

## 1. A ROCK SOLID FOUNDATION

- BUY A DOMAIN
- FIND A SUITABLE HOST
- INSTALL WORDPRESS

## 2. ADD FEATURES WITH HIGH QUALITY PLUGINS *(that are regularly updated!)*

- AUTOOPTIMIZE
- CENTRAL COLOR PALETTE
- DUPLICATOR
- ELEMENTOR (+PRO\*)
- OCEAN EXTRAS
- REGENERATE THUMBNAILS
- REPLACE MEDIA
- SVG SUPPORT
- SEO FRAMEWORK
- WORDFENCE

\* PREMIUM (PAID) PLUGIN UPGRADE

## 3. CUSTOMIZE YOUR DESIGN WITH ELEMENTOR AND A FREE THEME

- INSTALL OCEANWP PARENT THEME
  - USE A CHILD THEME TO PROTECT YOUR CHANGES
  - USE THE THEME CUSTOMIZER TO DESIGN YOUR WEBSITE
- or*
- USE ELEMENTOR PRO TO DRAG AND DROP FROM SCRATCH

## 4. ADD YOUR CONTENT AND OPTIMIZE FOR SEARCH ENGINES

- CONFIGURE SEO OPTIONS
- ADD PAGES
- ADD POSTS + CATEGORIES
- USE CONTENT UPGRADES

## 5. KEEP IT SECURE AND MAINTAINED

- MAKE REGULAR BACKUPS WITH DUPLICATOR
- REGULARLY UPDATE WP CORE, PLUGINS, & THEMES

*Need a hand?*

FOLLOW ALONG STEP BY STEP WITH ME AS I SHOW YOU HOW TO CREATE YOUR OWN EASY-TO-UPDATE WEBSITE WITH [WEEKEND WORDPRESS](#).