Hello! Thanks for viewing this guide to starting a Wordpress website and store for your Silhouette or Cricut based business. This guide is not a formal ebook. The only goal of this guide is to show you step-by-step how to create a website for your Silhouette or Cricut products.

What I need from you:

I'll need about 2 hours of your time. This guide will work best if you skim the whole thing first, then sit down at your computer and complete the steps in the order provided.

Costs to expect:

Website domain: $10-$12 per year, I'll give you a coupon for $0.99 for your first year. (Ongoing expense.)
Website hosting: As low as $3.96 per month. (Ongoing expense.)
Genesis Framework for Wordpress: $60 - Optional, but recommended. (One time expense.)
Theme for website: Around $50. (One time expense.)

I spent a lot of time creating this guide, and if it works for you to create your website - you are welcome to share it. What you can do with this guide: Tell a friend about it, send your friend a link to it, share a link on social media, or add a link to it on your website. What you cannot do with this guide: Edit it, make any changes to it, remove my name from it, sell it, claim it as your own, or have it printed without getting written permission from me. A few affiliate links are present in this guide. If you use my service recommendations, I may make a commission. Any commissions earned go to make sure that I can continue to bring you great content like this guide.

Alright, if you are ready to officially launch a website for your Silhouette or Cricut based business, let's go!

Contents

Section 1: Purchasing a Domain Name

As I've mentioned on [Cutting for Business](#) before, I use and recommend [GoDaddy](#) for all of my domain names.

Step 1: Visit [GoDaddy.com](#), and purchase your domain name.

A few things to consider when purchasing your domain name:
- Keep it short and memorable.
- Avoid using hyphens if you can.
- Be sure your domain name doesn't accidentally spell something you don't want. When you squish words together, sometimes the eye tends to see something else, which can also lead to search engines blocking your site or being turned into an internet meme!
- Use common spellings of words, while spelling "Creations" with a "K" might be cute, it is difficult for customers to remember and search engines to find your website.
- For more tips on naming your business, view [8 Tips for Naming Your Craft Business on Cutting for Business](#).

Step 2: Be cautious when checking out, as [GoDaddy](#) will offer you other products for sale. For our needs, we only need to purchase a domain name.

Bonus: If you'd like to get your domain name for $0.99, [click this link](#).

Section 2: Purchase a Hosting Plan

I've mentioned on [Cutting for Business](#) that I use and recommend [Hostgator](#) for my website hosting. Why wouldn't I keep both my domain registration and hosting with the same company? Simple answer: It's cheaper for me to use [GoDaddy](#) for my domain registration, and [Hostgator](#) for my hosting. While both companies offer great deals for your domain, the renewals are cheaper at [GoDaddy](#) after your initial term expires. Additionally, Hostgator provides slightly faster website hosting for cheaper than [GoDaddy](#).

Step 1: Visit [Hostgator.com](#) and click "Get Started Now".

Step 2: Choose a hosting plan. For most Silhouette or Cricut based businesses, the Hatchling Plan is sufficient. At the time of writing this guide, pricing is as low as $3.96 per month.

Step 3: From the "I Already Own This Domain" tab, enter the domain name you purchased from GoDaddy.com, fill in your credit card information, and check out.
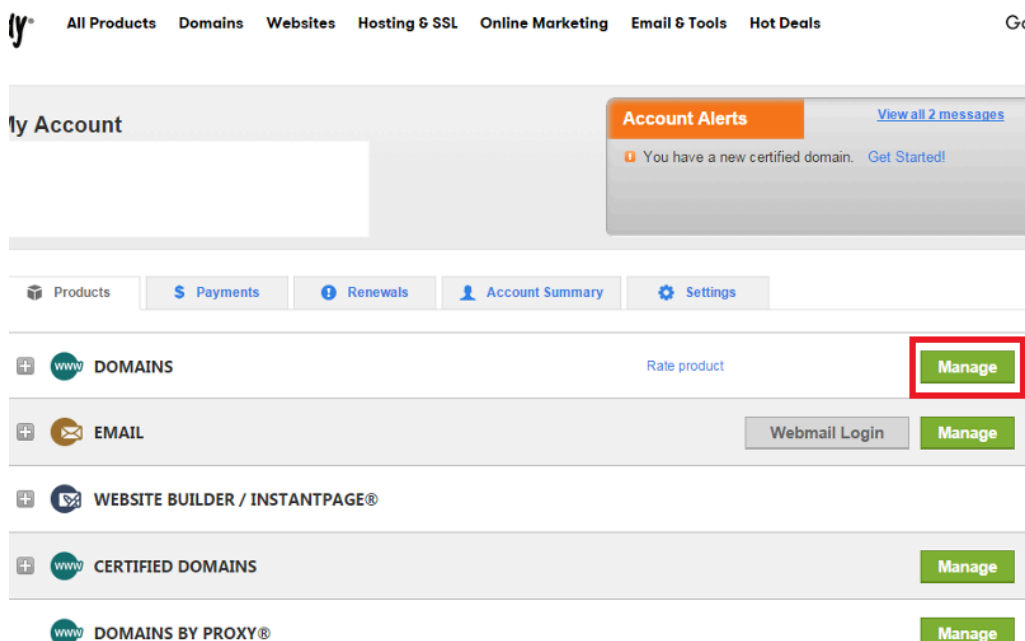

Step 4: Fill in the necessary form and pay for your website hosting.

Step 5: Return to GoDaddy.com, and log into your account.
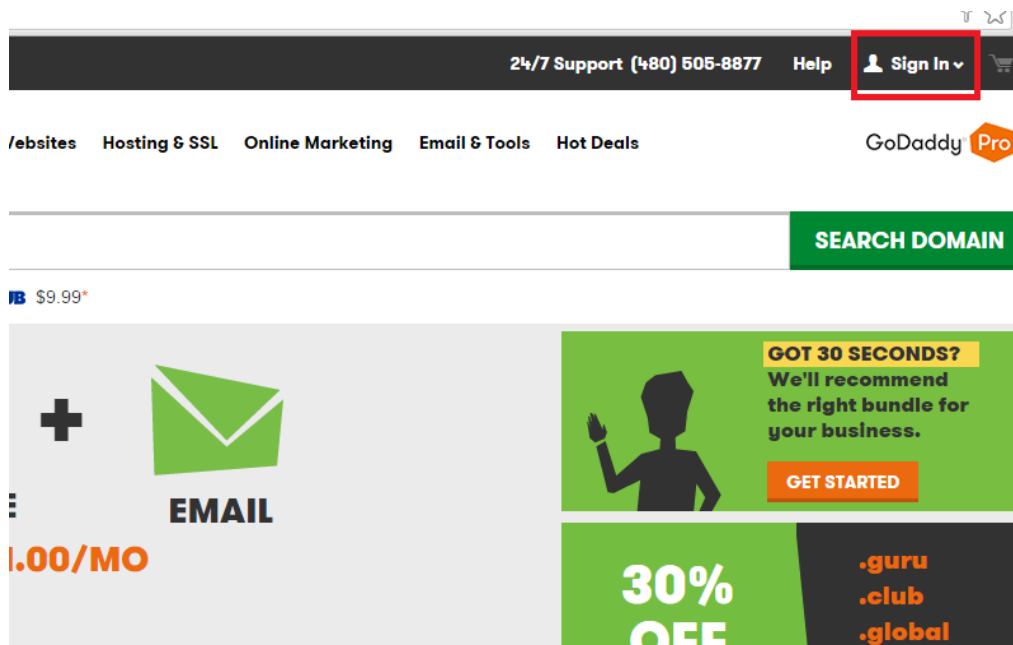
Step 6: After logging in, click on "Manage" from the Domains section.

Step 7: Next, click the "Manage" link under the "Nameserver" section.

Step 8: Under "Nameserver Settings", choose "Custom". Then, "Edit Nameservers".

Step 9: Check your email for your welcome letter from Hostgator. It has lots of important information that you need to save. From the email, copy and paste the nameservers Hostgator has provided to you into the spaces 1 and 2. Then, click "Ok".


That's it! Your website is set up. It'll take your new website a few hours to set itself up on the internet, so take a break and go create something amazing on your Silhouette or Cricut machine!
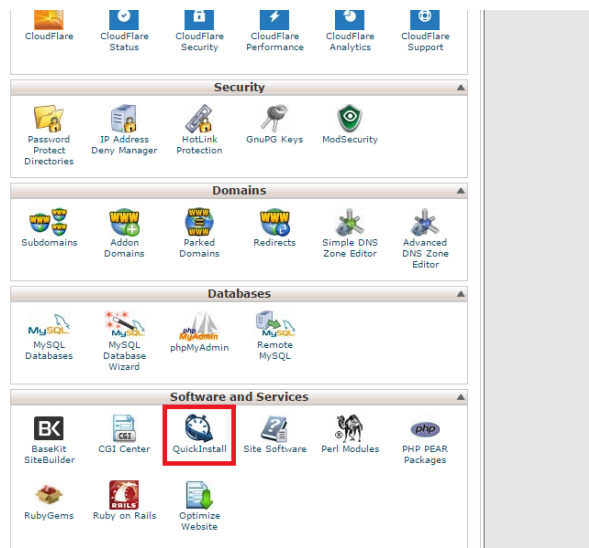
Section 3: Install Wordpress

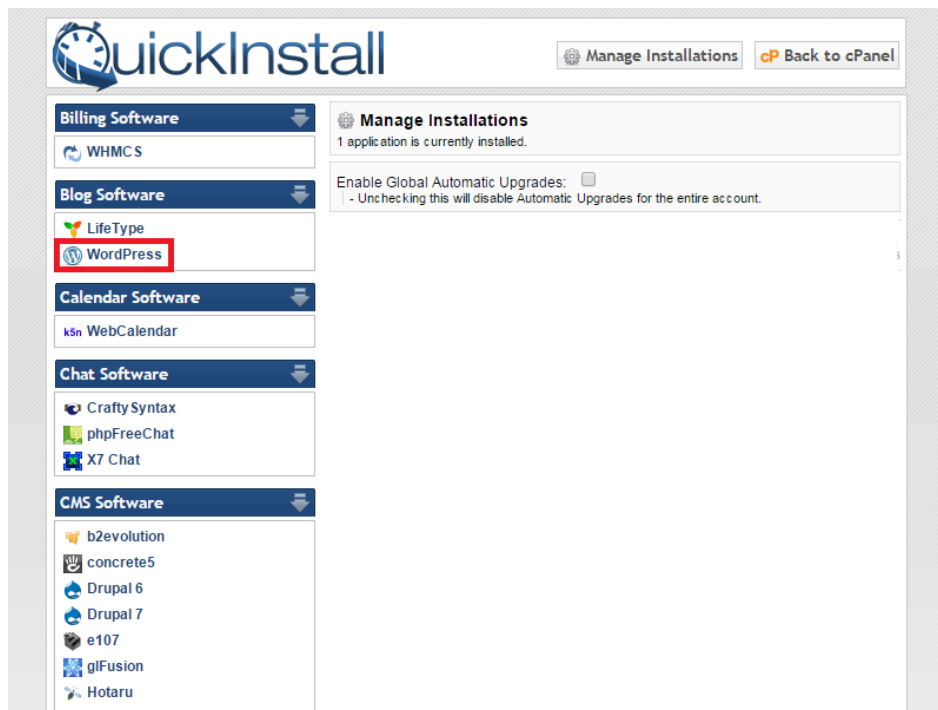In this section, we will install Wordpress on your website.

Step 1: Go to yourdomain.com/cpanel, and log in. Your log in details should be located in your [Hostgator](#) welcome email. Your screen will look similar to this:
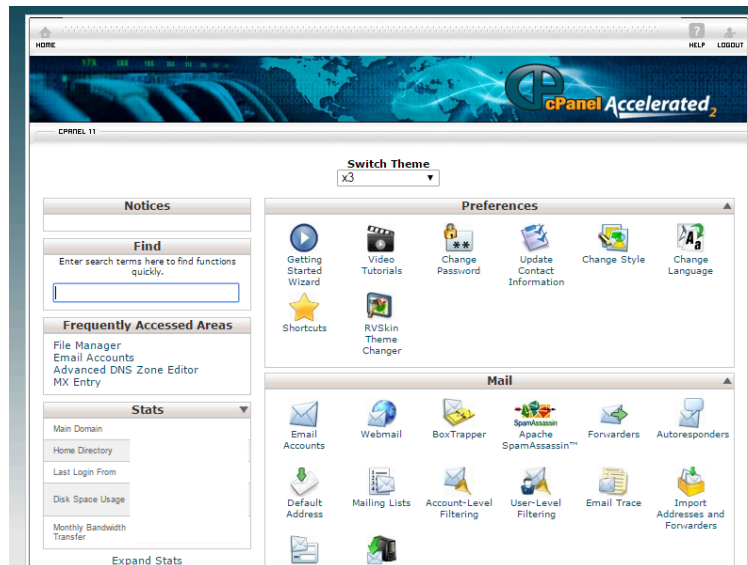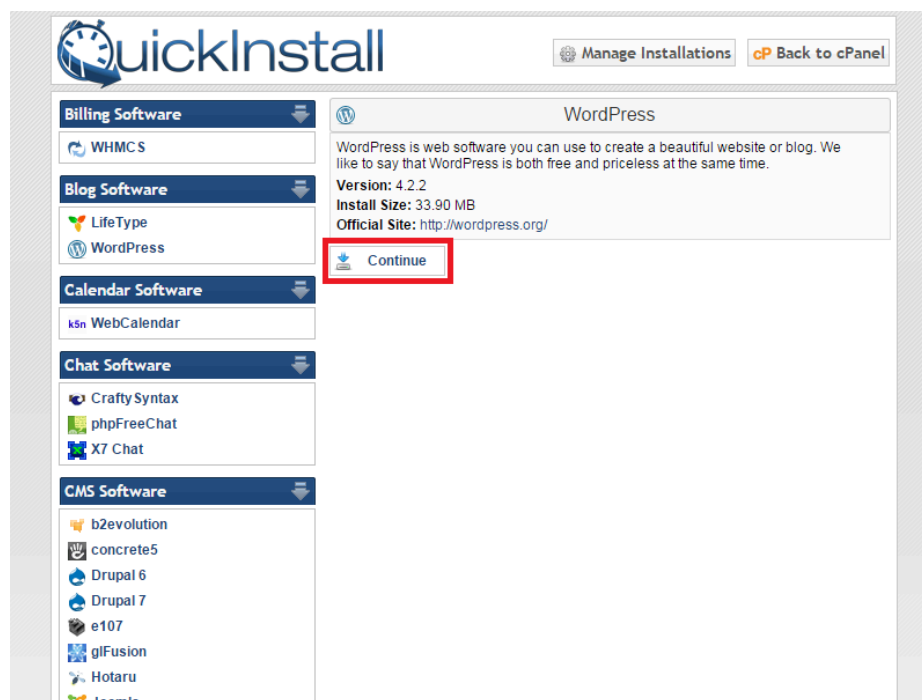

Step 2: Scroll the the "Software and Services" section, and click "QuickInstall".

Step 3: On the left hand side, click on Wordpress.

Step 4: Click "Continue" when the next screen pops up.

Step 5: Check to make sure that your website address is in the box. (yourdomain.com). Then, fill in the short form. The "Blog Title" should be your business name. The "Admin User" will be the name that you use to log into your website - it can be whatever you want. Then, click "Install Now!".

Step 6: Once you get the congratulations message, write down the information displayed. It will also be sent to the email address you entered.

Step 7: Go to yourdomain.com. It should look similar to this:
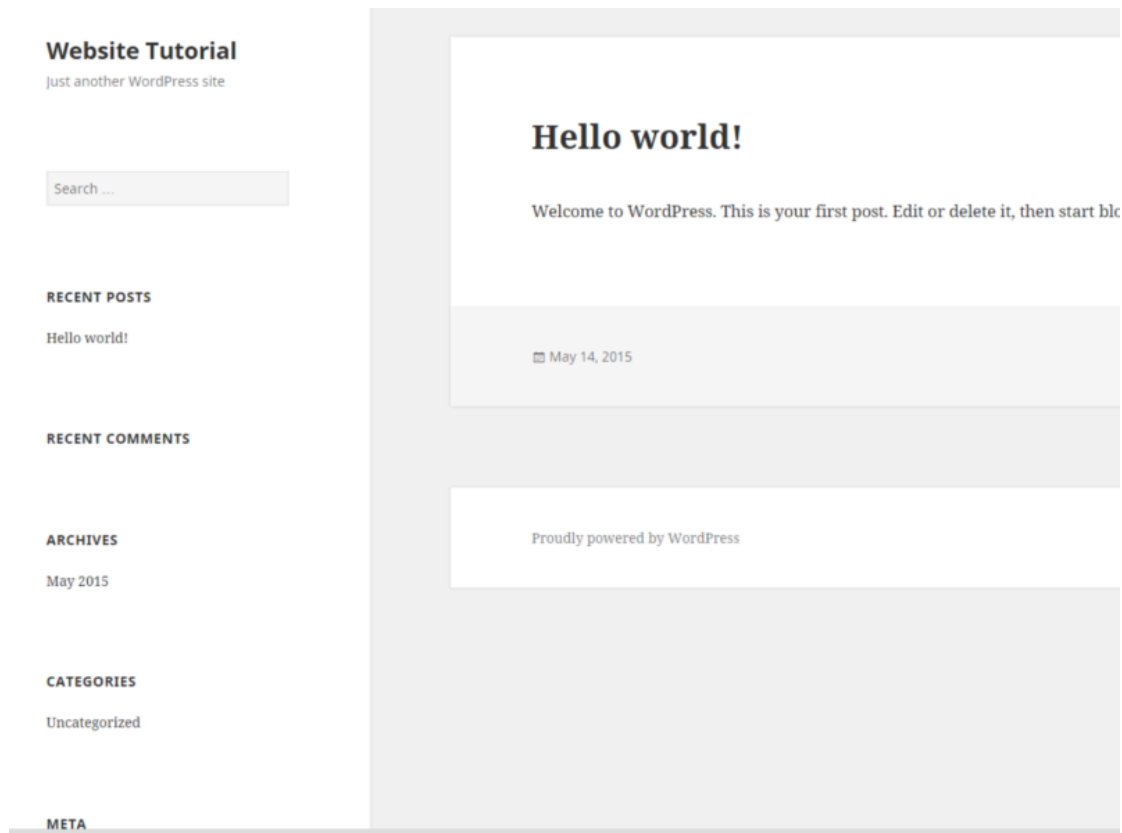

Great! Wordpress has been installed on your site!

Section 4: Install the Genesis Framework

In this section, you will install the Genesis Framework onto your website. This step is optional. If you choose not to purchase the Genesis Framework, go directly to section 7 of this guide. Personally, I think that websites that run on the Genesis Framework are easier to manage, more secure, and more friendly for search engines to index.

Step 1: Visit Studiopress and purchase your copy of the Genesis Framework. You can purchase the Framework alone, or with a child theme (which is a template that we will be installing in the next section).

Step 2: Go to yourdomain.com/wp-admin and log in.

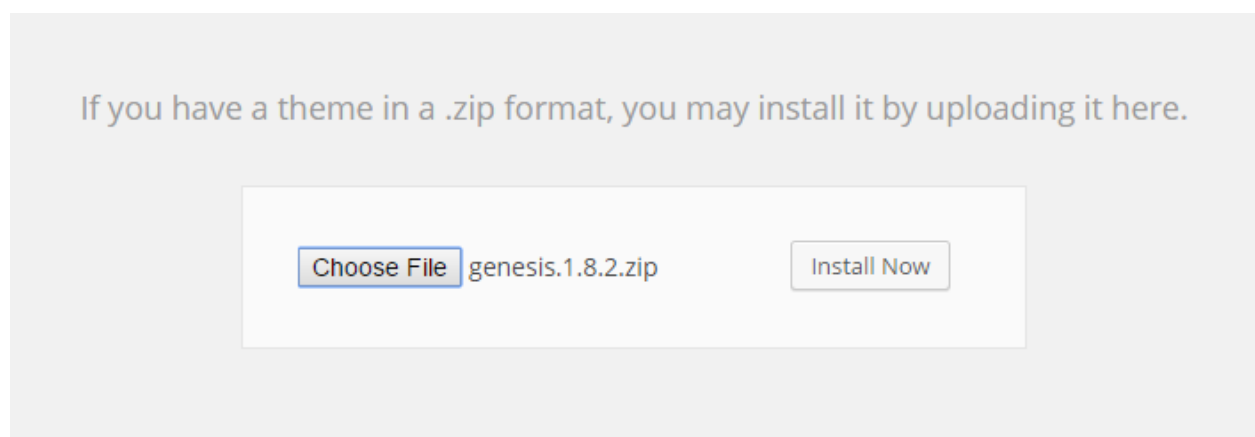Step 3: On the left hand side, click "Appearance", "Themes".
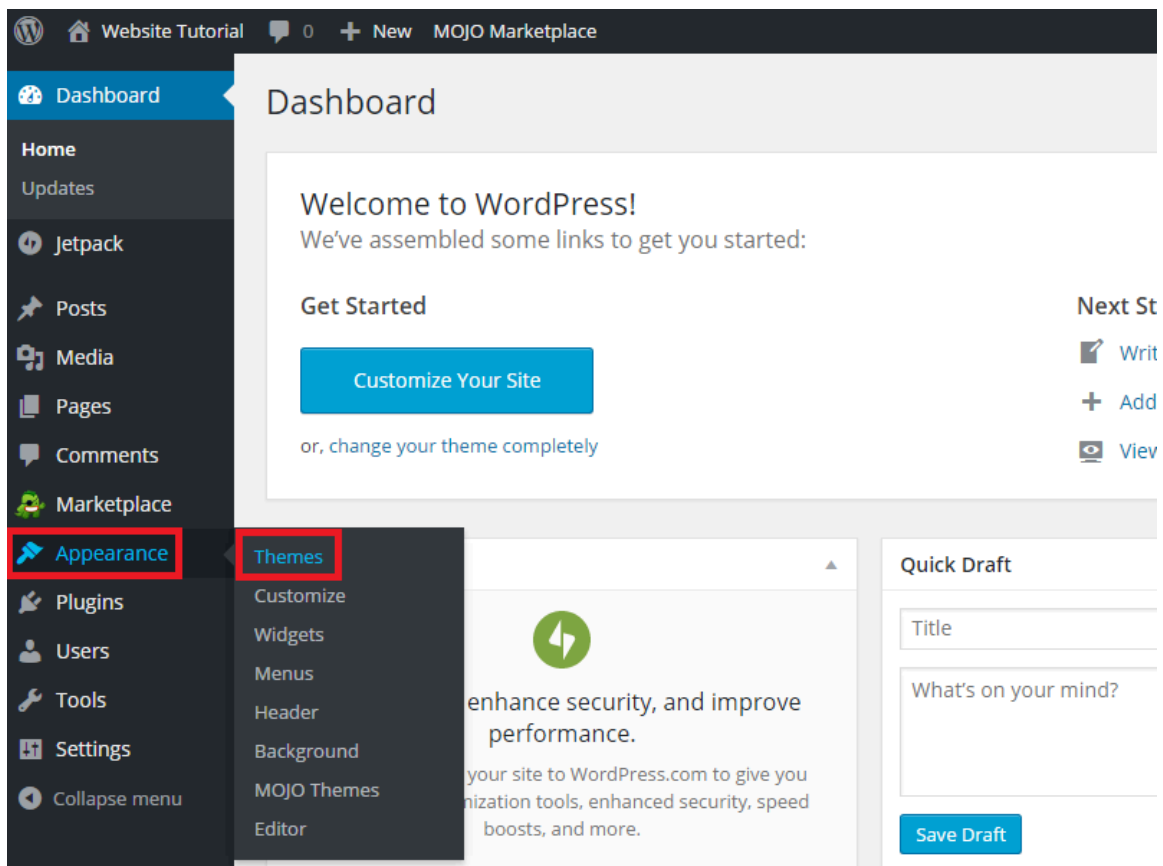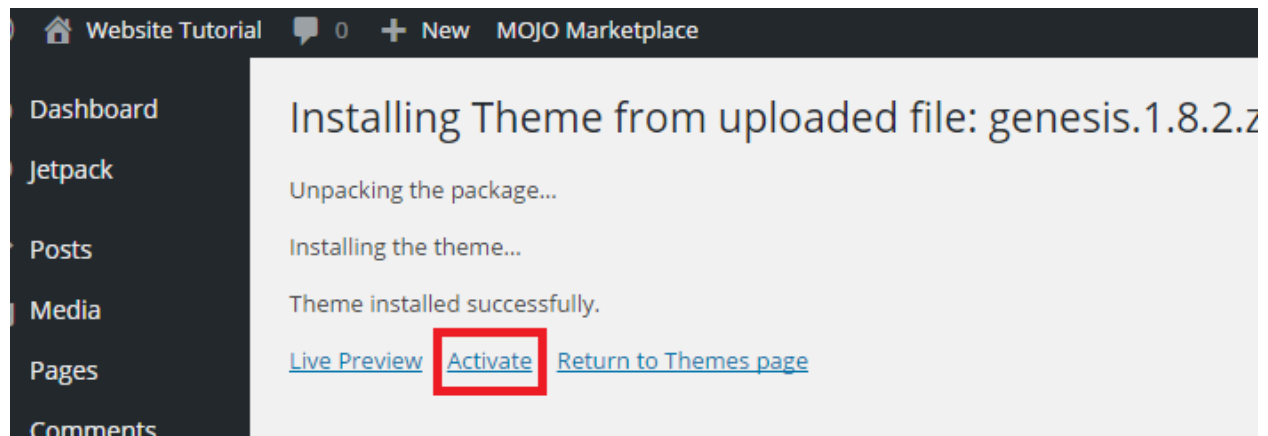
Step 4: Click "Add New".
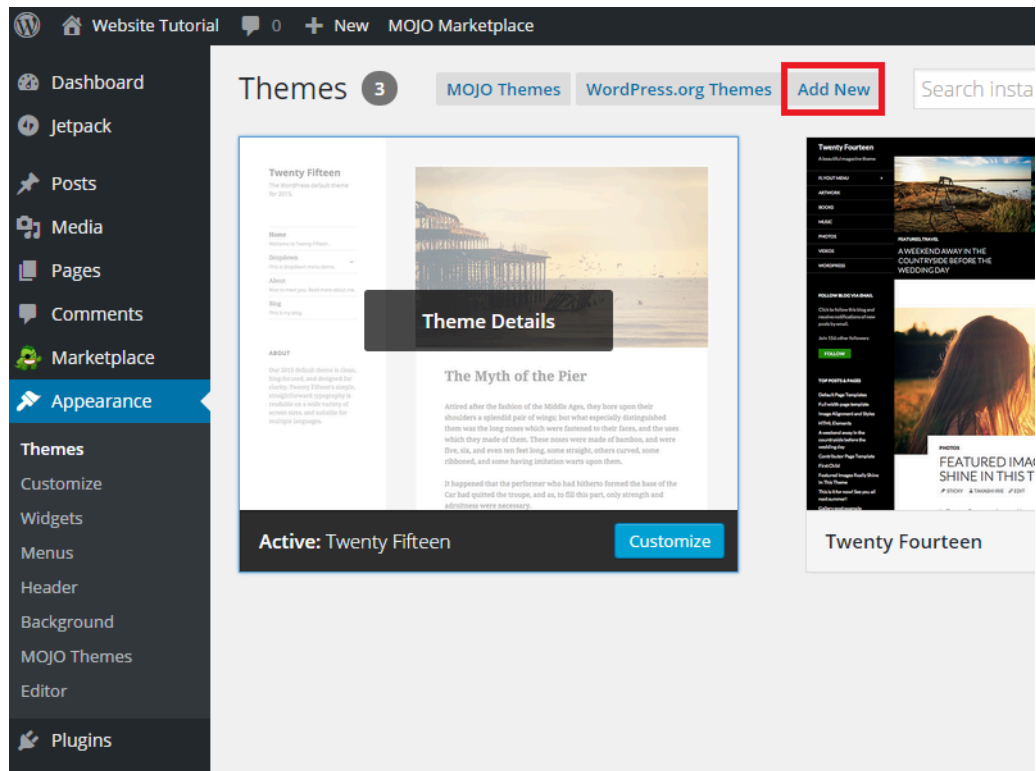
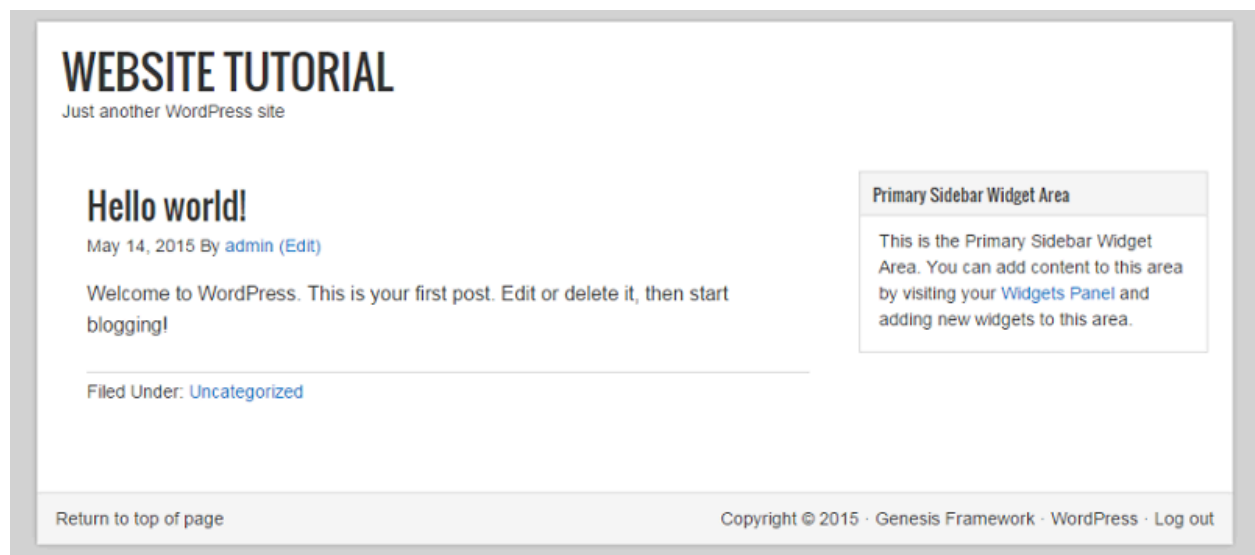Step 5: Next, you'll upload the Genesis Framework that you purchased. Do not unzip the contents of the folder.

Step 6: After the zipped folder uploads, click "Activate".

Step 7: Visit your site at yourdomain.com. It should look similar to this:

That's it - we are making progress on your new website!

Section 5: Install your child theme

In this section we will install your Genesis Framework Child Theme (template).

Step 1: Purchase a child theme. You can purchase a child theme directly from [Studiopress](#), the makers of the [Genesis Framework](#) by visiting their theme section, or by searching the internet.

There are a few child theme designers that offer feminine child themes that you may be interested in:

[Restored 316](#) - Probably my favorite Wordpress Genesis designer. Lauren and her team create gorgeous ecommerce ready themes.

[The Pixelista](#) - Another great designer! Jessica uses bright, bold colors in her feminine themes. (An interesting aside - my non-craft related company's website runs on a design by Jessica.)

[Pretty Darn Cute Designs](#) - A fabulous designer! Lindsey's designs are clean and modern.

When shopping for a theme, remember that if you like the overall layout of a theme, most themes include a few color schemes to choose from.

### What to look for in your Genesis Child Theme:
- You should like the layout and theme of the child theme
- The theme should be HTML 5 compliant
- The child theme should be mobile responsive, meaning that it updates the layout depending on the size of the device screen it is being viewed on
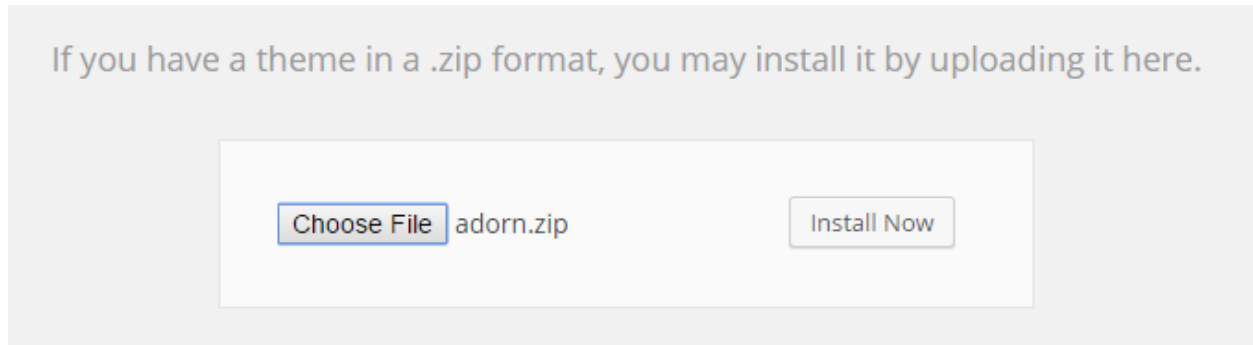

Step 2: Go to yourdomain.com/wp-admin and log in.

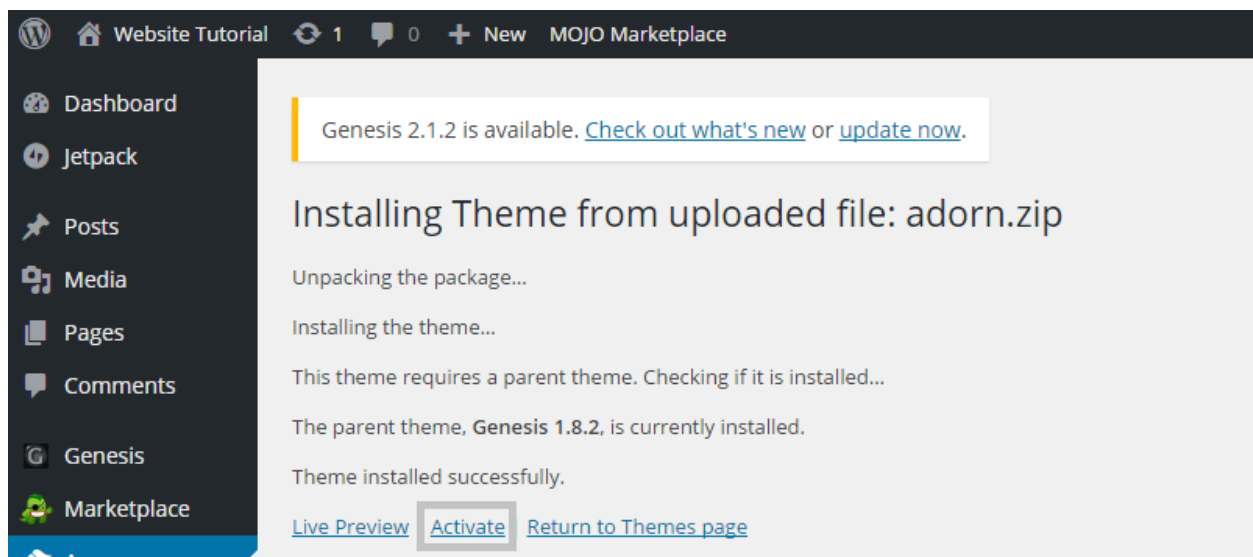Step 3: On the left hand side, click "Appearance", "Themes".
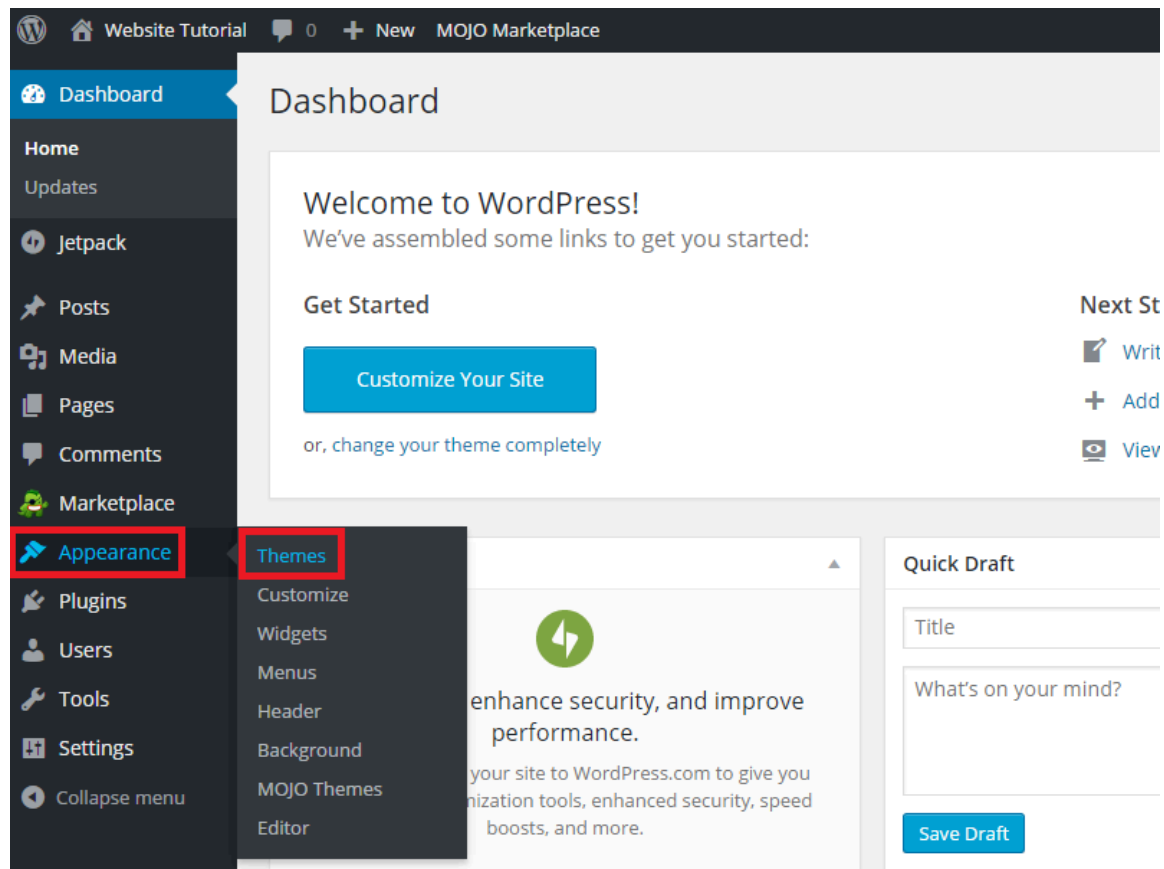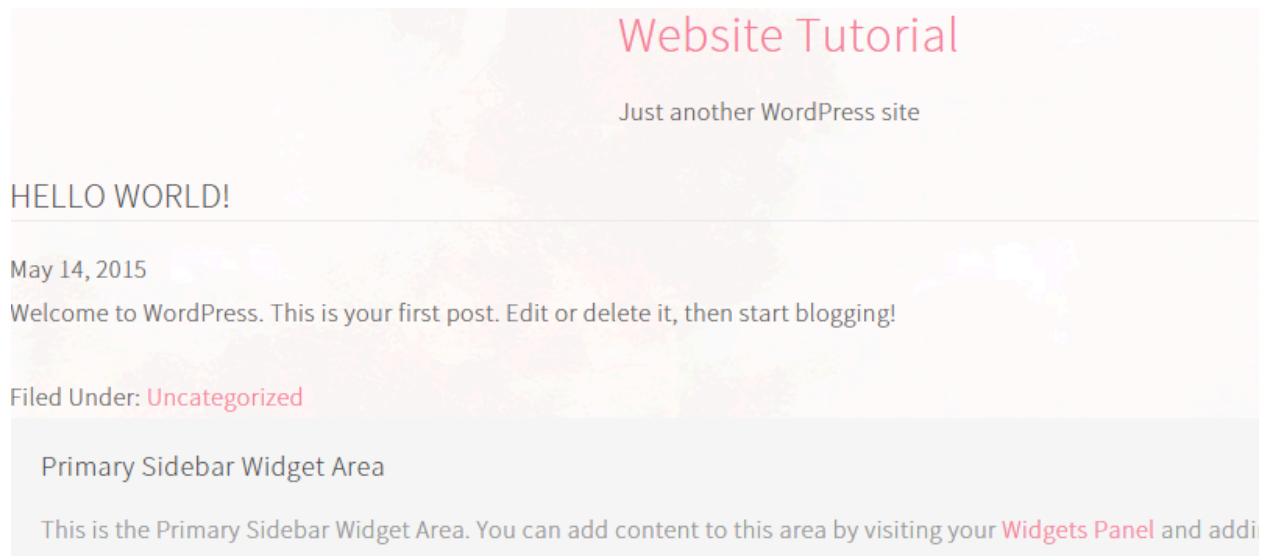

Step 4: Click "Add New".
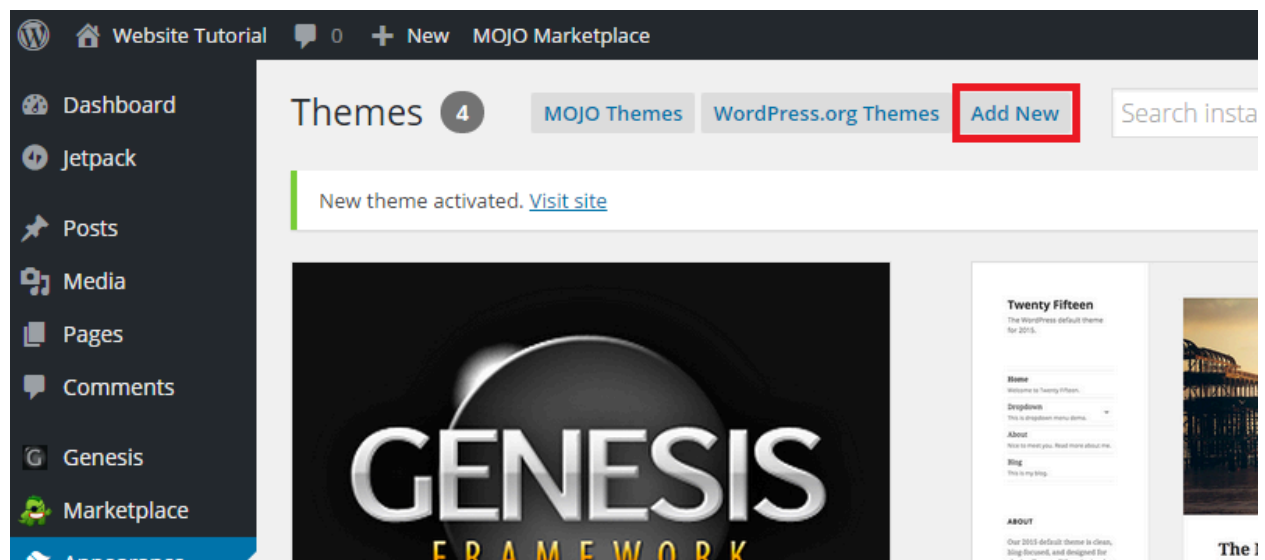
Step 5: Next, you'll upload the Genesis Child Theme that you purchased. Do not unzip the contents of the folder. For this tutorial, I'm using the newly released "Adorn" child theme by Restored 316 Designs.

Step 6: After the zipped folder uploads, click "Activate".

Step 7: Visit your site at yourdomain.com. It should look similar to this:

You may notice that your website looks nothing like the child theme you purchased, but that's okay. We will be adding content in the next section.

Section 6: Setup the recommended plugins and widgets for your child theme

In this section, we will work with Plugins and Widgets. In general, plugins add functionality to your website; while widgets control text, images, and other content you add to your site.

For this tutorial, I will continue to use the [Adorn Child Theme](#) by [Restored 316 Designs](#) that was installed in the last section.

Step 1: Go to yourdomain.com/wp-admin and log in.

Step 2: On the left hand side, scroll to "Plugins", then "Add New".
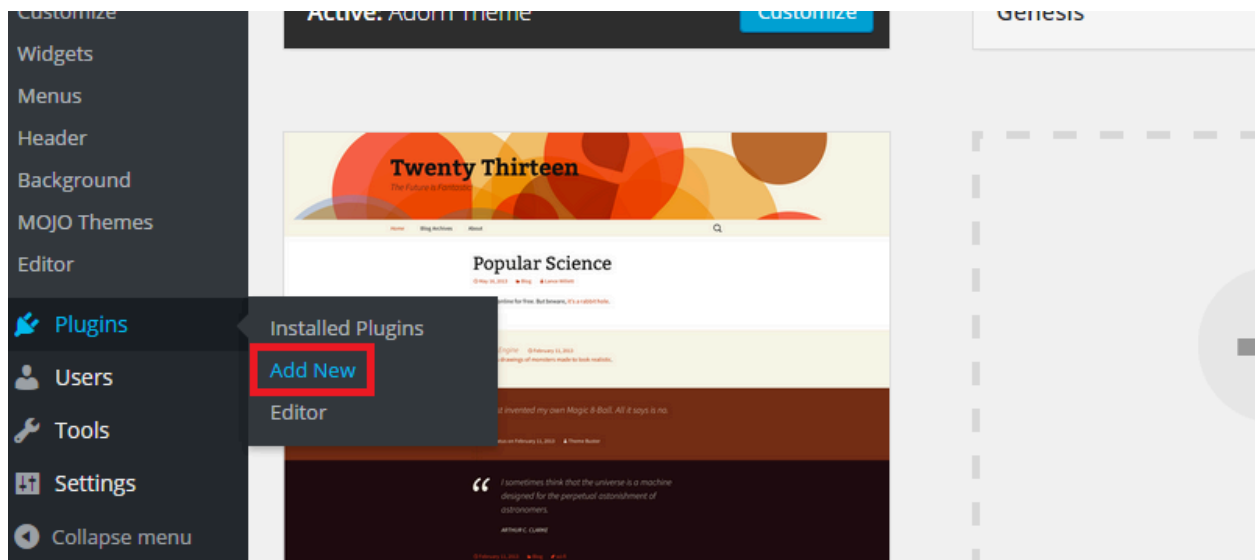
Step 3: In the search box, located near the right hand side, search for each required plugin and install them. You should have a list of required/recommended plugins in the folder that your child theme was in. If it is not located there, check on the designer's website.
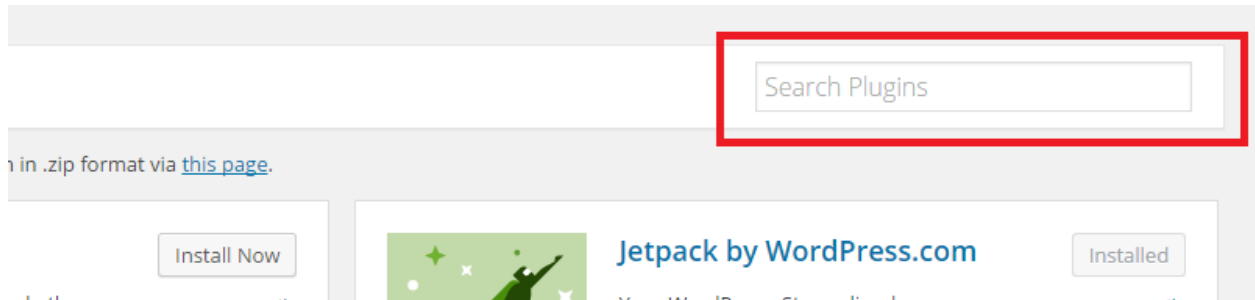
Step 4: After installing all of your recommended plugins, follow and complete any other instructions that are included with your child theme. The additional instructions included with child themes vary greatly. If you purchased the Adorn theme, you'll want to head to this page for instructions to import all your widgets.

Step 5: Return to your website dashboard and navigate to "Appearance", then "Widgets".
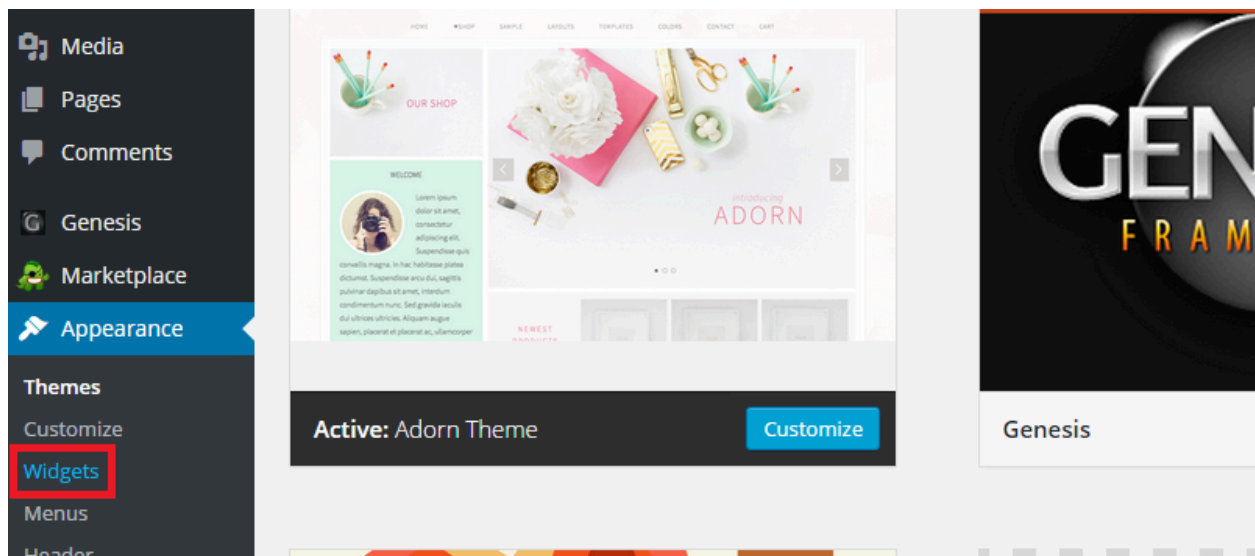
Step 6: At this point, you will start adding content to your website. The left side of the screen shows your available widgets, while the right side shows the sections of your website. To add something to your website, find a widget on the left side and drag it to a category on the right side.

Most child themes have these widget-ready areas:

Header Right: This is the area that appears to the right of your logo. You can only put something small into it.

Primary Sidebar: This area is usually a vertical column on the far left or right of your website that spans the length of your website.
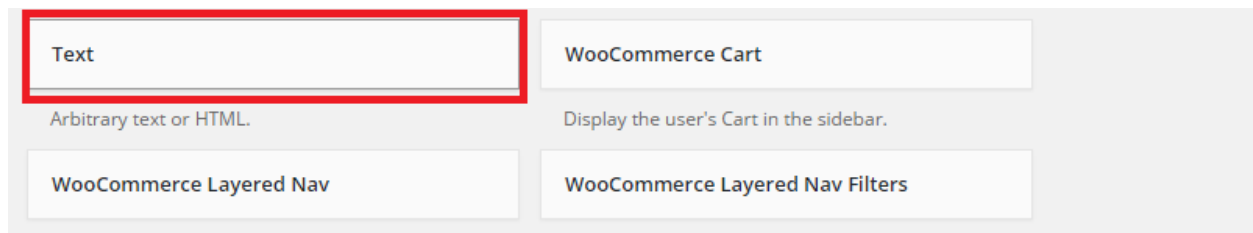
Secondary Sidebar: This is optional in most themes, but is an additional vertical column.

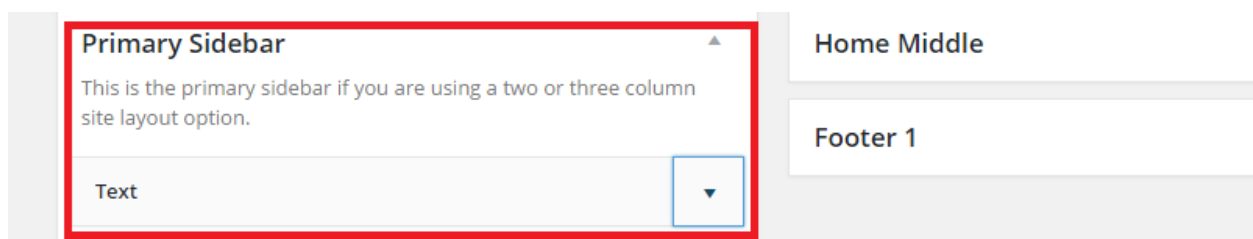**Home Left/Right/Top/Middle**: These widgets appear only on your homepage.

Footer: The area at the bottom of your website.

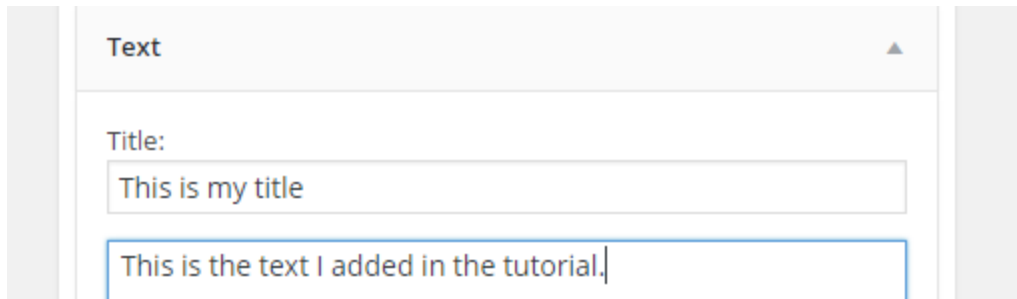## Here is an example of me adding text to the sidebar of my website:

a: Find the text widget on the left hand side.

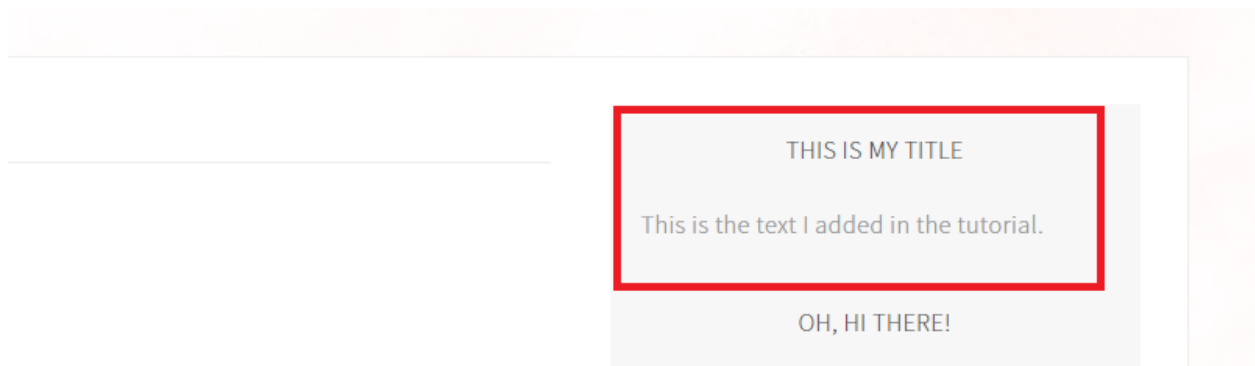b: Drag it to the right side of the page, under "Primary Sidebar".

c. Click the down arrow next to "Text", and add your content. Click "Save".

Text ▲

Title:

This is my title

This is the text I added in the tutorial.

d. Head to your website and see the text you added. Pretty neat, huh?

THIS IS MY TITLE

This is the text I added in the tutorial.

OH, HI THERE!

We are going to move on, but you'll want to return to this section to continue adding content to your site at a later time.

Section 7: Install WooCommerce

In this section we will add WooCommerce to your website. WooCommerce provides the catalog to hold your products, and the shopping cart that allows your customers to purchase products. WooCommerce is free to use, and requires no monthly fee. Advanced functions may be added for an additional cost.

Step 1: Go to yourdomain.com/wp-admin and log in.

Step 2: Like you did previously, navigate to "Plugins", then "Add New". You'll want to add the WooCommerce and Genesis Connect for WooCommerce plugins to your website. (You may have already added these plugins in Section 6 if your theme suggested them.)
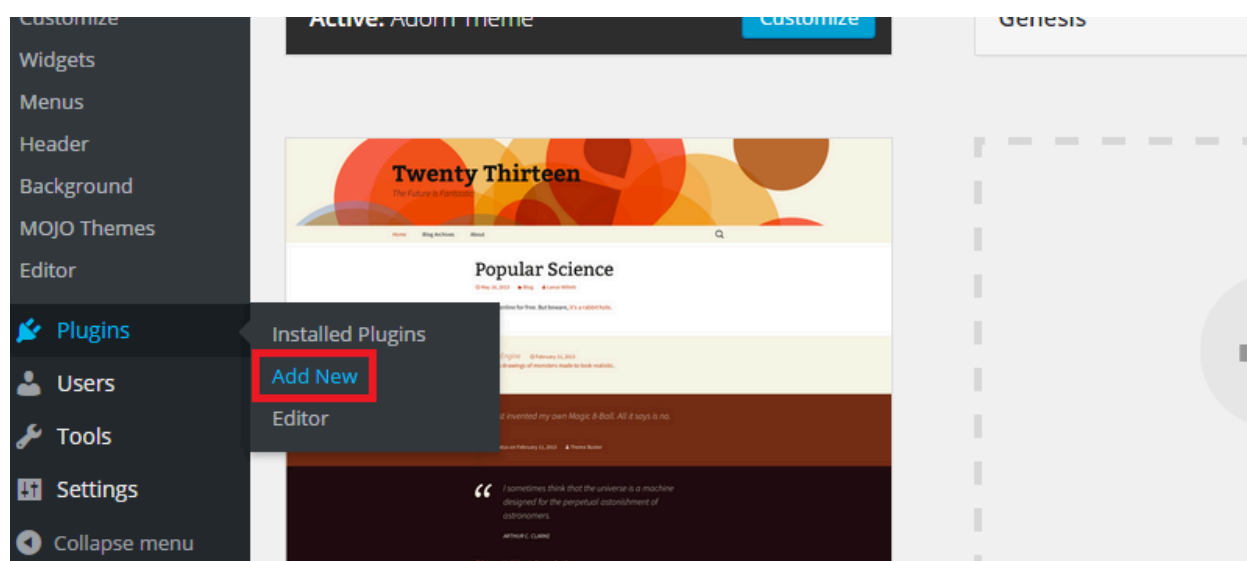

If you chose to not purchase the Genesis Framework and a child theme, you will want to find and install a WooCommerce theme. You can visit WooThemes to choose a theme. After purchasing it, you'll need to install it using the instructions that are provided with the theme. If you purchased the Genesis Framework, you are ready to move to the next section.

Section 8: Setup WooCommerce

Step 1: Go to yourdomain.com/wp-admin and log in.

Step 2: Navigate to "WooCommerce", then "Settings" on the left hand side.
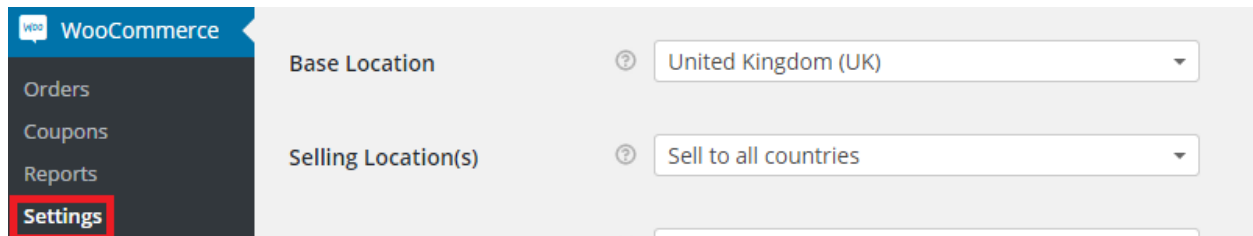
Step 3: You should now see eight tabs across the top of the page. You'll need to visit each tab and enter the information relevant to your business. The information to enter is basic: where you are located, where you ship to, whether or not you charge shipping, how you accept payments, etc. Don't worry about the "Webhooks" tab.
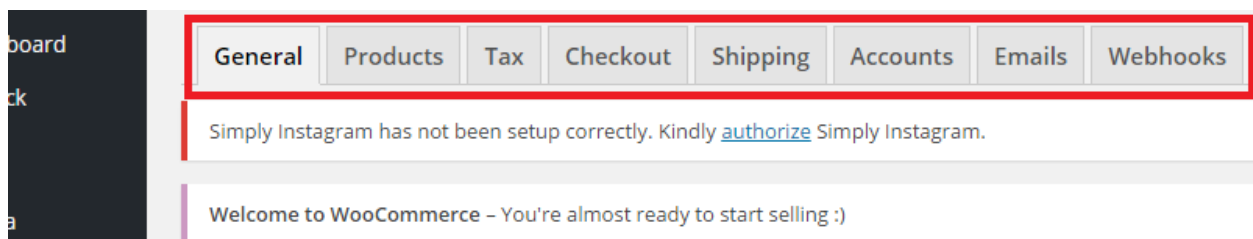
Step 4: Navigate to "Products", then "Add Product".
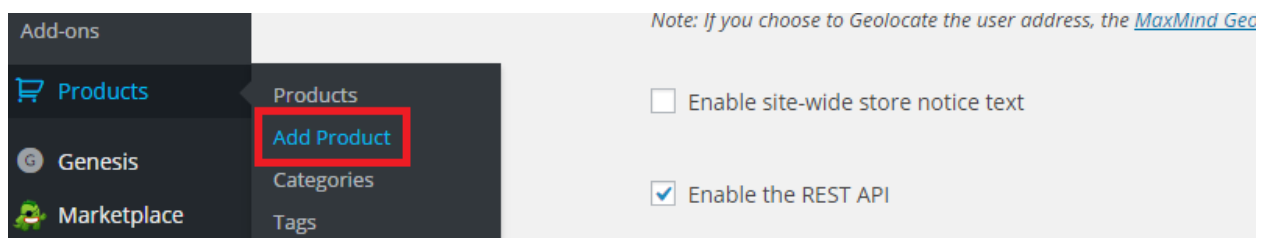
Step 5: This is where you will add your first product to your website. You'll first enter your Product Name, and a brief description of your product. In "Theme SEO Settings", you can choose to enter title for your product for search engines, as well as a description and keywords. You can ignore the spaces for "Canonical URL" and "Canonical Redirect", as well as the "Robots Meta" and "Layout" sections.

Name of product goes here

Permalink: http://websitetutorial.cuttingforbusiness.com/product/name-of-product-goes-here/ Edit View Product Get Short...

A short description of your product goes here.

Step 6: Under "Product Data" you'll need to be sure to enter your product's price, whether or not you want to use the built in inventory system on your website, and shipping costs.

Step 7: On the right hand side, you will also want to fill in the short forms:

Product Categories: Add your product to a category. If the category does not exist, just click "Add New Category".
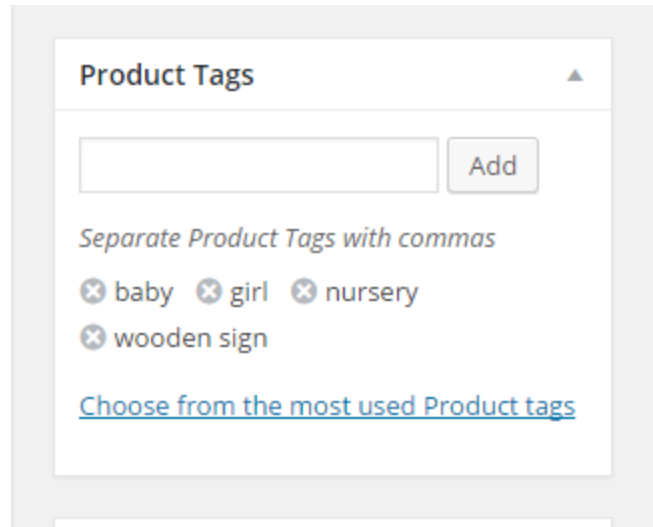
Product Tags: Add tags (or keywords) to your product. For example, if I was listing a painted wooden sign for a nursery, my keywords might be wooden sign, nursery, baby.
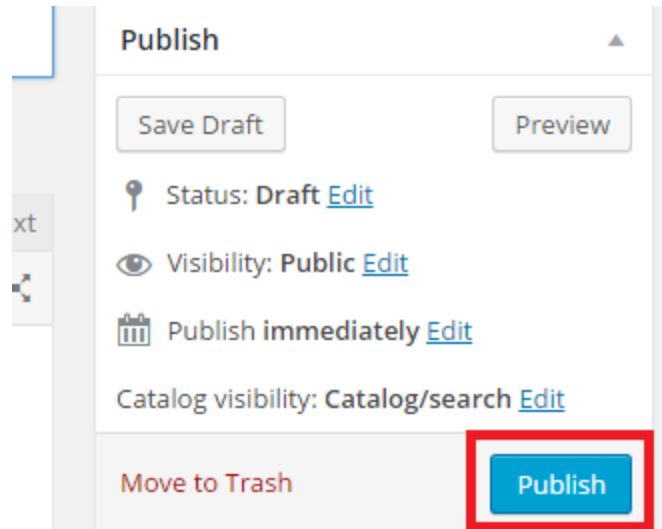

Featured Image: This is the main photo for your product listing.

(Photo credit: highplainsknotwork on etsy.)

Product Gallery: These are additional photos, and are optional. You could include images of the sides or back of the product, or closeup views.

After you are finished filling in the product details, click "Publish" to save it.

You will need to repeat this process for each item you want to add to your website. Each business will have different needs when listing their products. For complete instructions for working in WooCommerce, be sure to view their guide here.
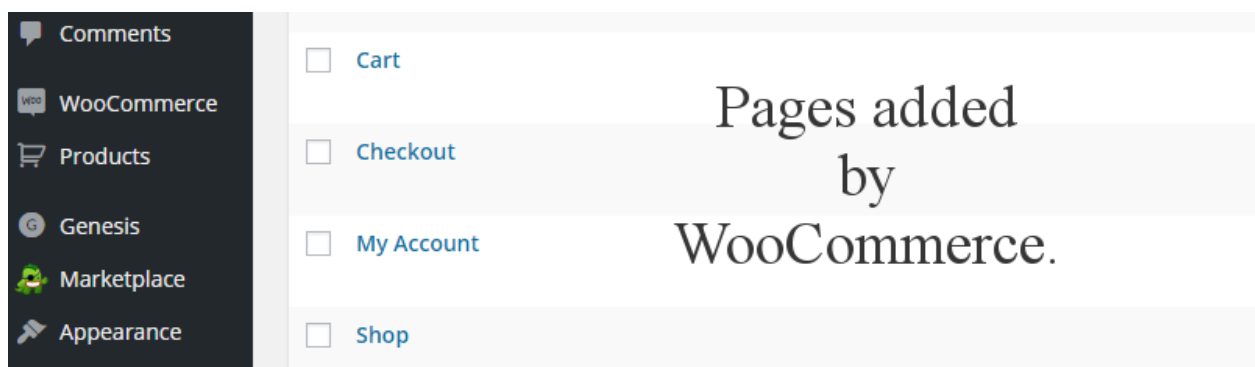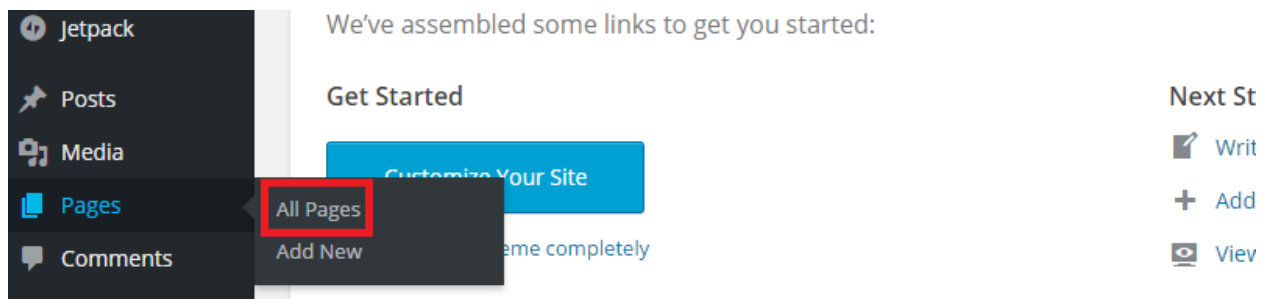
Section 9: Adding Additional Pages and your Navigation Menu

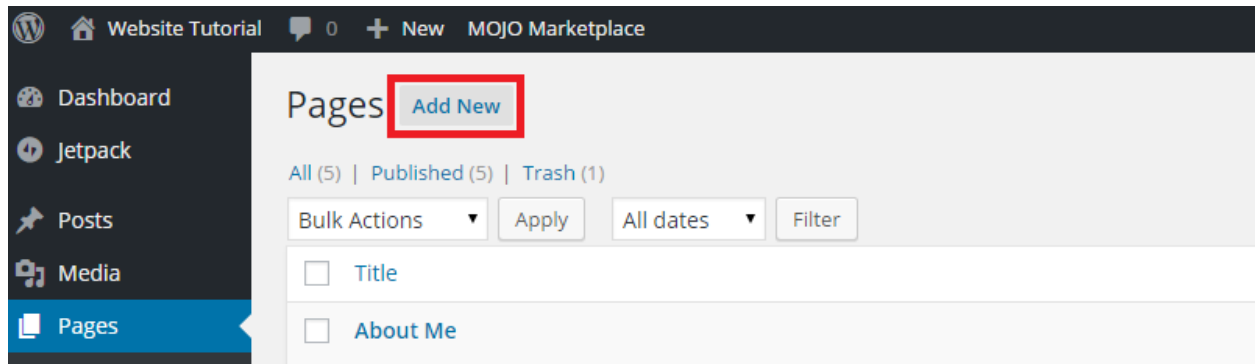In this section, you will add a navigation menu to website and add additional pages.

Step 1: Visit yourdomain.com/wp-admin and log in.

Adding Pages

Step 2: From the left hand side, navigate to "Pages", then "All Pages". You'll notice that WooCommerce added several pages to your website.
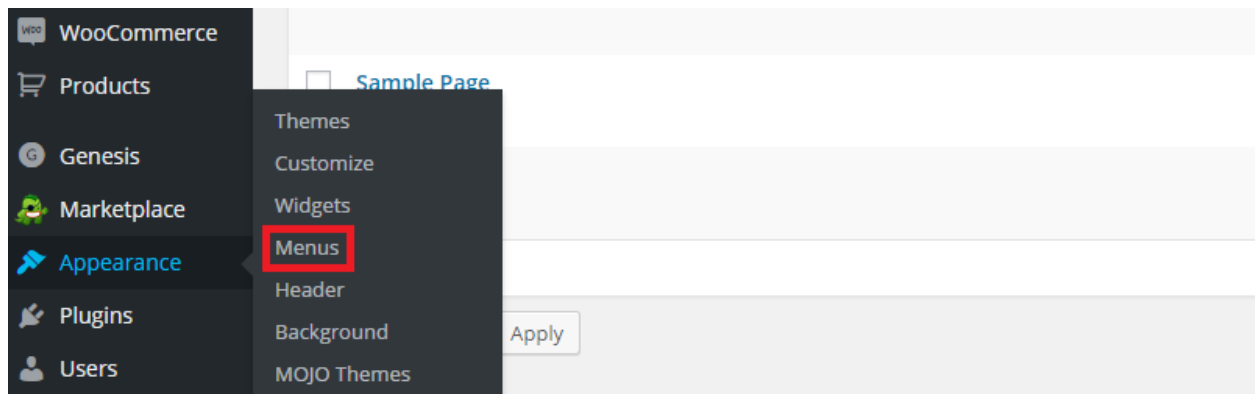
Step 3: Click "Add New".

Step 4: Give your new page a name and add content, then click "Publish". I recommend adding a page called "About", or "Our Company", or something similar. Customers like to feel that they can connect with small businesses. By sharing something about yourself, your company, why you started it, a tour of your studio or workspace, or information about your creative process, you can connect with customers easily. You should also consider adding pages with Frequently Asked Questions or store/refund/cancellation/exchange policies.

Adding a Menu

Now you've uploaded some products and pages, but you can't find them on your website. You'll need to add your navigation menu. (Note: If you've already done this in a previous step, just skip to the last section.)

Step 1: Navigate to "Appearance", then "Menus".

Step 2: Give your menu a name, then click "Create Menu".

Step 3: Under "Menu Settings", check the box next to "Primary Navigation Menu", then click "Save Menu".

Step 4: To add pages to your menu, you'll need to select the checkboxes next to the pages, and then click "Add to Menu". You will need to be sure to add your "About Me", "Checkout", "Cart", and "Shop" pages.
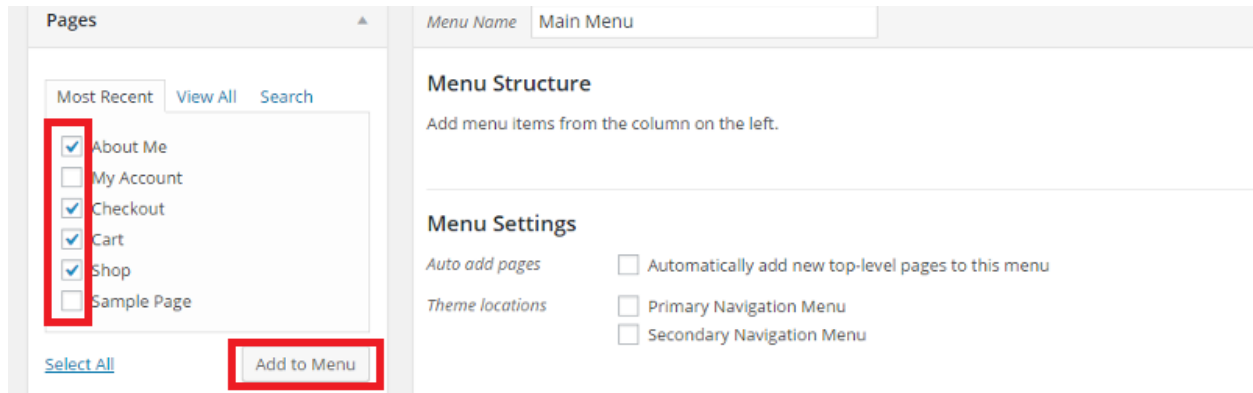
Step 5: If you'd like to add links to other websites, or links to your product categories to your menu, you can do so from the additional dropdown menus. You can also add a second navigation menu by repeating the process and installing a menu into the "Secondary Navigation Menu" space.
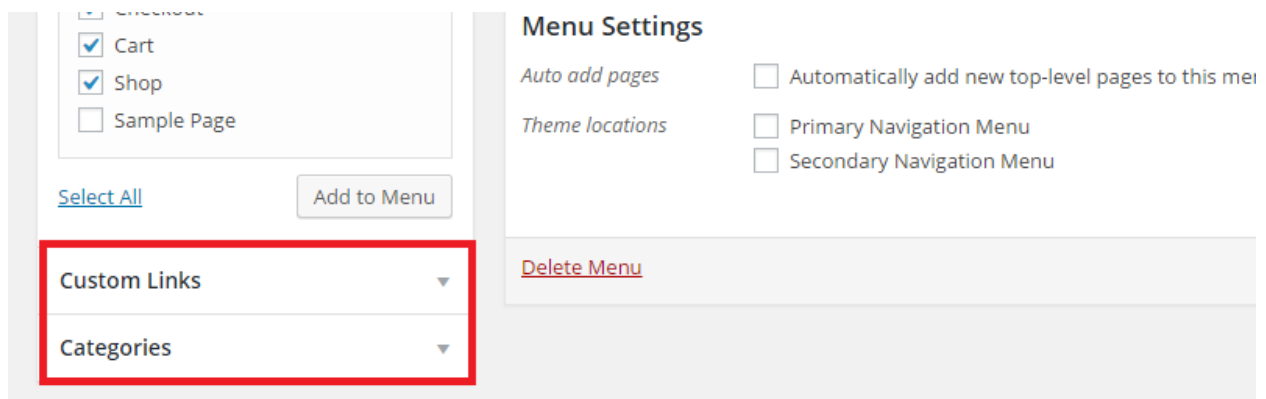
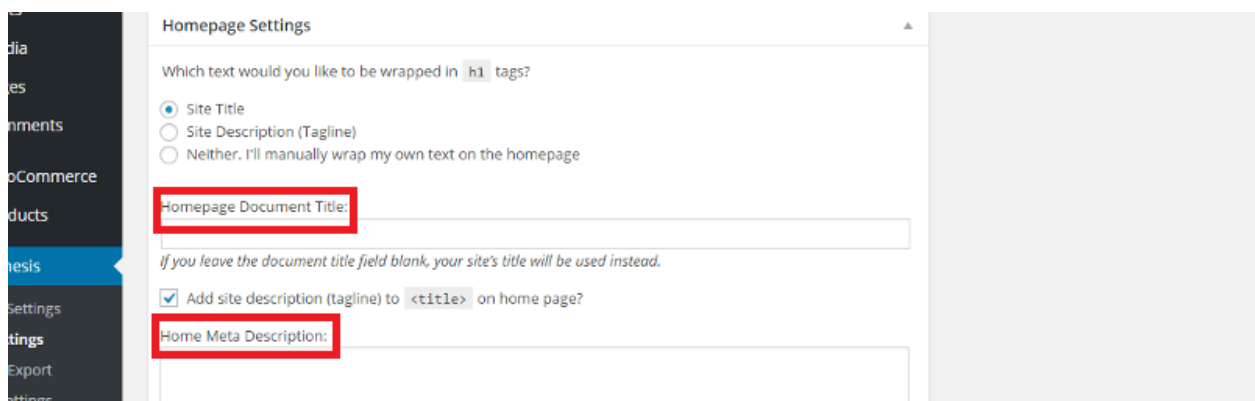Step 6: You can see your menu live on your website now.

That's it for adding a menu to your website.

Section 10: Wrapping Up

At this point, if you have followed all the steps, your website should be pretty well setup. There are just a few odds and ends to finish up.

Step 1: Before you launch your site, you'll want to navigate to "Genesis", "SEO Settings" on the left hand side, and scroll down to "Homepage Settings". Under "Homepage Document Title" enter the name for your website. Under "Home Meta Description" enter a short description to appear in Google and other search engines.


Step 2: Navigate to "Appearance", then "Customize". Using the down arrow beside each category, make sure that all of the information is correct - and be sure to upload a header image/logo for your website.

Step 3: From the left hand side, navigate to "Jetpack". Explore some of the features that are already built into your website, including social sharing abilities, visitor statistics, and more. What you choose to add to your website is completely up to you!
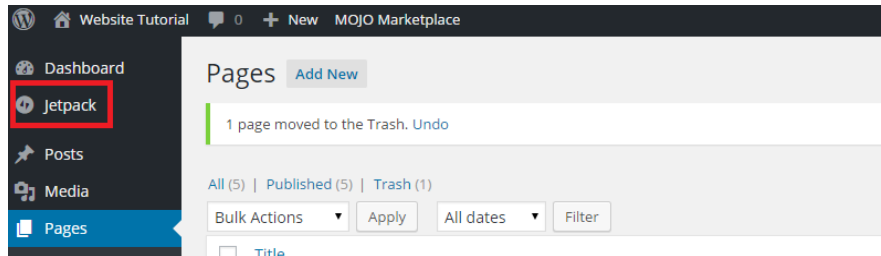
Additional Links/Help/Resources

Full Guide for Genesis Framework: [Visit here to download](#).

Full Guide for WooCommerce: [Visit here to download.](#)

Additional Information for Jetpack: [About Jetpack](#)

Need help with your child theme? Reach out to the designer of the theme. Many designers offer forums you can join for assistance or private Facebook Groups for help.

Me (Christine Schinagl): If you get stuck along the way of setting up your website while using this guide, send me an email at christine@cuttingforbusiness.com.

This guide provided you the steps to start your Silhouette or Cricut based business website. Wordpress, the Genesis Framework, and WooCommerce have many more features for you to explore. Remember that you should not just set your website up and forget about it. You will constantly need to be adding products, keeping it up to date, and advertising it to drive traffic to it.

Happy selling,

Christine

Cutting for Business
[cuttingforbusiness.com](#)