by cross-checking the available data in the fishing logbooks, landing declarations, sales declarations and, where applicable, scientific observation reports.
However, a prudent private investor in a market economy would not have neglected to conduct an analysis of the profitability of the investment for the period after the year 2000.
The EASA did not conduct an analysis of these codes, but merely stated during the process of recognising the Czech type-certificates that these codes were not sufficiently known (cf.
The administrator reserves the right to conduct an analysis of the behaviour of the users involved in IQ Battle and communicating them to a 3rd party, exclusively as a dataset that cannot be traced back to any particular person.
do an analysis

**3.** [https://ludwig.guru/s/conduct+an+analysis](https://ludwig.guru/s/conduct%20an%20analysis)

We have no data for this page, because it isn't accessible for our crawler.

**4.** <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>

The Compass for SBC
Home > How to Guides > How to Conduct a Situation Analysis
Introduction
Click here to access this Guide in Portuguese – Guias em Português
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A situation analysis or environmental analysis is the fundamental first step in the social and behavior change communication change (SBCC) process. It involves a systematic collection and study of health and demographic data, study findings and other contextual information in order to identify and understand the specific health issue to be addressed. It examines the current status of the health issue as well as the social, economic, political and health context in which the health issue exists and establishes the vision for the SBCC program. A complete situation analysis gathers information on four areas:
The problem, its severity and its causes.
The people affected by the problem (potential audiences).
The broad context in which the problem exists.
Factors inhibiting or facilitating behavior change.
Why Conduct a Situation Analysis?
A situation analysis guides the identification of priorities for an SBCC intervention and informs all the following steps in the SBCC process. It establishes a clear, detailed and realistic picture of the opportunities, resources, challenges and barriers regarding a particular health issue or behavior. The quality of the situation analysis will affect the success of the entire SBCC effort.
Who Should Conduct a Situation Analysis?
A small, focused team should conduct the situation analysis. Members should include communication staff, health/social service staff and, if available, research staff.
Throughout the data collection process, team members should also consider how to engage stakeholders including opinion leaders, service providers, policy makers, partners, and potential beneficiaries. Ways to obtain stakeholder input include in-depth interviews , focus group discussions , community dialogue, small group meetings, taskforce engagement or participatory stakeholder workshops.
When Should a Situation Analysis Be Conducted?
A situation analysis should be conducted at the beginning of a program or project, before developing an SBCC strategy. It is part of the inquiry phase of the P-Process .
Estimated Time Needed
Completing a situation analysis can take up to two weeks. Consider the size of the project, scope of the literature review, how much data is available and easily accessible, and whether additional stakeholder or audience input is needed. Allow for additional time if formative research is needed to fill in any gaps that may exist in the literature.
Learning Objectives
After completing the activities in the situation analysis guide, the team will:
Know the vision of the program.
Understand the current situation (extent and severity) of the health issue.
Understand the broad context in which the health issue exists.
The steps below will help to identify the problem and establish the vision for the SBCC intervention. Please note this how-to guide should be followed along with an audience analysis and a program analysis to obtain the full picture required for a successful SBCC strategy.
Steps
Step 1: Identify the Health Issue
For many health programs or strategies, the health issue is identified at the outset, such as when a funder releases a request for proposals for a child health project or when a government ministry requests specific technical assistance for HIV prevention programs.
At other times, it may be necessary for an organization itself to identify the broad health issue that needs to be addressed in a particular geographic area. To do so, review existing health and demographic data, survey results, study findings and any other available data to identify the priority health issue. Throughout the review, pay attention to the following types of information:
Geographic areas where high levels of mortality and morbidity exist because of a health issue.
The prevalence or incidence of that health issue.
Population segments that are most heavily impacted by the health issue.
The existing priorities of the government.
The donor landscape.
Health trends from one point in time to another.
Step 2: Develop a Problem Statement
Successful SBCC strategies focus on one specific issue at a time. Addressing too many issues or too general an issue, such as overall reproductive health, can be confusing. To help focus the situation analysis, develop a focused problem statement, such as:
This problem statement names the health issue (family planning) and indicates who is affected (newly married couples), where (Zed district) and, if known, the extent of the problem (a high amount). A well-written problem statement has the added benefit of providing specific search terms to use in collecting documents for the desk review (see Step 4).
To develop a problem statement, it may be helpful to first have all of the team members state the problem in their own words. Then, as a group, write a clear one- to two-sentence problem statement that reflects the team’s common understanding and that can guide the data collection and analysis on that specific health issue.
Step 3: Draft a Shared Vision
A vision provides a picture of what the situation will look like when the SBCC effort is completely successful and will anchor the SBCC intervention by stating what the program hopes to influence. A good vision statement provides direction, communicates enthusiasm and fosters commitment and dedication. A good vision should:
Be Ambitious – go beyond what is thought likely in the near term.
Be Inspiring and Motivating – call to mind a powerful image that triggers emotion and excitement, creates enthusiasm and poses a challenge.
Look at the big picture – give everyone a larger sense of purpose.
To guide the team during the initial data collection and analysis, draft a provisional vision statement, which will later be shared with stakeholders to create a shared vision for the SBCC effort. One approach to developing the vision follows: each team member individually imagines the future she wants to see and draws that image on a paper. Team members share the pictures with each other and discuss similarities and differences. The team agrees on the elements that inspire them, adding new elements that arise from the discussion, and draws a new picture that represents the vision of the entire team. The team then translates the picture into words to create a vision statement.
The vision should be written in the present tense and then tested to make sure it meets the criteria of a good vision listed above.
Once the team has conducted an initial situation analysis, the provisional vision will be shared with stakeholders involved in the SBCC strategy design process and agreed upon. This can be done through a stakeholder workshop or informal meetings where stakeholders provide feedback and suggest changes to the provisional vision statement. The resulting shared vision statement should clarify what is important for all stakeholders and guide the strategy design and development process.
Step 4: Conduct a Desk Review
To better understand the health issue and to address the problem, the team needs to conduct a desk or literature review. To start this process, review the vision and problem statements and divide them up into concepts. Develop a list of keywords related to those concepts. Brainstorm additional synonyms and related keywords for each concept. These keywords will be the search terms used to find relevant literature.
Step 5: Decide the Scope of the Review
Determine how many studies and how comprehensive the review should be. Decide on the dates for the data, the studies to be collected and the best databases (or other sources of information such as partners) to focus the search (see commonly used databases for literature reviews under resources). Decide whether the review will include only peer review literature or will expand into grey literature .
Step 6: Identify the Relevant Information
Use the keywords/search terms to look for literature that fits within the scope of the review, including existing quantitative and qualitative data about the problem and the people affected. Look for information on:
Look for both national and local data using online searches, local library resources, and partner resources. Good sources include:
Anecdotes and narratives from communities
Step 7: Review and Organize the Data
Focus only on information that will help the project team address the problem and avoid including information that is not as relevant for SBCC. Organize and summarize the findings in a way that makes them easy to use (see Literature Review Template under templates).
While reviewing the data, organize the studies that contain information on potential audiences for SBCC interventions. Some studies provide information on what people think, feel and do about the health problem, what influences their behavior and the communication channels they use. Capture this information for use in the audience analysis (see Audience Focused Literature Review Template under templates).
A desk review is complete when no new information is discovered and the articles introduce similar arguments, methodologies, findings, authors and studies.
Write a list of questions that are not adequately answered in the available data and questions that arise from the data. For example, the team may need additional information on local practices or beliefs about the health issue. These are gaps that stakeholders might be able to address during a stakeholder workshop.
Step 8: Analyze the Data and Summarize the Findings
Look closely at the information collected. Determine the commonalities and conflicts among the studies. Decide if the information is valid and important in addressing the health issue. A good way to summarize the findings is to write a situation analysis report, which can be shared with the larger project team and relevant stakeholders.
Step 9: Fill the Existing Gaps
Focus group discussions and in-depth interviews with members of potential audiences can help fill any information gaps that remain after the desk review. One way to fill gaps is to hold a stakeholder workshop. Other ways to fill gaps include holding in-depth interviews and focus groups with key informants or potential audience members; and conducting facility surveys (health, social service, religious or other facilities).
Templates
MSM + HIV + Africa
Tips & Recommendations
Let the numbers and facts you learn tell a story. The story can be powerful and give clues to what needs to be done.
Data does not only mean numbers. Personal accounts and reports can also be very powerful. Ideally, the project team will look at both. Consider including brief, insightful personal accounts (vignettes) in the situation analysis report to help bring the problem to life.
When reviewing the literature, start by reviewing the abstracts to save time. Read article abstracts for the keywords and discipline-specific jargon that authors and scholars are using in their publications.
Draw on the experience, expertise and insights of the stakeholders and those who have worked on the topic before. Set aside your own beliefs and values and keep an open mind to learning.
When preparing for the stakeholder workshop, include only the information needed to achieve the objectives. If there is uncertainty, have optional slides ready, and create new ones as needed during the workshop.
If the information does not exist, is outdated or does not provide enough insight into priority audiences, conduct additional primary qualitative formative research in the form of focus groups, interviews or informal visits to communities and homes.
Lessons Learned
A situation analysis might appear to be a lot of work. However, a good situation analysis is well worth the effort. The benefits will become clear when you reach the implementation stage.
Glossary & Concepts
Stakeholders are those who are affected by, have a direct interest in or are somehow involved with the health issue.
Incidence measures the rate of new cases of a particular health issue per thousand people in the population. For example, the number of cases of malnutrition in the northern region is increasing by 5 percent per year.
Grey literature refers to academic literature that has not been published.
Prevalence measures the proportion – usually the percentage – of people in a defined population who have the problem at a given time. For example, last year, 55 percent of all children in the northern region were malnourished.
Mortality is the number of deaths in a population.
Morbidity is the incidence of illness or disease in a population.
Quantitative data tells how many, how often, what percentage.
Qualitative data is descriptive and often help explain quantitative findings. Qualitative data tend to emphasize what, why and how.
Resources and References

**5.** <https://www.lido.app/post/steps-in-conducting-data-analysis>

Data & Analytics
Data Analysis 101: Steps in Conducting Data Analysis
Learn how to conduct data analysis in the most efficient manner. Become acquainted with the various levels to the process of data analysis in order to become a more effective analyst.
14 minute reading time.
How do we actually conduct data analysis?
We learned a lot in our previous articles:
We learned the five main types of analysis that you can conduct that can help you in your decision-making for your business.
Big Sky Associates lists down three things you need to consider while conducting data analysis:
You need to know it is the right data for answering your question
You need to draw accurate conclusions from that data
You need data that informs your decision making process
You need to make sure that these three considerations are properly addressed throughout the process. In this article, we will now finally learn how to do so. Here are five main steps in conducting data analysis:
We will discuss them one-by-one here.
Defining the problem
Defining the problem is like building the pyramid. You should start from the bottom, building the foundation, then work upwards.
You are now dealing with data that arrive continuously in huge amounts and would require elaborate processes to be sorted. Therefore, expect that you will have to spend a significant amount of time sorting the data before applying algorithms to it. In fact, preparing the data before applying analysis takes the most time.
It is therefore important that you define your question well, as a well-defined question will point you to the right data that you need to analyze in order to answer it. Harvard Business Review elaborates on the process of defining the question that will guide your analysis. There are four steps in defining the problem, and we include a summary of the questions you need to answer as you define the problem:
Establish the need for a solution - the first thing you should look for is whether there is a problem that has a need for a solution.
What is the basic need? Focus on the need that’s at the heart of the problem. Define the scope of the problem.
What is the desired outcome? Take the perspectives of the stakeholders, especially customers and beneficiaries. Express this as qualitatively and quantitatively as possible; avoid favoring an approach or solution.
Who stands to benefit and why? Identify those who will benefit from the solution to this problem. This will help shape how you frame the problem and how you can deliver the solution to its beneficiaries
Justify the need - you should next check whether you should solve this existing problem.
Is the effort aligned with our strategy? Your business should have its own strategic goals so you can foster growth and do so in the most efficient manner. If solving a problem does not further your strategic goals, you should reconsider whether the current scope is not sufficient or whether you should undertake the effort in the first place.
What are the desired benefits for the company, and how will we measure them? Depending on the problem, it can manifest in the form of increased revenue, increased efficiency, or reduced losses. These are also considered in framing the problem and the solution.
How will we ensure that a solution is implemented? An existing group or division can implement the solution or an ad-hoc group can be assembled to be in charge of implementation. Whatever the case, someone who understands both the problem and the solution should lead the implementation.
Contextualize the problem - you should consider whether the same problem existed in the past and whether it was already solved. If not, you should look at the attempts to solve it. If the problem is industry-wide, look for the reasons why it was not fully addressed before.
What approaches have we tried? If the same problem persisted after several attempts by your business to fix it, the failures will serve as guides for you to not repeat the same mistakes but to instead look for novel approaches.
What have others tried? If the same problem is prevalent across your industry or niche, prioritize looking for the cases whether the problem was already solved by others. If no such case exists, look for the attempts in solving the problem, and take note of them.
What are the internal and external constraints on implementing a solution? Whether a solution already existed or not, you can gain insights on how possible it is to implement the solution in your business. This can include constraints on the resources, company culture, or even legal constraints.
There is one thing you should remember when contextualizing the problem: you should also contextualize the solution and the failed attempts at coming up with it. It is possible that the existing solutions won’t work in your context, but the failed attempts would.
Write the problem statement - after grasping the need, the justification, and the context, it is now time for you to frame your problem. Consider the following questions:
Is the problem actually a combination of problems? It is rare for major problems to be simple and straightforward, and the solutions may also be complex and multi-faceted. Thoroughly investigate the problem to see if it can be divided into several sub-problems that can be tackled by different divisions or groups of your business.
What requirements must a solution meet? The context of the problem will guide you to determine the requirements that a solution must meet. Often this includes the cost of the solution, but other factors as well.
Which problem solvers should we engage? Can the in-house experts tackle the problem? Or might it need the help of external consultants?
What information and language should the problem statement include? If you decide to solicit the help of external consultants, you should frame the problem statement such that it will be able to solicit the widest variety of solutions possible. In fact, it can help if you rephrase the problem as a purely technical or scientific one.
What do solvers need to submit? You need to provide enough details of the requirements that they need to satisfy in order for their proposal to qualify. These requirements range from the technical aspects to documentation.
What incentives do solvers need? Look at the market to see the compensation the solvers receive. Try to provide that, or exceed it. Do the same thing if your in-house experts will solve the problem. They will feel appreciated, and will stay in your company longer.
How will solutions be evaluated and success measured? You can use your initial analysis of the problem to define how you would evaluate the solution and how the success will be measured.
This is a lengthy guide in defining the problem, but the most crucial part of analysis is defining the problem to solve. A properly-defined problem will make the problem solvable, but an improperly-defined one will make you chase dead ends, tiring your mind and straining your eyes.
Collecting the relevant data
There are several sources of data that you can use in data analysis. Collect as many as you can while avoiding sacrificing their relevance to your problem.
‍
Now that you have framed the problem, it is now possible to determine the data relevant to the problem, and then to collect them. There are several sources of relevant data. The first one you should look for are the existing internal data in your databases. They can include transaction records and records of metrics and key performance indicators (KPIs). They are already available so you can immediately start your analysis. They are also well-structured; thus, can be easily processed by conventional methods and algorithms.
If the internal data is not sufficient, then there are open sources of data over the internet. The open sources of data are often hosted by international institutions, governments, and universities. They are also well-structured, and can provide an overview of your industry and your market. Firms that regularly conduct market research also allow free access to their reports through a free subscription model; they offer up-to-date information and data for analysis.
Next are the data repositories that are not fully open-source and require subscription. You should subscribe, if necessary, in order to frequently access market data from external sources. One example is Statista . Statista offers free access to diverse market data but also requires paid subscription for access to its entire repository.
If existing data is not enough, you should then consider collecting new data yourself through market research. There are several ways to do so. You do not have to cover all of them; they are conducted depending on the type of data you need. In fact, certain problems require you to collect new data in the first place. Some of these methods include the following:
Surveys and questionnaires - the best way to gather customer data is by asking them directly. Surveys and questionnaires help you gather crucial information by allowing you to be exploratory–explore what is still unknown to gather new data. Surveys and questionnaires can be delivered face-to-face, by mail, telephone, or internet.
Surveys and questionnaires, however, are not generally preferred by the customers, as surveys and questionnaires can take a lot of time and can be perceived as quite a hassle to complete. They therefore have a low response rate, delay in response, and the possibility of ambiguous or missing answers. To make your surveys more effective, here are some tips, as suggested by Fulcrum :
Keep it short and simple
Include an introduction with basic directions
List questions in a logical sequence
Avoid jargon and complex language
Provide adequate space for answers
Interviews - one of the main problems with surveys and questionnaires is that you cannot verify ambiguous answers and cannot follow up on missing ones. Interviews with a selected group of customers can address this problem because it gives you freedom to clarify ambiguous answers and add impromptu questions to further elaborate on interesting answers. Interviews allow you to drill deep into customers’ perspectives and gain valuable insights.
The main downside of interviews is that it takes a long time to conduct: from the process of looking for willing interviewees to actual interviews, it can take weeks or months. Additionally, not all interviewees are willing to answer all the questions you may ask them, which can be a bit frustrating. The most important thing you shouldn’t forget to do during interviews is to respect your interviewee. This will help loosen some of the restraint they may have during the interview.
Online analytics - users generate a lot of data even if they only stayed in your online store for a few seconds. Make sure that you have set up tools for tracking their interactions with your online store, ads, and even marketing campaigns. They tend to generate a huge amount of data that you can find useful in your analysis.
The new Lido app allows you to collect these analytics through integrations with several marketing and e-Commerce services such as Shopify and Facebook Ads. It not only collects data but also condenses them to your chosen KPIs so you can skip the messier steps of data analysis. Get started for free here.
Social media monitoring - nowadays it is easier to monitor your brand perception due to the ubiquity of social media networks. Billions now use them, and one main use of social media is to talk about brands (positively or negatively). Tools now exist for you to track the posts about your brand and business. These tools crawl social media sites for a certain keyword, group of keywords, or hashtags, and put them in a database where you can do sophisticated analysis.
Beyond the constraints of the problem, you should continuously do social media monitoring in order to watch in real-time how your brand fares in comparison to competition. BigCommerce lists more benefits of real-time social media monitoring :
React in real time with consumers on social media platforms
Determine how select demographics feel about your brand
Use positive feedback in marketing, etc.
Use negative feedback to correct errors in your business
Build brand credibility and authenticity
Refine marketing spending by eliminating channels with the lowest or worst engagement levels
See which social media marketing campaigns are performing the best and the worst
Calculate return on investment through advanced reporting capabilities
There are two more things you should remember while collecting data: ethics and privacy. Chances are, the data you collect contain personal information that can negatively affect the lives of your customers if leaked. You should therefore do as much as you can to ensure that the data is collected ethically, and that the data collected is securely stored. If you are unsure, the best way to start is to put yourself in the customers’ perspective:
How would you feel if your personal data was harvested without your consent? How would you feel if your personal data can easily be accessed by hackers?
Regulations regarding data ethics and privacy have started to be implemented across the world. Pay attention to it, and if possible, go a step further. This will help improve the perception of your brand and business.
Cleaning the data
Cleaning the data has several steps and takes a significant amount of time. Data cleaning, however, ensures that the data can be easily processed by data analysis algorithms and will serve to minimize errors due to ambiguity.
You would first encounter a combination of structure and unstructured data. Structured data is easy to process as it is highly organized and stored systematically in databases. It is, therefore, easy to process by automated algorithms. Unstructured data is hard to process as conventional algorithms of data processing cannot be applied to it. While unstructured data requires sophisticated algorithms to process, unstructured data offer the biggest and deepest amount of information possible, as they give you deep insights useful for your business.
To be able to use both structured and unstructured data, you need to clean them first. This process is called data munging or data wrangling.
As this process takes the longest time, one way to do it is to preprocess the data at its source before you collect it. This is now possible with several services; they store data using a set of standards that are specified in their documentation.
Since they come from different sources, the data arriving may not match in terms of standards and conventions used. For a simple example, the prices listed in records from source A may use a comma to mark the thousands marks while the records from source B may use a period to do the same thing. When this happens, you need to decide which standard and/or convention to use.
These standards and conventions can range from the decimal point/comma differences to file formats and data encoding. You should keep in mind which analysis software or algorithms you will use, as they can only accept certain standards and may not work when you use a different one.
There are six steps in data cleaning, as listed by Trifacta :
Discovering: this process involves understanding the data that you are about to process. To help you understand the data, you look at their source and the context in which they are created.
Structuring: this process organizes the data to prepare them for easier analysis.
Cleaning: this process irons out possible errors and outliers. The format of the data is standardized.
Enriching: this process considers whether new data or information can already be derived from the existing data set and identifies them.
Validating: this process cross-checks the dataset for data consistency, quality, and security. This is important in order to recheck the data for missed inconsistencies.
Publishing: this process prepares the data for use in analysis. The requirements of the analysis software that you will use should guide this process.
If you regularly get the data from the same set of sources, then you can implement algorithms to automate this step. You can learn more about data munging here.
Applying the relevant analysis method
You may end up doing all of these five methods of analysis to solve the problem at hand.
What analysis method should you use? It depends on the problem at hand.
We have already discussed some of these methods in our previous article:
Descriptive analysis aims to describe the basic features of your data, without making any inferences nor any predictions.
Measures of frequency: shows how often something occurs. The quantities that fall under this category include the frequency, relative frequency, and the cumulative relative frequency. You can visualize frequency using a frequency distribution.
Measures of central tendency: shows the averages of your dataset. These include the mean, median, and mode.
Measures of dispersion or variation: shows how dispersed or diverse the values of the dataset is. These include the range, variance, standard deviation, skewness, and kurtosis.
Measures of position: shows how the values fall in relation to one another. These include the percentile and quartile ranks.
Inferential analysis makes inferences about the larger population by analyzing a dataset sample and then finding the relationship between two or more variables of one or more related datasets and/or testing hypotheses about the dataset.
Parameter estimation involves calculating the sample statistics to estimate the parameters of the population. Parameter estimates can either be a point estimate or a confidence interval.
Hypothesis testing involves testing the validity of statements concerning the population by analyzing the samples.
Diagnostic analysis seeks to uncover previously-unknown patterns and relationships to see what led to a certain event happening.
Data mining combines methods of machine learning, statistics, and database systems management in order to uncover previously-unknown patterns that will help explain what led to a certain event to occur.
Predictive analysis processes existing data from the past to see what will most likely happen in the future.
Regression analysis is a mathematical method for estimating the relationship between two or more variables. The result of regression analysis is a model in the form of an equation.
Prescriptive analysis aims to prescribe the best course of action using all the given data and insights available, with consideration to inherent uncertainty present in all data.
Prescriptive analysis uses AI, machine learning, pattern recognition, and other advanced tools to analyze the data, find the possible actions, and weigh the consequence of each action, thus giving the user an analysis of the best course of action.
There are more methods of analysis. Our next article focuses on them.
Visualizing and interpreting the results
A careful interpretation of results should be done in order to derive the best recommendations from it.
Whatever the analysis method you use, you would get a set of data as results and a set of data visualized in the form of a chart.
In interpreting our results, you should go back to your problem. What is the problem? How does your analysis fit into solving that problem? Did your results answer the questions surrounding the problem? Using the results, you should be able to make conclusions and recommendations regarding the problem defined.
Here are the steps in interpreting data:
Assemble the information you need - the relevant analysis methods you applied to the data will generate a set of new results and information. Some of them will generate visualizations of the data that can help in analysis.
Develop findings - from the new results and information, you can make observations that summarize the important points.
Develop conclusions - the important observations from the results can be used to answer the questions defined by the problem statement.
Develop recommendations - from the conclusions, a course of action can be recommended or prescribed.
Data visualization in the form of charts and graphs helps in interpreting and understanding the results. What chart type should we use? HubSpot outlines the basic uses of charts in the form of questions that will also help you determine the right chart type for your data:
Do you want to compare values?
Do you want to show the composition of something?
Do you want to understand the distribution of your data?
Are you interested in analyzing trends in your data set?
Do you want to better understand the relationship between value sets?
Here are some of the chart types available in Google Sheets:
Line charts are used to visualize changes in the value of a metric over time.
Stacked area charts are used to visualize the changes in the contribution of various sources to a certain quantity or metric over time.
Column charts and bar charts are used to compare the values of a certain metric over different items. They only differ in the orientation of the boxes: column charts have vertical boxes while bar charts have horizontal boxes.
Pie charts are best used to represent the composition of a single item.
Scatter charts are used to show the relationship between two variables with a given distribution of data.
Waterfall charts are used to visualize the cumulative effects of various sources or factors to a specific metric or variable.
Histogram charts are used to visualize the distribution of frequency of certain values in a sample data.
Radar charts are used to visualize the values of different variables on a certain thing.
There are more types of charts not listed here; they are the ones you can use in Google Sheets. You can start learning how to visualize results in Google Sheets through our tutorials:
Last piece of advice
To summarize, we have five steps in conducting analysis:
Defining the problem - we define the problem by establishing and justifying the need for solution, contextualizing the problem, and writing the problem statement.
Collecting the relevant data - using the problem statement that we have, we collect the relevant data by accessing internal and external sources and by collecting new data relevant to the problem.
Cleaning the data - we mung or wrangle the data so that it will follow a uniform format, making it easier to process using algorithms.
Applying the relevant analysis method - we finally apply the chosen methods to get the results needed to solve the problem.
Visualizing and interpreting the results - we visualize not just to make it easier to present the data but to also further analyze the results. We interpret the results using the framework established by the problem statement to solve it.
I have a last piece of advice. Make sure that you have your process of data analysis well-documented. As you notice in our first step, defining the problem involves looking at past attempts to solve it if it already appeared in the past. Well-documented failures in solving the problem are useful in narrowing down possible solutions. Additionally, you should also take note of the methods you use, as you may use them again in the future.
I hope you learned a lot from this article. We aren’t done yet! We still have a lot to learn about data analysis. Check our blog for the next article!
References

**6.** <https://www.linkedin.com/learning/critical-thinking/how-to-successfully-conduct-analysis-2>

We have no data for this page, because it isn't accessible for our crawler.

**7.** <https://involvementtoolkit.clinicaltrialsalliance.org.au/toolkit/planning/where-to-involve-trial-level/conduct-and-analysis/>

Conduct and analysis
Resources
Conduct and analysis
If not already addressed at an earlier stage, consumers can help researchers refine the protocol and review/develop trial documentation to ensure that the trial is delivered successfully. Consumers may advise on or undertake\* research activities. In doing so, they can help make trials more attractive to potential participants and can help ensure they are conducted in ways that are sensitive to the needs of participants.
\* Ethical issues may arise when consumers undertake research activities. Further information can be found on the ethics review and involvement webpage.
At the conduct and management stage, consumers may help to:
Revise study and patient-facing materials when amendments are proposed.
Aid in recruitment or retention by increasing trust between communities and researchers or by accessing potential participants via existing networks.
Increase the cultural competence of the research among minority ethnic communities.
Collect/analyse data to provide a different perspective on its interpretation.
Ensuring the authenticity and value of the trial’s involvement activities by working with researchers to ensure they are constantly evaluated.
What involving consumers at this stage could look like
Creating a study advisory group to suggest and undertake further user involvement as the study progresses.
Recruiting a consumer representative to serve on a Data Safety Monitoring Board.
Recruiting consumers to join a trial steering/management committee to provide a patient perspective on all key trial decisions.
Supporting lay-researchers to undertake research:
Carrying out interviews: Consumer representatives as peer interviewers could reduce researcher bias and allow patients to talk more freely, putting the participants at ease whilst gathering richer information.
Undertaking data analysis and interpretation: Consumer representatives could conduct data analysis alongside researchers providing a valuable perspective when findings are interpreted. For example, consumers with lived experience of a condition can make sense of qualitative, experiential information from a patient’s perspective which may be different from that of the research team.
You can access details on where to find consumers to involve from the Recruiting Consumers webpage.
You can access information on consumers training requirements for effective involvement from the Training Consumers webpage.
Further Reading:
Jennings, H et al. Best practice framework for patient and public involvement (PPI) in collaborative data analysis of qualitative mental health research: methodology development and refinement. BMC Psychiatry. (2018);18:213.
Bee, P et al. A research handbook for patient and public involvement researchers. Manchester: Manchester University Press; (2018).
NIHR/INVOLVE: Guidance on co-producing a research project.

**8.** <https://english.stackexchange.com/questions/28351/analysis-on-vs-analysis-of>

"Analysis on" vs. "analysis of"
Which is the best matching?
I made an analysis on the software which I bought.
I made an analysis of the software which I bought.
96.8k3939 gold badges307307 silver badges399399 bronze badges
asked Jun 3, 2011 at 4:45
1,01599 gold badges1616 silver badges2525 bronze badges
2
It's usually an analysis \*of \* something... but the context isn't entirely clear to me: could you use this phrase in a complete sentence? And what is the function of those quotation marks?
Jun 3, 2011 at 4:52
1
"Of", and I would change the verb as well:
I performed an analysis of the software. (Or an assessment?)
10
It is actually unclear to me what you mean.
"I made an analysis of the software" means that the software was the subject of your analysis.
"I made an analysis on the software" is unclear, but might mean that you used the software to perform an analysis of something else.
Add a comment |
3
"On" is often used in informal language to mean "about", so you can informally listen to or read "analysis on" or "analyse on". The correct proposition here is "of". However, semantic explanations of its use are pointless, because it is not a matter of meaning, whcih can vary depending on (and not "depending of") what is being analysed. It is all about something called collocation.
0
It's better to use 'of' for one or two reasons:
"On" can mean different things. For example, it could mean you did the analysis using the software,
i.e."I looked up the word on the dictionary", meaning you used the dictionary to look up the word.
"On" can also mean you did your analysis on top of the software, although this is obviously not the case in this sentence, it could be easily misunderstood in other sentences like:
"He did his research on the bed", giving the impression that either he did it on top of a bed or he did a research on a particular bed,
So, although they both mean the same in this case, 'of' is a better choice, and probably the reason why it sounds better too.

**9.** <https://www.businessnewsdaily.com/15751-conduct-market-analysis.html>

What are my competitors’ strengths and weaknesses ?
What are the benefits of running a marketing analysis?
A marketing analysis can reduce risk, identify emerging trends, and help project revenue. You can use a marketing analysis at several stages of your business, and it can even be beneficial to conduct one every year to keep up to date with any major changes in the market.
A detailed market analysis will usually be part of your business plan , since it gives you a greater understanding of your audience and competition. This will help you build a more targeted marketing strategy.
These are some other major benefits of conducting a market analysis:
Risk reduction: Knowing your market can reduce risks in your business, since you’ll have an understanding of major market trends, the main players in your industry, and what it takes to be successful, all of which will inform your business decisions. To help you further protect your business, you can also conduct a SWOT analysis , which identifies the strengths, weaknesses, opportunities and threats for your business.
Targeted products or services: You are in a much better position to serve your customers when you have a firm grasp on what they are looking for from you. When you know who your customers are, you can use that information to tailor your business’s offerings to your customers’ needs.
Emerging trends: Staying ahead in business is often about being the first to spot a new opportunity or trend, and using a marketing analysis to stay on top of industry trends is a great way to position yourself to take advantage of this information.
Revenue projections: A market forecast is a key component of most marketing analyses, as it projects the future numbers, characteristics and trends in your target market. This gives you an idea of the profits you can expect, allowing you to adjust your business plan and budget accordingly.
Evaluation benchmarks: It can be difficult to gauge your business’s success outside of pure numbers. A market analysis provides benchmarks or key performance indicators (KPIs) against which you can judge your company and how well you are doing compared to others in your industry.
Context for past mistakes: Marketing analytics can explain your business’s past mistakes or industry anomalies. For example, in-depth analytics can explain what impacted the sale of a specific product, or why a certain metric performed the way it did. This can help you avoid making those mistakes again or experiencing similar anomalies, because you’ll be able to analyze and describe what went wrong and why.
Marketing optimization: This is where an annual marketing analysis comes in handy – regular analysis can inform your ongoing marketing efforts and show you which aspects of your marketing need work, and which are performing well in comparison to the other companies in your industry.
Key Takeaway
Key takeaway
A market analysis can benefit your business in many ways, especially if you conduct regular analyses to make sure you have current information for your marketing efforts.
What are the drawbacks of running a marketing analysis?
The below drawbacks of running a market analysis pertain less to the method itself than the resources it requires.
Market analysis can be expensive. If you’re not as familiar with marketing concepts such as market volume and customer segmentation, you might want to outsource your market analysis. Doing so can be great for your analysis’s quality, but it can also leave a big dent in your budget. Narrow your market analysis to a certain group – perhaps current customers – to lower your costs.
Market analysis can be time-consuming. Market analysis can take precious time away from more directly business-related tasks. You can analyze one area at a time – say, buying patterns or competition – to free up your day-to-day schedule.
Market analysis can require extra staff. Some larger companies retain in-house market analysis staff, and you can follow their lead. Doing so, though, comes with all the usual costs of hiring a new employee . The question then becomes: Do you conduct your market analysis yourself, outsource it, or hire in-house? The more expensive options can often yield more meaningful insights.
Market analysis can be narrow. The most successful market analyses use actual customer feedback, which analysts often get through customer surveys. These surveys may reach only a portion of your entire customer base, leading to an inaccurate sample size. The result is that market analysis may not fully detail your customers and what you should know about them.
Market analysis vs. conjoint analysis vs. sentiment analysis
Where market analysis is broad and comprehensive, conjoint analysis focuses on how customers value what you offer. Surveys are often the backbone of conjoint analysis – they’re a great way for customers to share what drives their purchases. Product testing is an especially common application of conjoint analysis. This method can yield insights into pricing and product features and configurations.
Sentiment analysis goes beyond number-driven market and conjoint analysis to identify how customers qualitatively feel about your offerings. It can show you what customers are happy and unhappy about with your offerings or buying process. You can also wade into deeper emotional territory such as anger, urgency and intention, or you can dig up descriptive feedback. It’s a great tool to use alongside market analysis, whereas conjoint analysis is all but included in market analysis.
How to conduct a market analysis
While conducting a marketing analysis is not a complicated process, it does take a lot of dedicated research, so be prepared to devote significant time to the process.
These are the seven steps of conducting a market analysis:
1. Determine your purpose.
There are many reasons you may be conducting a market analysis, such as to gauge your competition or to understand a new market. Whatever your reason, it’s important to define it right away to keep you on track throughout the process. Start by deciding whether your purpose is internal – like improving your cash flow or business operations – or external, like seeking a business loan. Your purpose will dictate the type and amount of research you will do.
Tip
Tip
Use our guide to choosing a business loan to make the right decision after conducting a market analysis. Visit our business loan reviews page to find options and learn all about easy-approval options.
2. Research the state of the industry.
Map a detailed outline of the current state of your industry. Include where the industry seems to be heading, using metrics such as size, trends and projected growth, with plenty of data to support your findings. You can also conduct a comparative market analysis to help you find your competitive advantage within your specific market.
3. Identify your target customer.
Not everyone in the world will be your customer , and it would be a waste of your time to try to get everyone interested in your product. Instead, use a target market analysis to decide who is most likely to want your product and focus your efforts there. You want to understand your market size, who your customers are, where they come from, and what might influence their buying decisions. To do so, look at demographic factors like these:
Age
Needs
Interests
During your research, you might consider creating a customer profile or persona that reflects your ideal customer to serve as a model for your marketing efforts.
4. Understand your competition.
To be successful, you need a good understanding of your competitors, including their market saturation, what they do differently than you, and their strengths, weaknesses and advantages in the market. Start by listing all your main competitors, then go through that list and conduct a SWOT analysis of each competitor. What does that business have that you don’t? What would lead a customer to choose that business over yours? Put yourself in the customer’s shoes.
Then, rank your list of competitors from most to least threatening, and decide on a timeline to conduct regular SWOT analyses on your most threatening competitors.
5. Gather additional data.
When conducting marketing analyses, information is your friend – you can never have too much data. It is important that the data you use is credible and factual, so be cautious of where you get your numbers. These are some reputable business data resources:
U.S. Bureau of Labor Statistics
U.S. Census Bureau
How much customers are willing to pay for your product or service
7. Put your analysis to work.
Once you’ve created a market analysis, it’s time to actually make it work for you. Internally, look for where you can use your research and findings to improve your business. Have you seen other businesses doing things that you’d like to implement in your own organization? Are there ways to make your marketing strategies more effective?
If you conducted your analysis for external purposes, organize your research and data into an easily readable and digestible document to make it easier to share with lenders.
Retain all of your information and research for your next analysis, and consider making a calendar reminder each year so that you stay on top of your market.
Making market analysis easy
If you have the time to conduct a market analysis yourself, go for it – this guide will help. If you don’t have the time, hiring an in-house expert or outsourcing your analysis is often worth the cost. Your analysis will help you figure out who to target and how – and that’s a huge part of business success.

**10.** <https://www.publichealth.columbia.edu/research/population-health-methods/content-analysis>