

Resource Links

Domains: your website address

- [Namecheap](#)
- [Google domains](#) (now owned by Squarespace)
- From your host, but usually marked up. You should be paying \$10-\$15/year for a domain

Hosting: The space you “rent” to store your website files

- [Siteground](#)
- [Cloudways](#)
- [WP Engine](#)
- [Flywheel](#)

Email Provider: Some hosts give this for free, but the screens usually aren't user friendly unless you connect it to your Gmail, Outlook, or other.

[Google Workspace](#) (the paid option to get a business email account)
[Zoho](#)

For ecommerce or large functionality sites and privacy concerns, use cloud hosting and a dedicated server (not a shared host). All of the above have those options as well at a higher tier cost.

- [Rocket](#)
- [Kinsta](#)

Page Builders:

[Elementor](#) is the easiest drag-and-drop page builder to use in WordPress \$49/year

[Astra](#) Theme Builders is a well-supported company with many themes that works well with Elementor.

Where to find other themes:

Always use well-known themes that are updated regularly by the developers

[ThemeForest](#) and Envato Elements is a directory marketplace of several themes, templates, photographs, icons, and plugins you can use on your website. Be sure to check the reviews before purchasing.

Payment Processors:

Stripe and PayPay are the biggest payment processors which most plugins integrate with to integrate payment on your website. Sign up for a business account with one or both of those to be able to have payments payment on your website.

For service-based businesses, as you grow clients in volume, I recommend looking at a CRM (Monday, Honeybook, Dubsado, Keap/Infusionsoft, or your industry-recommended one. etc.) to house client data and process invoices. This will also make tax season easier. WordPress and Stripe are not bookkeeping or client management systems.

Email Marketing: This is where people's emails get stored and automated emails, newsletters etc. get sent from. A basic form can be created on the website, but as you grow in volume, you want a separate email marketing system to be able to collect data and segment your audience for targeted messaging.

- [Mailerlite](#)
- [Mailchimp](#)
- Most CRMs include this