Zero to Website: From Planning to Launch in 9 Steps

By Emma Kate // emmakate.co

Hi!

I’m Emma

freelancer // mentor // amateur artist // nature lover // sausage dog mum

graphic designer → web designer

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Drafting Ink Projects Portfolio

http://www.draftingink.com.au/cootes2.html

Google

websites w3schools Gmail | Inbox Student Email Model Mayhem NAB facebook My3 GU | Students Google Maps Google Images deviantART News (522)

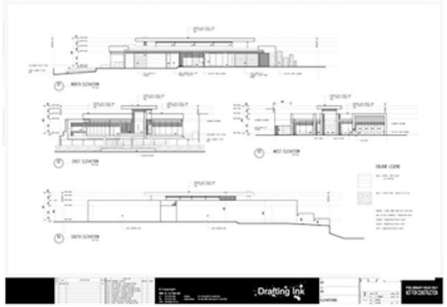
projects

Projects Portfolio

Residential
Sample One
Sample Two

Commercial
Sample One
Sample Two

Elevations



Floor Plan | Elevations | Details

Drafting Ink

Site By Emma Patterson

1

The Target

Get super clear on your ideal client and your website goals

“

“The only important thing about design is how it relates to people.”

— Victor Papanek

The Target

- Ideal Client Goals
- Brand’s Goals
- Editor’s Goals

TIP: Create an ideal client avatar

2

The Goods

Gather together the content needed to create your site

The Goods

- Sitemap
- Keywords
- Copywriting

TIP: Legal123, Content Snare, Trello Board →

Content Required: [Business/Project] ☆ | Personal | Private

START HERE

👋 Hi there! Watch this short explainer video before starting

1

⏰ DEADLINE: [Date Here]

⁉️ Have some questions?

+ Add another card

GENERAL INFO

Logo Files
0/1

Brand Style Guide
0/2

Website Name
0/1

Website Tagline
0/1

Contact Details
0/1

Social Media Links
0/1

+ Add another card

TEXT & IMAGES

Why will people visit your website?
0/1

What would YOU like visitors to do?
0/1

Website Page Sitemap
0/2

Website Copywriting / Text
0/1

Website Images
0/1

+ Add another card

SUPPORTING INFO

Domain Name
0/1

Domain Logins
0/2

Hosting Logins
0/2

MailChimp Email Marketing
0/4

SEO Keywords
0/1

Final Thoughts

+ Add another card

PRODUCTS

Your Products
1
0/1

+ Add another card

3

The Style

Define the design style for your website

The Style

- Colours – Coolors, UI Gradients
- Fonts – Fontpair.co
- Images – Unsplash, Raw Pixel, Oh Tilly

4

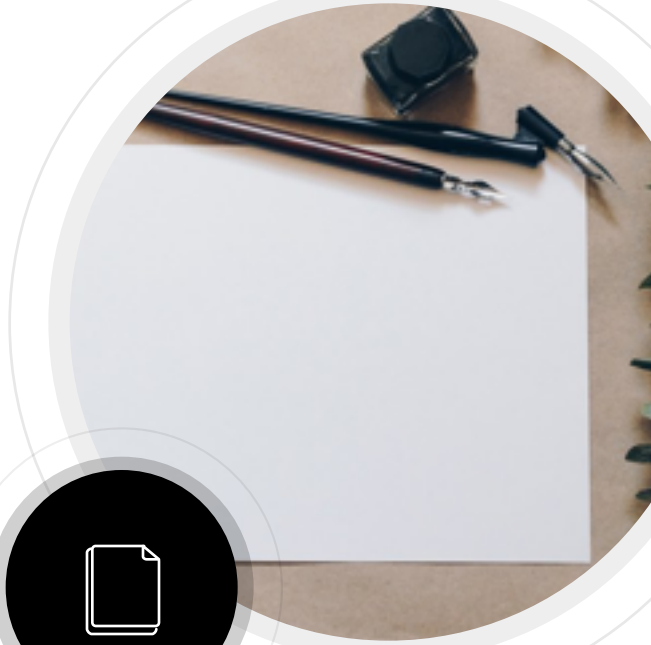
The Canvas

Set up your site on solid foundations

The Canvas

- Domain
- Hosting
- Install WP

TIP: Don’t skimp on hosting.
WP Engine, SiteGround, etc.



5

The Brush

Set up the basics of your
WordPress website

The Brush

- Theme + Child Theme + Plugins + Settings
- I use ManageWP to clone a staging site →

ManageWP

Backups › Clone

Source

Hola Staging Site

staging-hola.com

Using snapshot from: October 07, 2018, 1:36 AM

☑ **Create a new backup for your website and use it for cloning**

Step 1: Choose destination type

Existing website in ManageWP

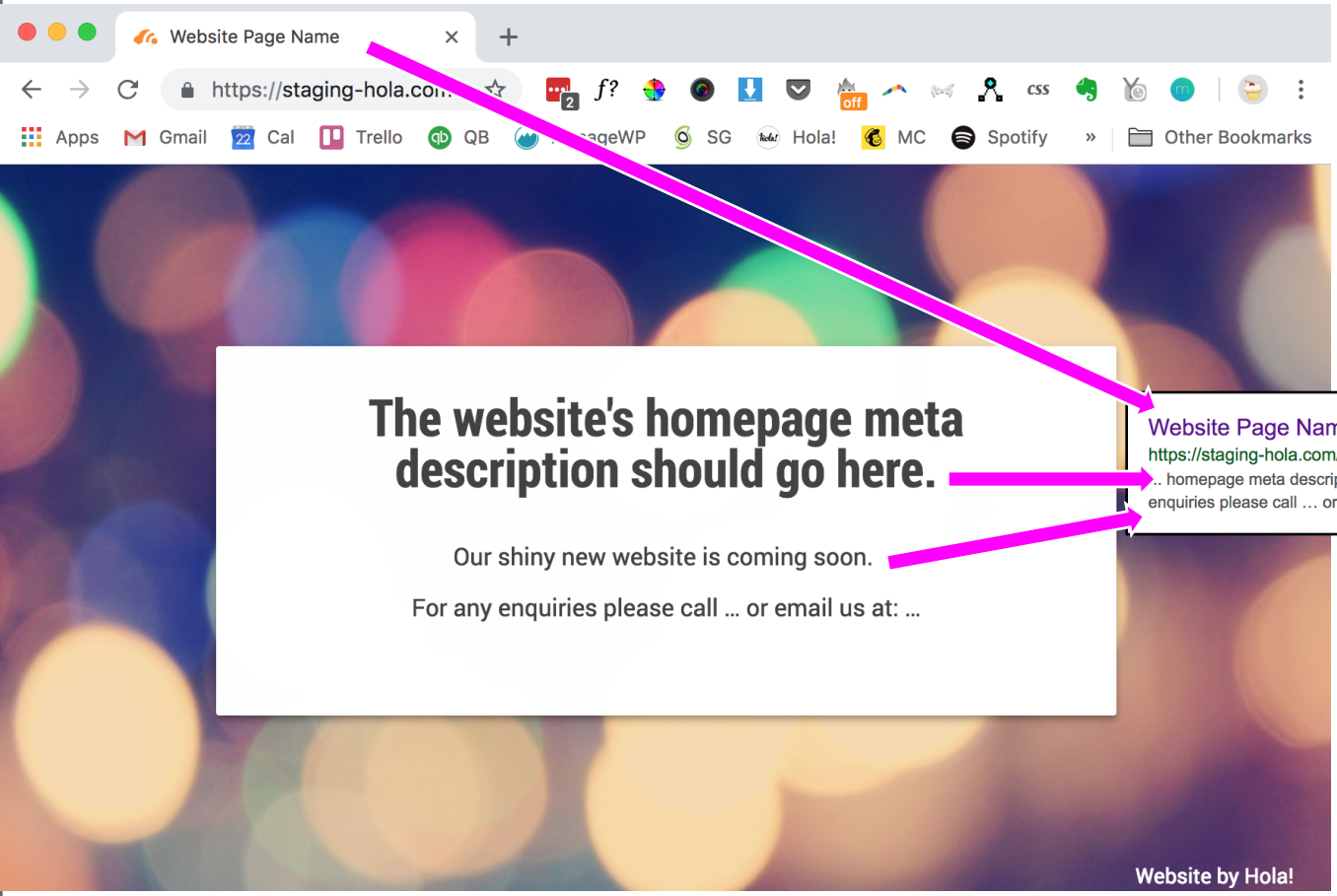
Same domain on a new server

New website

The Brush

- Theme + Child Theme + Plugins + Settings
- Use ManageWP to clone staging site

TIP: Coming Soon Page →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Gmail
Cal
Trello
QB
SG
Hola!
MC
Spotify
Other Bookmarks
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Our shiny new website is coming soon.
For any enquiries please call … or email us at: …
Website by Hola!
Website Page Name
https://staging-hola.com/
.. homepage meta description should go here. Our shiny new website is coming soon. For any enquiries please call … or email us at: … Website by Hola!

6

The Paint

It’s design time!

The Paint

- Wireframe →
- Create pages & add to menu
- Theme Options & Customizer
- Visual Builder

LOGO
new tag.
combining....
CTA.
THE OPP.

The Paint

- Wireframe
- Create pages & add to menu
- Theme Options & Customizer
- Visual Builder →

Introducing The Divi Builder 2 0, Now With The Visual Builder
Section Settings
General
CSS
Background Video MP4
UPLOAD
The Future Of WYSIWYG
When you make a change in the new visual builder, your page is updated instantly. Text on the page feels tangible as you slide the font size controls and watch your words expand and contract with each gesture. The page feels alive as you explore the color picker and watch each glowing transformation.
Start Building Today

7

The Library

Create a library of items to reuse throughout your site — saving heaps of time!

The Library

- Use a library to recycle layouts
- If possible, save sections, modules or even whole pages to your library
- Global items (footer, etc.)

TIP: Thoroughly test on mobile & tablets before saving library items

8

The Fitout

Fill out your other pages

The Fitout

- Add content to your internal pages
- Duplicate library items onto other pages saving heaps of time
- Test & get approval

TIP: Avoid shiny object syndrome

“Less is not necessarily more. Just enough is more.”

— Milton Glaser

9

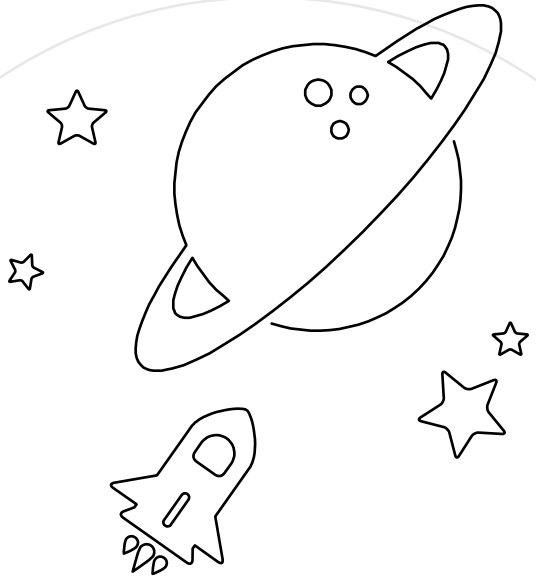
The Housekeeper

Clean it up, make it fast & get your website ready to open its doors

The Housekeeper

- Clean up
- Alt text
- Smush images
- Security
- Caching
- GA & Search Console setup

TIP: Have a pre-flight checklist

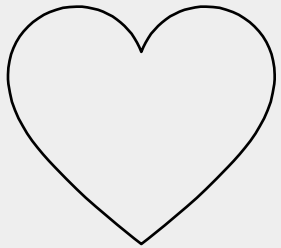


Launch it!

Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Unsplash photographers: @rawpixel, @hipstermum, @kellysikkema, @romankraft, @vicbils, @giulia_bertelli, @catchstars, @danielcgold



Thanks

Got questions?

Links to cool stuff I mentioned here: emmakate.co/WordCamp

Where to find me:

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