



HOW TO PLAN A WORDPRESS WEBSITE (FROM START TO FINISH)

A straightforward guide for anyone who wants to build a WordPress website without confusion.

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INTRODUCTION

Most people fail at **WordPress** not because WordPress is hard, but because they start without a plan.

I've built websites for clients, businesses and personal projects. The difference between a smooth project and a frustrating one is always planning.

This is how I do it.

STEP 1: BE CLEAR ON WHY THE WEBSITE EXISTS



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Before themes. Before plugins.
Before hosting.

Ask this simple question:

"What is this website supposed to do?"

Not what it should look like.
What it should achieve.

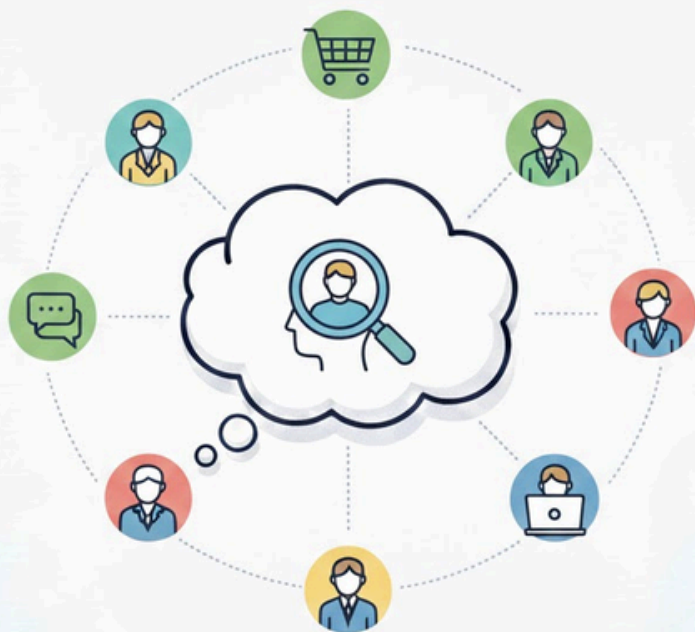
STEP 1: BE CLEAR ON WHY THE WEBSITE EXISTS

Examples:

- ✓ A business website → to get enquiries
- ✓ A portfolio → to get hired
- ✓ A blog → to build audience
- ✓ An online store → to sell

If you can't answer this clearly, the website will be confused and so will visitors.

STEP 2: IDENTIFY WHO THE WEBSITE IS FOR



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A website is not for “everyone”.

Ask:

- Who is visiting this site?
- What problem do they have?
- What do they want to see first?

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Picture this scenario:

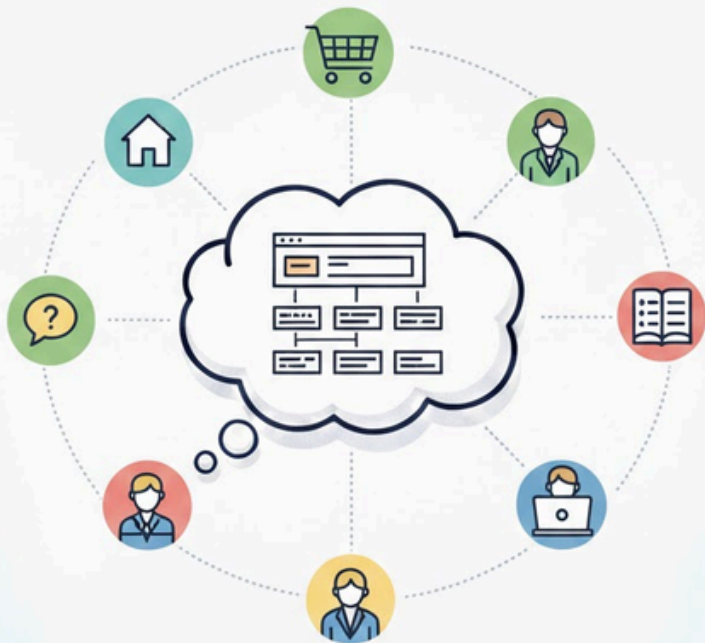
If you build a website for a photographer:

✓ Visitors want to see photos first, not your life story

✓ They want to know price, location, and how to contact you

Design and content should follow this logic.

STEP 3: DECIDE THE PAGES BEFORE YOU BUILD ANYTHING



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This is where many people
mess up.

They install **WordPress** first,
then start thinking.

Do the opposite.

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Common pages:

Home

About

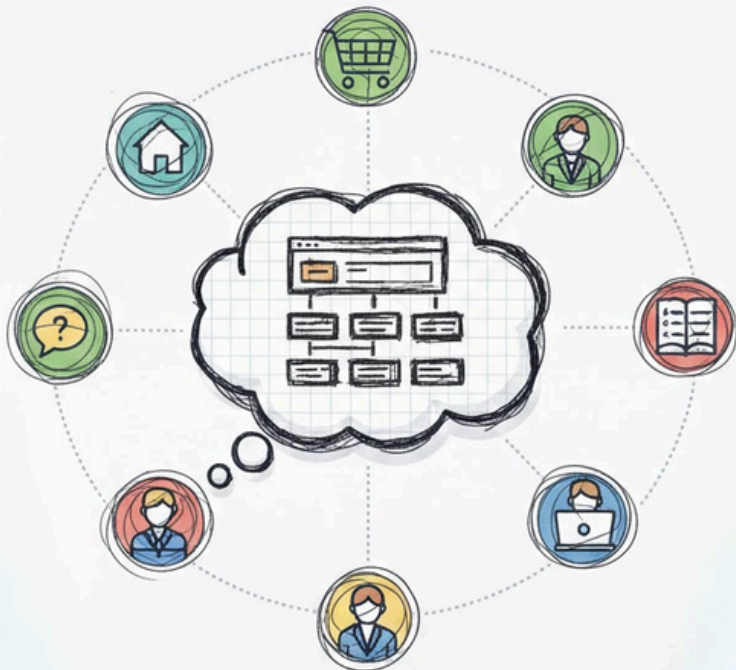
Services / What I Do

Portfolio / Projects

Contact

Write this down on paper or
Notes app.

STEP 4: SKETCH THE FLOW (VERY ROUGH IS FINE)



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You don't need fancy tools.

Just ask definite and rational questions:

"If someone lands on the Home page, what should they do next?"

or

"What will happen if a user clicks on a product?"

STEP 4: SKETCH THE FLOW (VERY ROUGH IS FINE)

Example flow:

Home → See services → View samples → Contact

Shop → Add to cart → Checkout page → Order is placed

Every page should gently push visitors forward.

If a page has no direction, it's wasted space.

STEP 5: CHOOSE THE RIGHT TYPE OF WORDPRESS SETUP



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Not every project needs the same setup.

Ask yourself:

- Is this a simple site or a platform?
- Will it grow later?
- Will users register or log in?

STEP 5: CHOOSE THE RIGHT TYPE OF WORDPRESS SETUP

These are suggested WordPress setups for common websites.

A small business website:

- Normal WordPress
- Page builder (Elementor)
- Few essential plugins

STEP 5: CHOOSE THE RIGHT TYPE OF WORDPRESS SETUP

A platform or portal:

- Custom post types
- User roles
- Better hosting
- Fewer but more intentional plugins

Planning this early saves you from rebuilding later.

STEP 6: CONTENT FIRST, DESIGN SECOND



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This might hurt, but it's true.
Design does not save bad
content.

Before designing, prepare:

- Headlines
- Service descriptions
- Call-to-actions

STEP 6: CONTENT FIRST, DESIGN SECOND

Example:

Instead of:

“Welcome to our website”

Say:

“We help small businesses get more customers online.”

Clarity beats beauty.

STEP 7: HOSTING AND PERFORMANCE MATTERS



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If your site is slow, people leave.

Even if your design is perfect.

STEP 7: HOSTING AND PERFORMANCE MATTERS

Here's a simple truth:

- ✓ Good hosting = peace of mind
- ✓ Bad hosting = constant frustration

If your site is optimized and still slow, it's usually the server.

Don't ignore this.

STEP 8: BUILD, TEST, THEN LAUNCH



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Don't rush to announce.

Check:

- Mobile view
- Page speed
- Forms working
- Links correct
- Payment gateway integrated accurately

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Ask someone else to use the site and watch where they get confused.

That feedback is gold.

FINAL WORDS

WordPress is just a tool.

Planning is the real skill.

This is how professionals work.

ABOUT AUTHOR

Omiebi Eki-Allen is a Full Stack WordPress Developer and digital product builder focused on turning ideas into structured, scalable WordPress platforms. He builds by understanding problems first, then designing systems that actually work in the real world.

He shares practical insights from building in public, what works, what breaks, and what to do differently.

Join my WhatsApp community to learn how to plan, build and think through WordPress projects properly.

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