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How to Sell Your Services Online with WordPress

Do you want to sell services online? If you have a WordPress site, it's easier than you think. Our guide will take your service business online fast!

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Approximate read-time:

8.5 minutes

Are you a service provider looking to sell services online with your WordPress site. Great idea! And great news: it's not as difficult as you might think.

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FREE!

If you are looking for a way of managing a service-based business with WordPress, let's be clear: only the [best WordPress plugins](#) will do. In this article, we are going to show you which [ones can help your online](#)

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service business sell more.

The WordPress core plugins are great, but to really sell your online service, you'll need a bit more. The right WordPress plugins can extend the functionality of your site, allowing you to [create an online store](#).

In fact, selling virtual products and services is only the beginning. You might find an opportunity for selling physical products too. Everything we cover in this article can be applied to sell **anything** you want.

Want to sell digital

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downloads in WordPress?

You can do that! Besides, if you are an expert service provider, that's a great platform to sell anything from [Zoom webinars](#) to advanced guidebooks.

Can you sell your services online?



The growth of the Internet has ensured there is virtually no limit to who can sell services online. Consider that selling your service is not the same thing as performing it!

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With that in mind, take a look at the list below for some inspiration:

- **Design services:**
graphic design, print design, branding, web design.
- **Professional services:**
photography, social media, web analytics.
- **Personal and local services:** dog walking, mobile spa, wedding planning.
- **Expert services:**
resume writing, coaching, consulting, tutoring, teaching.

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- **Technical services:**

printing,
programming, tech
support, audio
services.

**Want to sell your
services online? Start
here.**



If you are reading this, we guess you are a service provider who already has a WordPress website. But just in case you are still in the planning stage, here's a rundown of what you need to consider **before** you start selling your services online with your

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1. Think about your market and services

Specifically, you'll want to think about **what** services you are offering and **who** you are offering your services to. If you can't answer those questions, having an optimized WordPress site won't help much.

2. Create a WordPress website

If you haven't got a WordPress site up and running yet, then you'll need to do that! There is a lot to consider, but it's not impossible. Follow [this guide](#) if you need help getting started.

3. Create your service pages

In order to sell your

WordPress site, you'll need to describe them to customers. Think deeply about your goals, products, and services.

It could be that you just need a single [landing page](#). It also could be that you need several detailed pages. Whichever it is, you'll need to figure that out before you can start selling.

4. Get traffic (and customers) to your site

If you build it, they will come... not exactly. Here's the truth: generating traffic is hard work. Nevertheless, this is something you'll need to figure out before you can

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Here are some quick ideas to ponder:

- Start a blog
- Add search engine optimization (SEO)
- Get on social media
- Create partnerships
- Start advertising

6 steps to sell your services online with WordPress

Let's get into it. As we said earlier, selling your services online with WordPress is all about the plugins.

One of the best things about WordPress is that it's expandable. With a

Plugin like **Formidable**

Forms (that's us), you can easily replace dozens of plugins on your site.

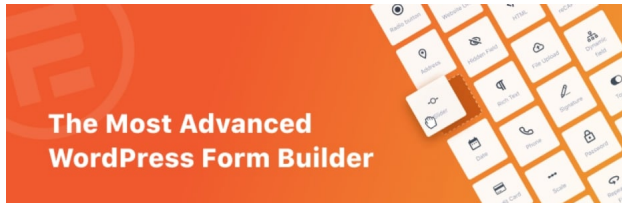
In fact, there are a lot of ways to use forms in WordPress. And when you really think about it, you use web forms every single day. Ever heard of a website called Google? That's an online form that most people find themselves using very often.

There's a lot that a form builder like Formidable can do to upgrade your WordPress site. And no matter how you slice it, it's **completely free** to get

started

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Our **Formidable lite plugin** is forever free and all of our **premium plans** come with a 14-day money-back guarantee.



Without further ado, here are 6 steps you can take to start selling your services online with your WordPress site:

1. Set up eCommerce
2. Add social proof (reviews and testimonials)
3. Give customers more ways to contact you

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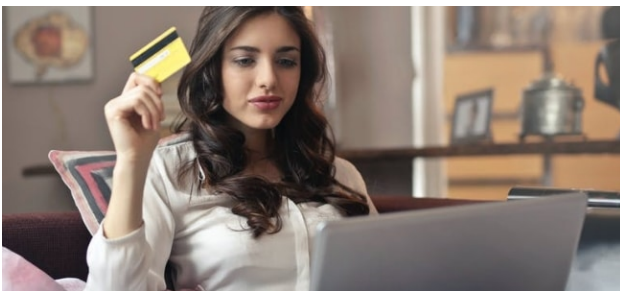
4. Integrate WordPress

with marketing
platforms

5. Take advantage of email marketing

6. Add new revenue streams

1. Sell your services online with eCommerce



Want to sell your services
online? Start with the
obvious: eCommerce.
Luckily there are a ton of
great options out there.

If you are selling services,
you could set up an
estimate or quote

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leads and give customers an idea about the price of your services.

If you are selling digital downloads to compliment your services, you'll need some forms with [price calculators](#) built-in. Those can be built using a [WordPress calculator plugin](#) for example.

You'll need to decide on at least one form of payment collection, like Stripe or Paypal.

Maybe you've heard of [WooCommerce](#)? It's a popular eCommerce plugin for WordPress. This could be the perfect all-in-one eCommerce

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2. Add social proof (reviews and testimonials)

If you are selling services, there's no way around it: you need to [add testimonials to your WordPress site](#).

Testimonials are an undeniably powerful form of social proof.

A [recent report](#) found that **88% of people** are looking for positive reviews before buying. So if you are interested in pleasing the vast majority of customers, testimonials are required.

Depending on the nature of your services (or products), you may consider [adding reviews](#)

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so, it's all about driving up that 5-star rating average!

Learn more: [Best WordPress Testimonial Plugins](#)

3. Give customers more ways to contact you



Sure, you've got a phone number and an email address, but these days that's hardly enough.

Many customers are **too busy** to commit to a phone call or [request a call back](#), especially if they are wary of being sold to. If you want to sell your services online, this cannot be ignored.

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One way to stand out is to create an appointment booking form. This way, customers can give you only the info that matters. The result is that both parties benefit when the phone call finally happens.

When using [WordPress forms](#), the doors of possibility swing wide open. For starters, you can ask potential clients to provide as much or as little information as needed. This will help bring focus to any future emails.

Using contact forms lets you [send confirmation](#)

[create a contact form](#)

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WordPress site. These can be set up so that both the vendor and customers will also receive emails to confirm.

Our own **Formidable Forms** allows you to send email autoresponders and notifications in WordPress. You can also use third-party apps like [Simply Schedule Appointments](#).

Learn more: [How to Create a Simple Contact Form in WordPress](#)

4. Integrate WordPress with marketing platforms



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Here's something that customers and vendors will both like: a concise marketing approach. With focused marketing efforts, you'll only attract the customers who want your services.

Think about how you feel when you receive piles of junk mail. Do you even feel anything? A powerful platform like [Hubspot](#) can help keep your marketing on point.

The bottom line: no matter what platform you use, you need to integrate it into your WordPress site. Doing so will give you more insight into your

customers. The more you

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know, the more online services you can sell.

5. Sell your services online with email marketing

Unless you've been living under a rock, you must know about email marketing.

Your inbox must be full of emails from hopeful service providers and online stores competing for your attention. One thing you'll notice: some of them stink.

Most email marketing fails to hit the mark. But the fact remains: email is one of the most **cost-effective** ways to promote your business.

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email marketing ROI is as high as 122%!

Like we said before, the key is to only target people who need your services. If you are a MailChimp user, you can set things up to use MailChimp tags with WordPress forms directly.

You can even give users the ability to select MailChimp groups via WordPress forms by themselves. That way, they can tell you what kinds of emails they would like to get.

Of course, sending emails is only half the battle. You'll need to find a way

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your WordPress site as well. Building an email list takes time, but it's worth it.

Learn more: [How to Create an Email Strategy for Your WordPress Blog](#)

6. Add new revenue streams



Selling your services online is one thing. It could be where the majority of your revenue comes from.

But when you think about it, your services are sold by leveraging your expertise. What else could

you sell based on being an expert?

Are you a presenter? You can make money by selling virtual presentations, also known as webinars. Streamline the process by [creating a Zoom webinar signup form](#) for your WordPress site.

Are you an expert in your field? Try building an **online community**. To do so, you might need a [WordPress membership plugin](#) like [MemberPress](#) (which we highly recommend).

Although depending on how complex your

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you might not need a membership plugin. You could use Formidable Forms together with a plugin like [Smash Balloon](#), for example.

Have you written valuable content? Why not make money from that too? You can sell downloads by [creating gated content](#) that is protected by a paywall.

Learn more: [9 Ways to Make Money Online](#)

Bonus: Optimize your WordPress site for selling



Optimize WordPress and improve site load times

If you've spent any time tweaking WordPress, you know it can be easy to have [too many WordPress plugins](#). But as useful as they are, too many plugins can cause problems.

For starters, **too many plugins** can increase load times. One way to solve this is by uninstalling plugins that you don't need. By doing so, you'll [reduce the number of](#)

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HTTP requests on your WordPress site.

Is your site too slow?

Maybe you need to find ways to [speed up your WordPress site](#). There's a lot you can do, but a solid extension like [WP Rocket](#) can help speed things up with very little effort.

Re-build your WordPress site

Let's face it: people love well-designed websites.

Our mothers always taught us to never judge a book by its cover.

Unfortunately, most Internet users didn't listen.

One [study](#) showed that up to 75% of consumers

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based on website design.

How's your website
looking these days?

If it looks a bit rough,
don't fret. It's never been
easier to spruce things up.

You can use a [WordPress](#)
page builder like [Beaver](#)
[Builder](#) or [Elementor](#).

Or you could start over by
getting a brand new
theme. We suggest [Astra](#)
or [Divi](#) as mobile-ready
and fast [WordPress](#)
themes.

Upgrade your WordPress hosting

One more way to
guarantee more
customers: get a [better](#)
[web host](#). With a better
host, you can ensure your

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It will also mean faster website loading speeds.

There are **a lot of choices** when it comes to web hosting. We recommend [WP Engine](#) (for managed hosting) or [Siteground](#) for a cheaper, but still excellent service.

It's time to sell your services online!

There you have it. With all the above tips, you'll be selling your services online with WordPress in no time. Make no mistake, it will take effort. But once you are set up, you can expect to see a lot more customers.

For more WordPress tips,
guides, and how-to's,
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there!

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If you're trying to sell your services online, you'll need help. Why not turn to the most advanced WordPress form builder available? Get started today with our free plugin or our full-featured premium versions!

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