



# Create a professional WordPress website

## Summary sheet

*This free summary sheet is provided by [WPMarmite.com](https://WPMarmite.com)*



## Create a professional WordPress website: summary sheet

By WPMarmite

*Thank you for downloading this summary sheet.  
I hope it will help you create your WordPress website. 😊*

*Enjoy reading and see you soon on [WPMarmite.com](https://WPMarmite.com)!*

*Alex*



Once you are about to create your WordPress website, you can return the favor by choosing your web host [through this link](#).

By doing so, WPMarmite will earn a small commission. This allows us to reward our work (without it costing you anything). Thank you for your support!



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## Create a WordPress Website: the 5 steps to follow

*This summary sheet contains the necessary steps to create a WordPress website, detailed in [the complete guide published on the WPMarmite blog](#).*

- **Part 1:** Domain name and WordPress hosting
- **Part 2:** Install and set up WordPress
- **Part 3:** Add and edit content
- **Part 4:** Customize the design
- **Part 5:** Add features

### Part 1: Domain name and WordPress hosting

#### 1. Find a domain name

*A domain name is the equivalent of a postal address on the Internet. It is composed of two elements: a **name**, made up of a set of characters (e.g. wpmarmite), and an **extension**, often associated with a country (e.g. .com).*

A good domain name must be:

- Short
- Easy to remember
- Simple to pronounce
- Without hyphens if possible
- Available (to check this, go to [Namechk](#))

*To learn more about choosing a domain name, check out [our dedicated guide](#).*



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## 2. Choose a web host

A web host is a company that stores the **files** that compose your website (in our case WordPress) as well as its **database** so that it is accessible 24/7.

To find the right fit, pay attention to the following details:

- The cost: on average, count around \$4-5 per month.
- The performance of the servers.
- Quality and availability of the servers.
- Ease of use.
- The presence of a [cPanel](#).
- The type of hosting: several types of hosting exist, but shared hosting will be the best solution if you are just starting out.

To understand in detail what a web host provides, read [this post on WordPress web hosting](#).

WPMarmite recommends [Bluehost](#) (affiliate link) as a trusted web host.

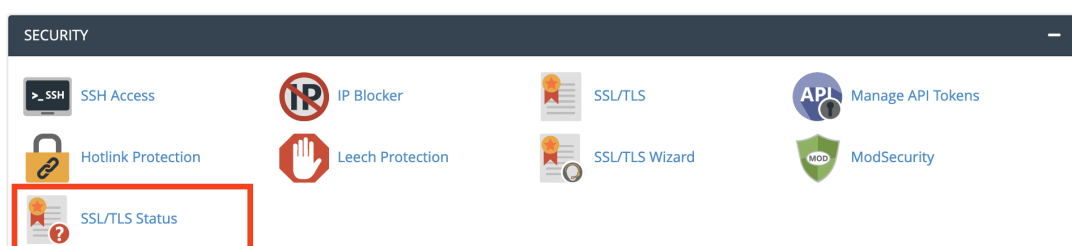
## Part 2: Install and set up WordPress

### 1. Generate an SSL certificate

Generating an SSL certificate is essential, no matter what site you are creating, before installing WordPress. It allows you to secure your website by switching it to [HTTPS](#).

To generate an SSL certificate on your Bluehost website, you can access your cPanel features under the *Advanced* tab of the left column menu.

Otherwise, go to the “Security” tab of the cPanel and then click on “SSL/TLS Status”.





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## 2. Install WordPress

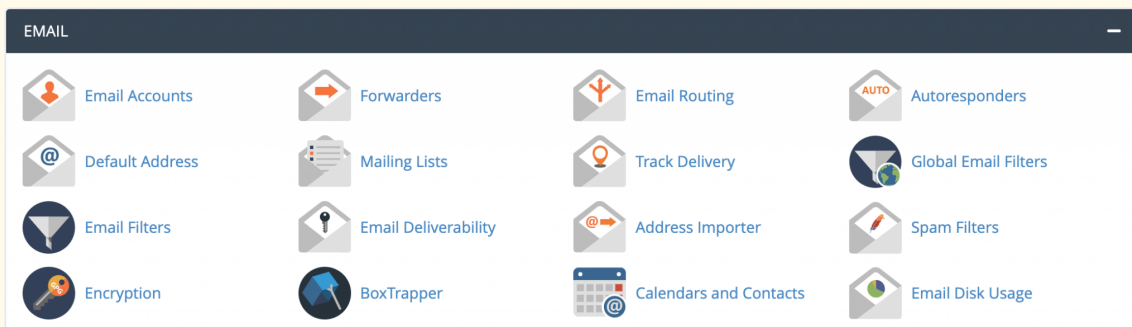
To install WordPress online, you can proceed automatically or manually.

**We advise you to use the automatic installation**, which is done in a few clicks and is primarily intended for beginners.

Check out [this step-by-step guide](#).

*Once you've set up your login details, **write them down and keep them in a safe place.***

*To create an email address associated with your domain name, check out [the detailed process in our post about the cPanel features](#).*



*It is important to distinguish between your Bluehost customer account and cPanel credentials (received by email) and your WordPress site credentials (defined during installation).*

## 3. Set up WordPress

Log in to the administration of your website at the following address: `yoursite.com/wp-admin`, then go to “Settings”.



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Then, apply the following settings:

- In the “General” tab, customize the Site Title and its Tagline, select your capital city from the list and choose the appropriate date format.
- In the “Reading” tab, set a previously created static page as your homepage (unless you want your latest articles to appear on the homepage).
- In the “[Permalinks](#)” tab, choose “Post name” (**do not change this setting afterwards**).

Finally, save your changes.

*You can also delete the default article and comment if you do not use a blog.*

## Part 3: Add and edit content

Go to *Pages > Add New*, then create the following pages:

- About
- Contact
- Terms and Conditions (*mandatory*)
- Privacy Policy (*mandatory*)

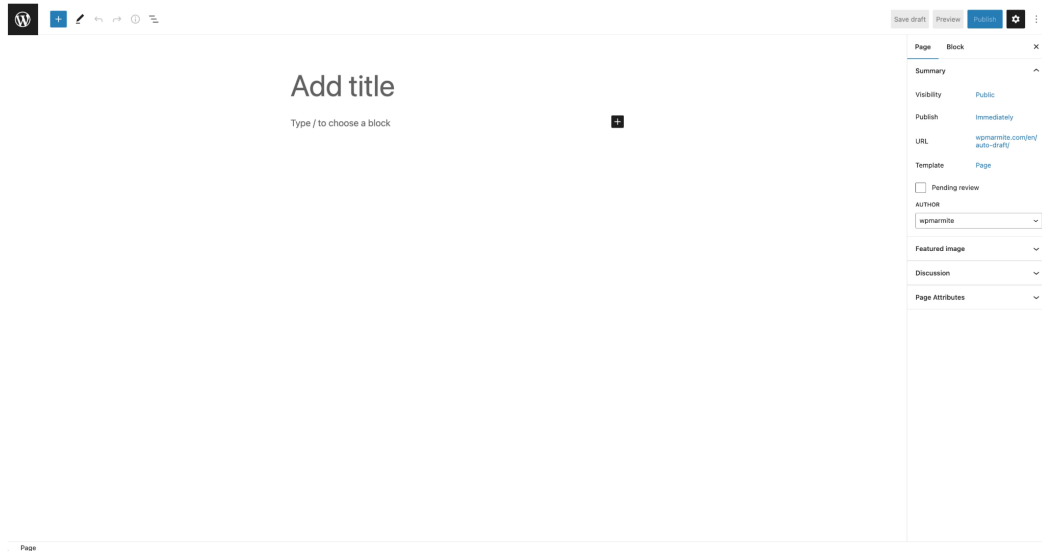
For each page, you will be able to create and edit your posts, within the WordPress editor, called Gutenberg.

This editor works by blocks. To see the range of blocks available and add the ones you want, click on the “+” at the end of the line or in the editor toolbar, at the top of your content.



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Edit your content in the central part of the editor, then click on "Save Draft" before publishing, or on "Publish" or "Update" after publishing.

On the right side of the editor, you can adjust your blocks (typography and color, for example).

*Check the permalinks of each of your publications so that they contain **the minimum number of words**.*

If you are blogging, you will have to go to the menu *Posts > Add New* to publish posts. Be sure to add a featured image to illustrate your posts.

## Part 4: Customize the design

### 1. Find the theme of your dreams

To find a free WordPress [theme](#), go to *Appearance > Themes*, then click "Add New". Once you see the theme you like, click "Install" and then "Activate" to get it up and running on your site.



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To help you make your choice, WPMarmite has compiled [the best free themes](#) and offers [various selections and tests on the blog](#).

To get started, WPMarmite recommends [Astra](#), a flexible, easy-to-use and highly customizable theme.

## 2. Customize a WordPress theme

Go to Appearance > Customize. On the left side of the screen, you'll see the WordPress Customization Tool, which will allow you to change the appearance of your theme and make other adjustments.

On the right hand side, you have a preview of your site, allowing you to see your changes live.

## 3. Set up your main menu

To create your menu, go to *Appearance > Customize*. Click on "Menus", then "Create a new menu".

**Give your menu a name and a location (otherwise it will not be displayed).**

Then click on "Add Items" to select the pages you want to highlight in your menu, and then publish the result.

Here are some best practices to remember:

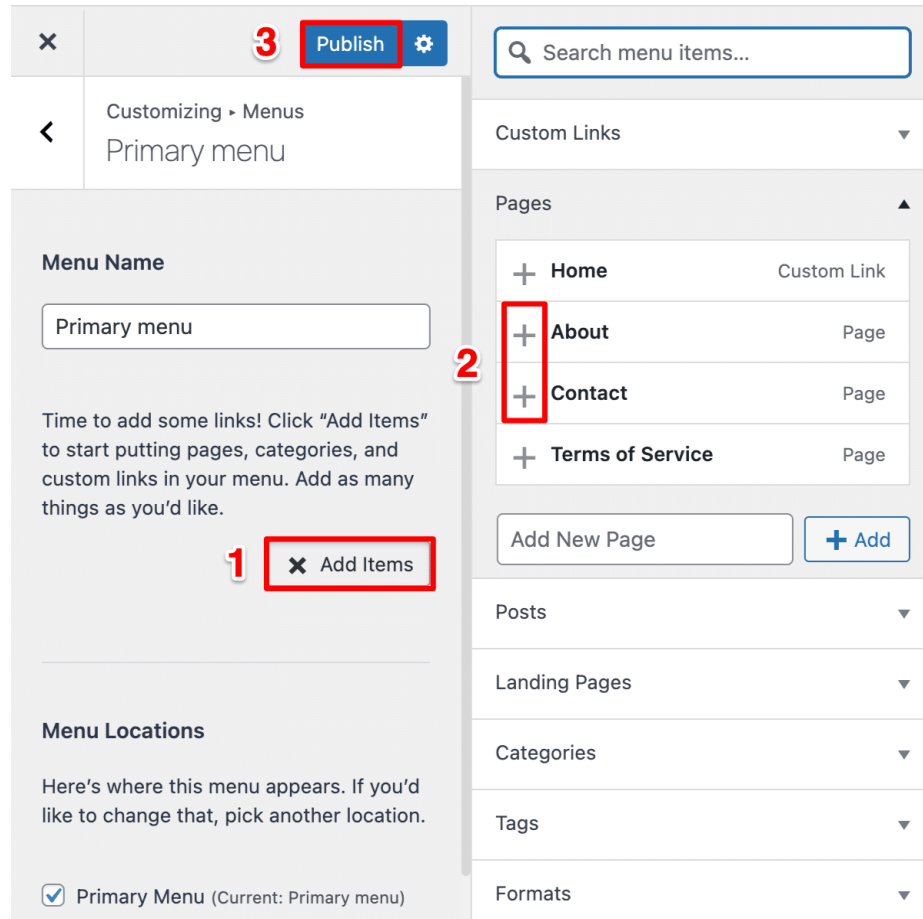
- Place a minimum number of items in your menu.
- Their wording must be explicit.
- Avoid using submenus.





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## Part 5: Add features

### 1. Install plugins

There are thousands of free [plugins](#) on [the official WordPress directory](#) that allow you to add features to your website.

First, I recommend these 6 plugins, which will be useful on any kind of website:

- [Yoast SEO](#): to optimize your search engine optimization (SEO).
- [WP Super Cache](#): to speed up your website (or [WP Rocket](#) if you want to upgrade to premium).
- [Ninja Forms](#): to integrate forms to your web pages.
- [UpdraftPlus](#): to backup your website regularly.



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- [WP Statistics](#): the use of Google Analytics is currently illegal, as it does not comply with the General Data Protection Regulation (GDPR). Installing WP Statistics allows you to track the number of visits to your site while complying with the regulation.
- [iThemes Security](#): to secure your site.

*If you run a blog, the [Yoast Duplicate Post](#) plugin may also be of interest to you. It allows you to duplicate a draft post and schedule the replacement of the original post with the copy, all while maintaining the original SEO performance. This is the plugin that WPMarmite uses to update its posts. 😊*

## 2. Rank your WordPress website

In *Settings > Reading*, make sure the "Search Engine Visibility" box is unchecked, so that people can find your site.

Use [Yoast SEO](#) to help optimize your content for search engine optimization.

## 3. Secure your website

To avoid potential security issues on your WordPress site, follow these tips:

- Backup your site regularly.
- Update it as soon as possible (WordPress, theme, plugins and translations).
- Activate only reliable themes and plugins (prefer those available in the official directory or from reputable shops).
- Use a security plugin like [iThemes Security](#), and make the following settings.

### **iThemes Security settings :**

#### **SITE TYPE**

Enable the option "Yes, enforce a password policy for these users."

#### **NOTIFICATIONS**

Disable administration notifications.

#### **SECURE THE SITE**



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Click on "Secure Site", then "Finish" and return to the iThemes Security settings.

## ADVANCED

In the "WordPress Tweaks" tab, select "Disable XML-RPC".

In the "Hide Backend" tab, check the option and enter a custom login [slug](#), then uncheck the "Enable Redirection" option.