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How to build your own artist website

workbook

How to build your own Wordpress website

This workbook goes together with [this blog post](#). If you need some inspiration, read the post first!

Step 1: Choose a domain name

What name are you thinking about?

For instance:

- Your own name?
- A name that conveys the core of your message?
- The name of your business?

Brainstorm about the different options:

Step 2: Choose a hosting provider

What are important aspects of your ideal provider? Consider the following questions:

- What is their level of support? How friendly are they?
- What are the business hours of their support desk? How long do you have to wait for an answer on your questions?
- What language does the support team speak, and what level of mastery to you have with that language?
- Can they answer Wordpress-related questions for you?
- What is the price of their products?
- How many websites can you host on one account?
- Do they specialize in Wordpress?
- Do they handle the migration for you if you come from another hosting provider?
- Do they make daily backups?
- Do they have a security service against hackers and malware?

Step 3: Install Wordpress

Does your hosting provider do it for you?

Can you do it yourself? Do you want to?

4. Find a Wordpress theme that you like

What are important aspects of your ideal theme? Consider the following questions:

- Do you want to get a free theme, or pay for a premium theme? If you are willing to pay for your theme, how much?
- Do you like the design?
- Is it responsive?
- Is it browser compatible?
- Do you want to use a page builder? If so, which one?
- What kind of support do you get?
- Does the theme come with detailed documentation?

5. Upload your theme to Wordpress

Do you know where you can find information about uploading your theme?

6. Create your first web page

What text do you want to put on your page?

What's the design of your first page going to look like? Sketch a rough draft.

7. Add a call to action on your first page

Did you create an account in Mailchimp or another email service provider?

Do you know how to create a list and subscription forms?

Do you want to offer your subscribers a welcome present? If so, brainstorm about it:

8. Add more pages to your website

What pages do you want to add? Brainstorm about:

- an 'about me' page
- a gallery with your paintings
- a page with other products
- a blog
- a contact page

Any other notes: