

# How To Build Your Coaching Website From Scratch With WordPress

## Do Life Coaches Need A Website?

Regardless of your niche, it's very important to have a website for your coaching business.

Unlike social media marketing, creating a website for your coaching business will give you more control, and also help you reach more potential clients.

## How Much Does A Coaching Business Website Design Cost?

Usually, creating a website costs around **\$3,000-\$10,000+**, depending on your digital marketing goals. However, in this tutorial, you'll learn how to build a coaching business website yourself, **for free**.

Now that you know that investing in a website is worth your time and money, let's get to the step by step process of creating one for yourself.

If you don't mind a little challenge, in this tutorial, I'll teach you everything you need to know on how to build a website for your coaching business with WordPress.

Although this tutorial was created to help coaches, you can follow the same steps to create a website for any business.

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## Step 1: Buy A Domain Name And A Hosting Server

If you're not familiar with what a **domain name** or a **hosting server** is, think of them this way:

Your domain name is something like your house address. If your friends needed to visit you, they would need to know the address of your house to get to you.

Your hosting server is the land where your house is built on.

While your website is your house.

### Where To Buy A Domain Name & Hosting Server For Your Coaching Website

Here is a list of top websites to buy a domain name & hosting server for your new coaching site:

- Namecheap: plans from **\$24-\$60/yearly**
- Bluehost: plans from **\$36-\$168/yearly**
- Kualo: plans from **\$99-\$249/yearly**
- WPEngine: plans from **\$156-\$696/yearly**

## Step 2: Set Up WordPress On Your Hosting Server

WordPress is the best website builder for coaches and consultants. It's completely free and easy to use.

With WordPress, you can choose from thousands of templates to design your website. It also come with thousands of plugins/tools for adding extra features(like appointment scheduling, etc).

### Install WordPress Via Your cPanel

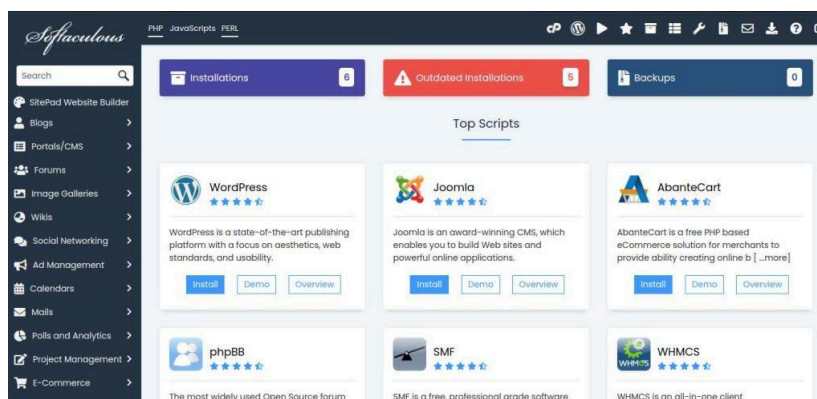
After purchasing your domain name & hosting server, find your way to your hosting account's **cPanel**.

You don't need to worry about what a cPanel is. Usually, it should be easy accessible from your hosting account dashboard.

However, if you can't find it easily, you might need to contact the hosting's customer support to ask. They will send you your cPanel url, and your login details.

Once you have the details, back them up safely, then login to your cPanel.

After you're logged in, scroll down to somewhere called **Softaculous App Installer** and click on it.



Choose the option to install WordPress.

Under the **Choose Installation URL**, select the domain name you purchased earlier from the dropdown, and ensure to choose the one with just **https://**

Below **Site Settings**, fill in your business name, tagline(or short description about what you do/who you help), leave the two checkboxes unchecked.

For **Admin Account** section, take note of the username and password generated for you, or simply add the ones you can easily remember later. It's really important to add your correct email address in the email field, in case you need to reset your login details etc.

Under **Select Plugins**, mark the checkboxes beside **Limit Login Attempts**, and **Classic Editor**. Then click the **Install** button.

The installation process may take some minutes to complete, once it's done, go to: **https://yourwebsiteurl/wp-admin**, and login with your username and password.

Congratulations, you just created a new wordpress website for your coaching business!

### Step 3: Get Started With WordPress

Right now, when people visit your new coaching website, they'll see a boring site with placeholder texts. We'll change this soon.

I won't cover everything there is to know about WordPress in this tutorial, but for now, it's enough to know you can access your **dashboard** at **https://yourwebsiteurl/wp-admin**.

From your WordPress dashboard, you have the power to change everything about your site.

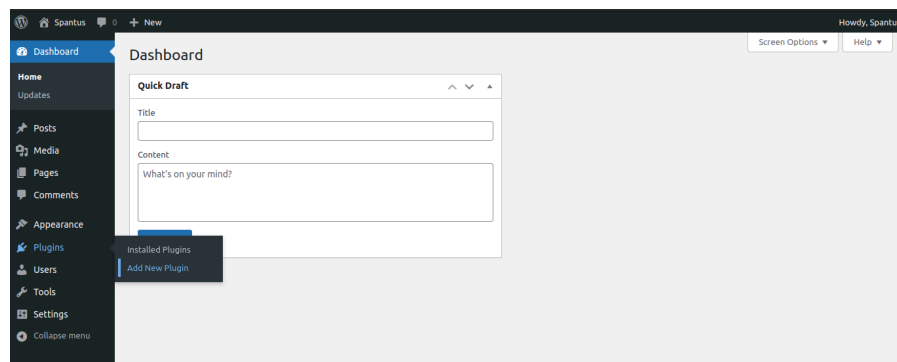
## Install Needed Plugins

Think of plugins as the extra tools like hammers, etc, that you need to build your website(house).

To keep things simple, I'll tell you the plugins you need to install. Then later, I'll tell you why you need them. Right now, go to your WordPress dashboard:

**<https://yourwebsiteurl/wp-admin>**.

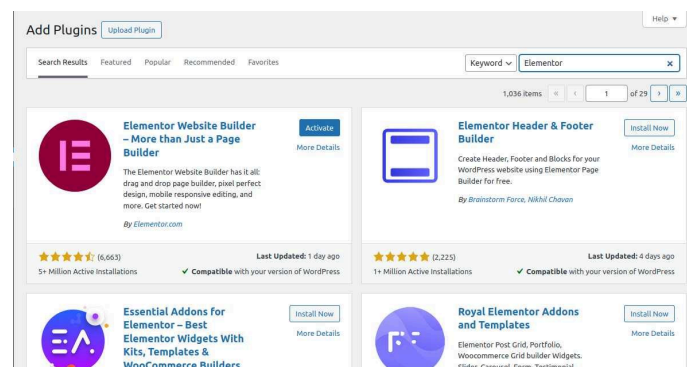
By your left, you'll see a long list of places you can go to from your dashboard. Take note of this **admin menu**, I'll refer to it a lot in this tutorial.



We need the plugins installer feature to add new plugins to WordPress.

From the admin menu, scroll down to **Plugins**, and click **Add New**.

In the search bar, type in **Elementor**, and click the **Install** button to add it. After installing Elementor, right click on the **Activate** button and open it in a new tab.



You can skip the Elementor account creation/onboarding steps if you wish.

In the same search bar, type **Embed Calendly**, install and activate it too. Then repeat the same process for **Ninja Forms** and **CookieYes**.

Once you're done, from the admin menu, go to **Plugins > Installed Plugins**, and ensure all the following plugins are activated:

- **Limit Login Attempts**
- **Classic Editor**
- **Elementor**
- **Embed Calendly**
- **Ninja Forms**
- **CookieYes**

## Step 4: Getting Inspirations For Your New Coaching Business Website Design

To get inspirations for your site design, list 4 websites you like a lot, and 4 people that also do what you do. Check out their websites, and note the things you like the most about them.

Also decide the main colors you will use throughout the site. Ideally, 2 colors are great. Check out this [tool for choosing good color combinations that are accessible.](#)

Then on a paper, sketch your **home, about, and services** page layout/design. The sketch doesn't need to be perfect, we just need something to guide us when we start designing your own website.

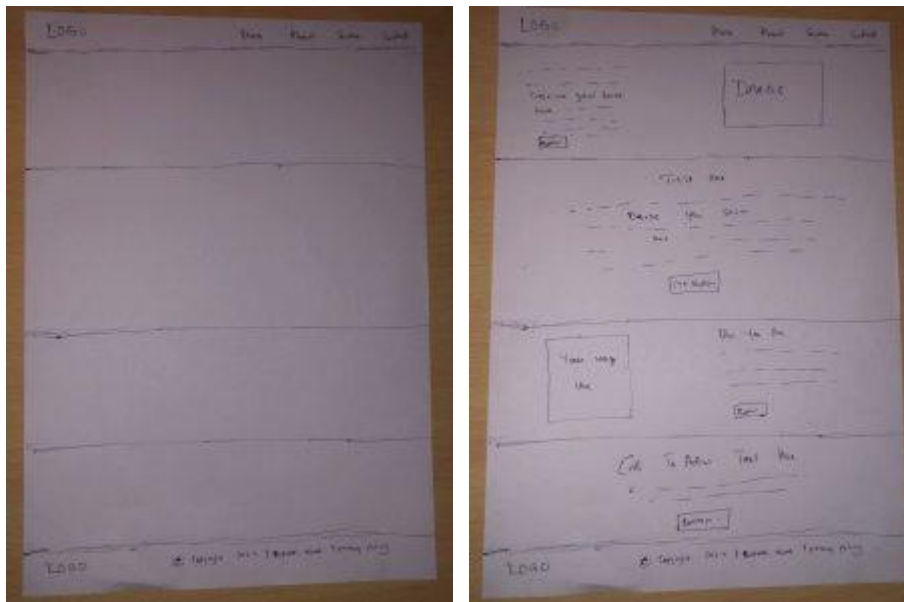
Keep it in mind that, there is no rule about how often you can change your website design until it feels right to you. Which means, after learning how to build a website for your coaching business, whatever you design can be changed later as you get familiar with WordPress.

So, right now, we don't need to worry about coming up with a world class design, something simple yet beautiful will do just fine.

Ideally, the layout of the pages can follow this pattern:

- **Header** : Where your logo & navigation menus are.
- **Banner**: Introduces what the page is about.
- **Detail Sections**: Other sections you wish to add to describe your business.
- **Footer**: Where the copyright information is.

See my sketch below.



Now that we have an idea of how your coaching site should look like, let's start designing it on WordPress!



## Step 5: Create Home, About and Services, and Contact Page

From the admin menu, go to **Pages > Add New**.

For the page title, type **Home**, and then click **Publish**.

Repeat the same process for **About, Services**, and **Contact** Page.

## Step 6: Install A Template On Your New WordPress Website

Go to the admin menu again, then click **Templates > Add new** and type **Hello Elementor** in the search bar, then activate it.

I'll show you how to build your coaching business website with Elementor in the next steps.

## Step 7: Designing Your New Website With Elementor

It's time to actually start designing the pages we created earlier.

### Customize Your Website Header

First, let's create the navigation menu: **Home, About, Services** and **Contact** links.

From the admin menu, go to **Appearance > Menus**. Under the Menu Name, write **Header**, mark the checkbox beside the **Header** menu position as shown below and click **Create Menu**.

**Menu structure**

Menu Name

Give your menu a name, then click Create Menu.

**Menu Settings**

Auto add pages  Automatically add new top-level pages to this menu

Display location  Header  Footer

[Create Menu](#)

Now below **Menu Items**, mark the checkboxes beside all the pages we created earlier, and save the menu.

**Add menu items**

**Pages**

[Most Recent](#) [View All](#) [Search](#)

Home

About

Contact

Services

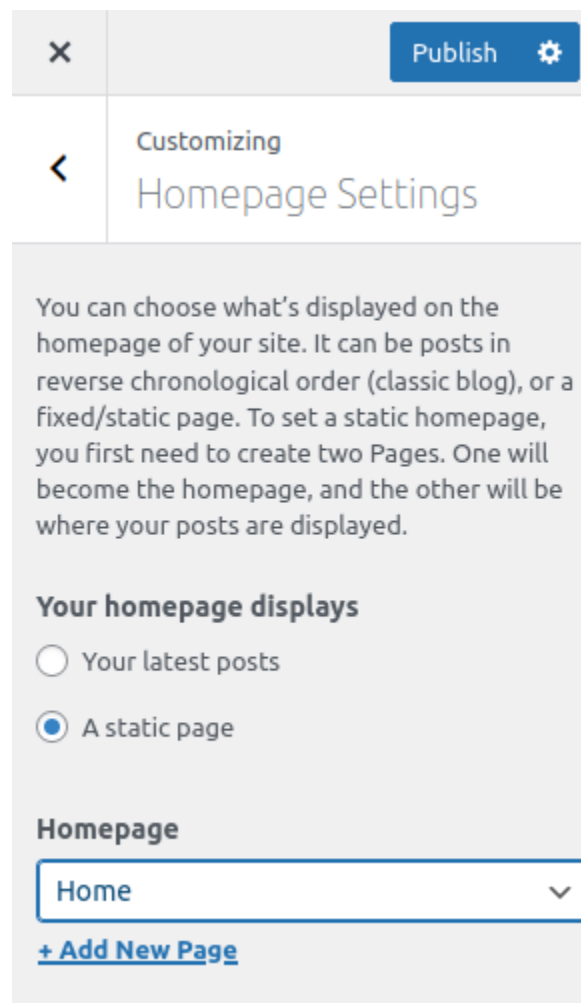
Select All [Add to Menu](#)

Once you're done, we need to add your logo to the header and footer area. From the admin menu, go to **Appearance > Customizer**.

On the customizer page, click on **Site Identity**, and then click on **Select logo** to upload your logo. When uploading your logo, click the **Skip cropping**, and then hit the **Publish** button.

Now go back by clicking the back button icon, near the **You are customizing Sitename**.

Then click the **Homepage Settings**, and then under **Your homepage displays**, choose the **A static page**. Under **Homepage**, choose the **Home** page we created earlier, and hit the **Publish** button.



This will ensure your Home page is the first page visitors will see when they visit your site.

## Design Your Home, About, and Services Page With Elementor Page Builder

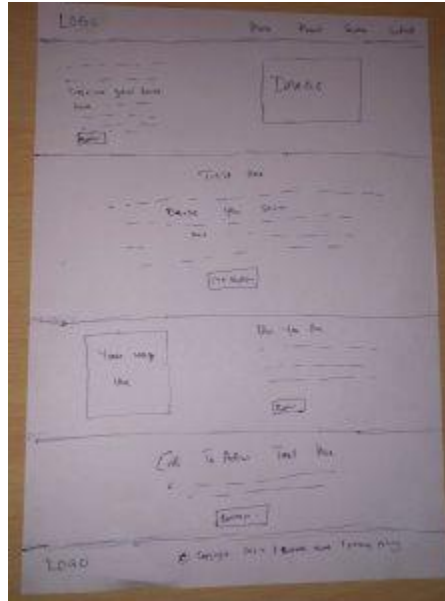
Let's start designing the **Home** page to match what we sketched in Step 4.

From the admin menu, click **Pages** and edit the **Home** page we created earlier. Click the **Edit With Elementor** button.

A live page editor should open, this is where we'll design the actual layout for your homepage.

## How to Design Your Coaching Business Website With Elementor

With the Elementor Page Builder, you can customize your WordPress pages to look exactly like your sketch. I'll be designing my sketch in Step 4.



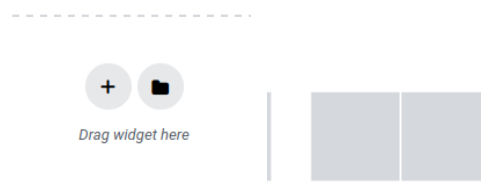
Firstly, let's get rid of the page title. Click the settings icon as shown below.



Then scroll down to **Hide Title** and enable it.

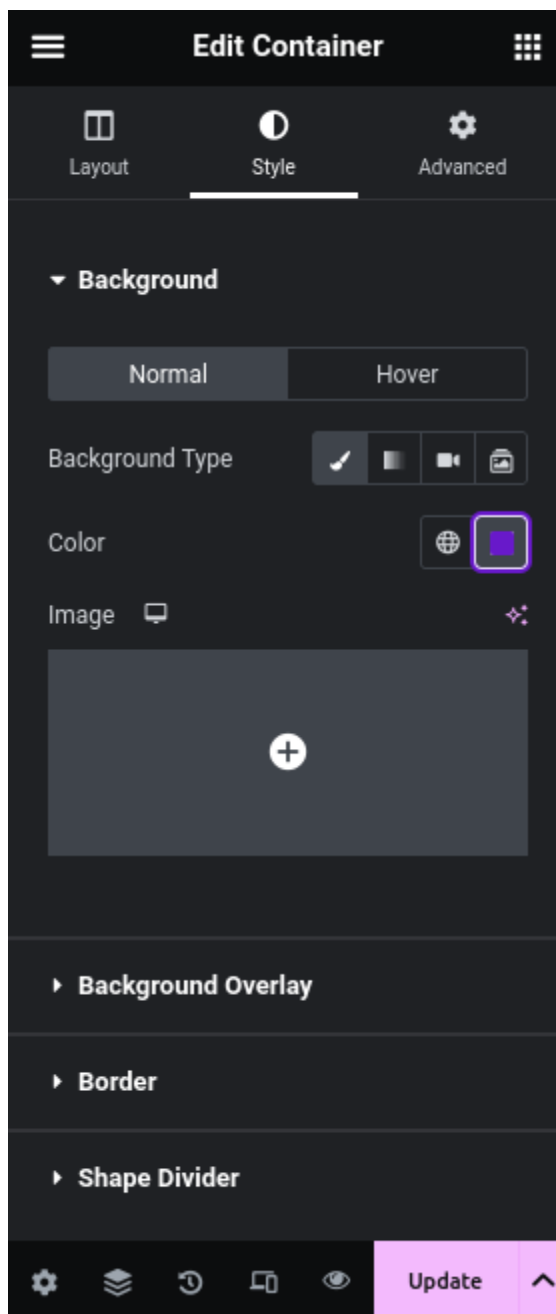
Now, we'll use Elementor **Containers** to create the sections/rectangle areas as drawn in the sketch. In my sketch, the second section after the header is the banner area.

Click the plus icon and select the structure as shown below.



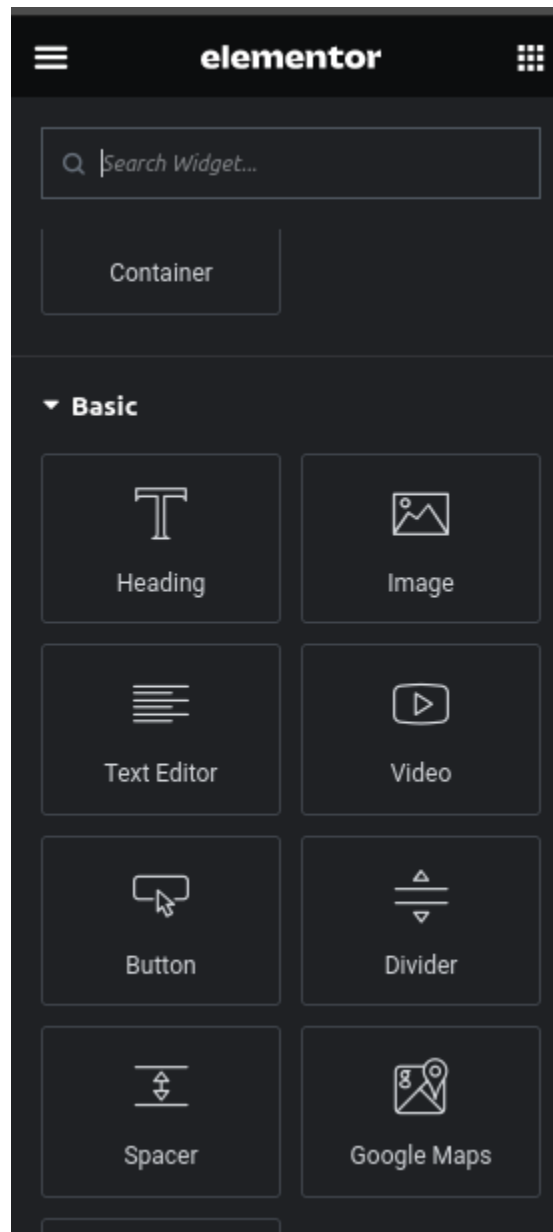
Edit the container settings, and under the **Style** tab, click the brush icon, then click **Color** to add color to the container.

You can click the other icons to add **gradient**, **image** or a **video** as your container background.



To add things inside the container, we need Elementor **Widgets** for this. You can find them by clicking the icon beside the **Edit Containers**.

Or you can also click the plus icon inside the two sub containers that was generated earlier.



Drag the **Heading/Text Editor** widgets to add texts inside any container. And when you do, you can adjust the text style settings(*color, size, alignment etc.*), from the **Style** tab, under the widget settings.

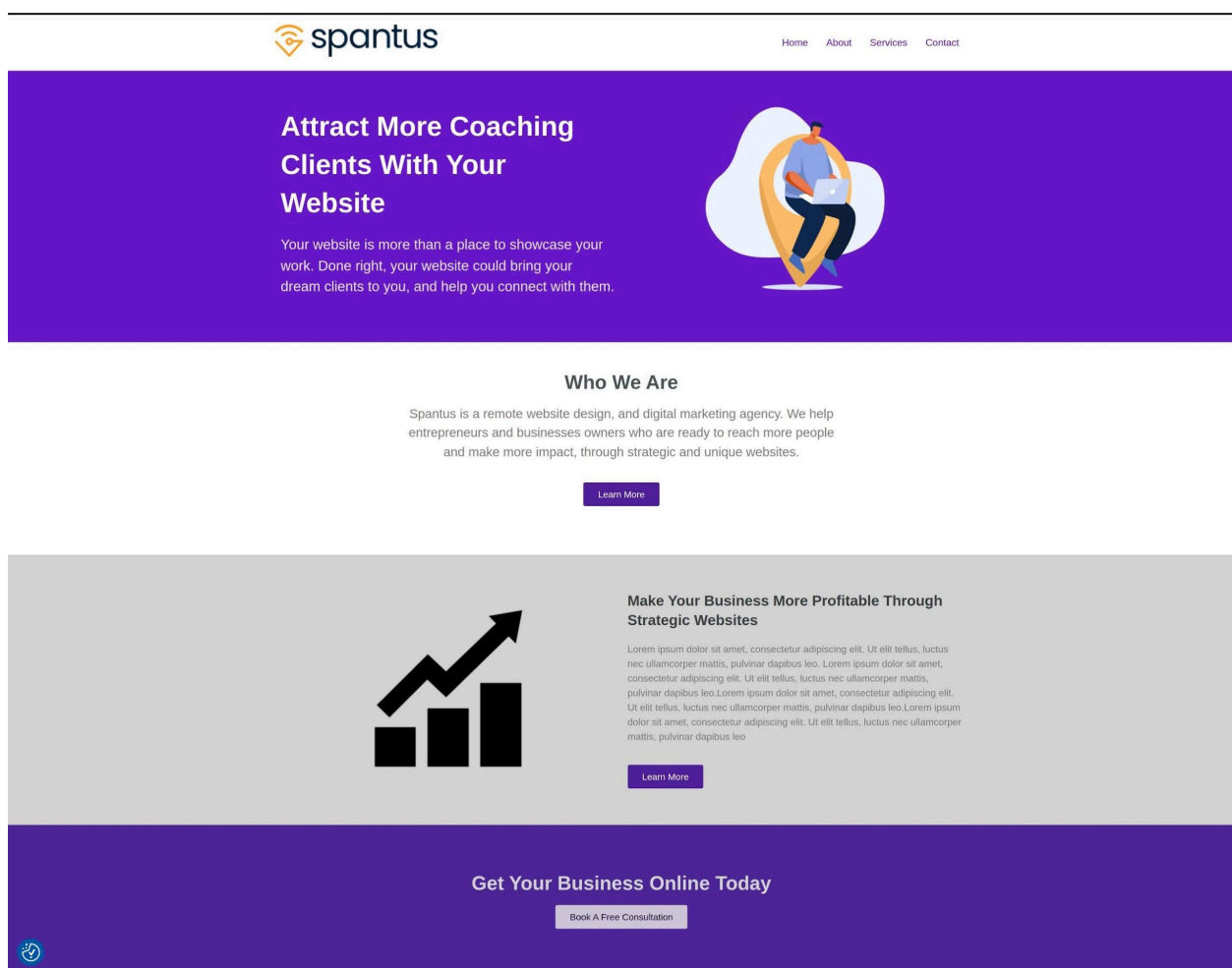
Follow the same method to add **images** and **buttons** to any of the containers.

To adjust the vertical and horizontal spacing of contents inside the container, under the main container settings, click the **Advanced** tab and adjust the **Padding** values to suit you.

You can click the little icon after the left padding value, to ensure you can add custom padding for different sides of the container.

Repeat the same steps for all the sections in your sketch.

You can watch me design my sketched layout in the [video here](#), see the result below:

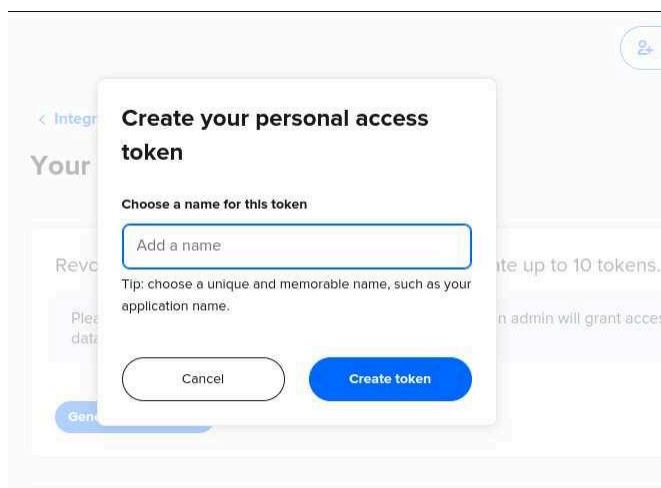


## Step 8: Add Appointment Scheduling To Your New Coaching Website With Embed Calendly

We'll use **Calendly + Embed Calendly** to make it easier for potential clients to book a session with you, directly from your website.

Create an account with [Calendly](#), and setup your availability accordingly. Once you're done, go to their [Integrations page](#).

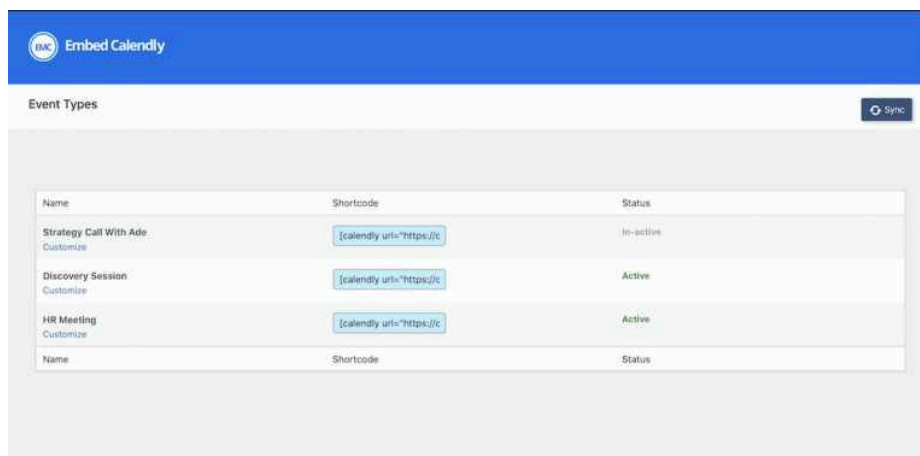
Generate a new **API key**, copy the key then save it somewhere.



From your WordPress dashboard, by the admin menu, you'll see **Embed Calendly**, under it, click **Settings**. Then paste the API key we copied earlier in the **V2 API Key** input field, and **Save the settings**.

Now from the admin menu again, go to **Embed Calendly > Event Types**. Click the **Sync** button, and you should be able to see a list of your Calendly event/meeting types.





Copy the shortcode beside the event type you want people to book through your site, and past it anywhere in your Home, Services, and Contact page, with Elementor **Text Editor** widget. Similar to how you created text blocks in Step 7.

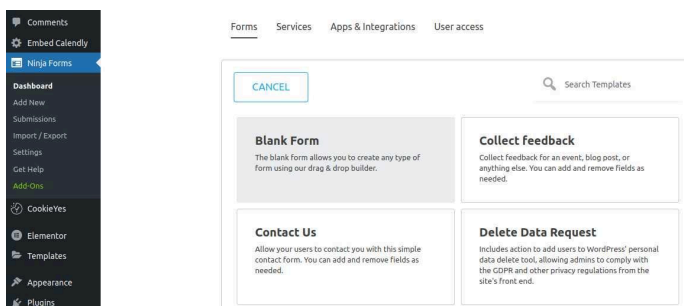
You can customize the look of your booking button to suit your site design. Go to admin menu, under **Embed Calendly**, click on **Customizer**.

Select the event type from the list and click **Customize**. Then use the live customizer to design your booking button to suit you.

## Step 9: Add A Contact Form To Your Contact Page With Ninja Forms

For the contact page, let's add a simple form that your website visitors can fill to reach you. All the form submissions will be forwarded to the email address you setup WordPress with in Step 2.

From the admin menu, click on **Ninja Forms > Add New**. Choose **Contact Us** from the list of form templates, and hit **Publish**.



After publishing the form, click on the little icon beside the Publish button, and copy the shortcode you see.

Once you copy the shortcode, go to the contact page we created earlier, and edit the page with Elementor. Add the shortcode anywhere on the page with Elementor Text Editor widget, just as you did in Step 8.

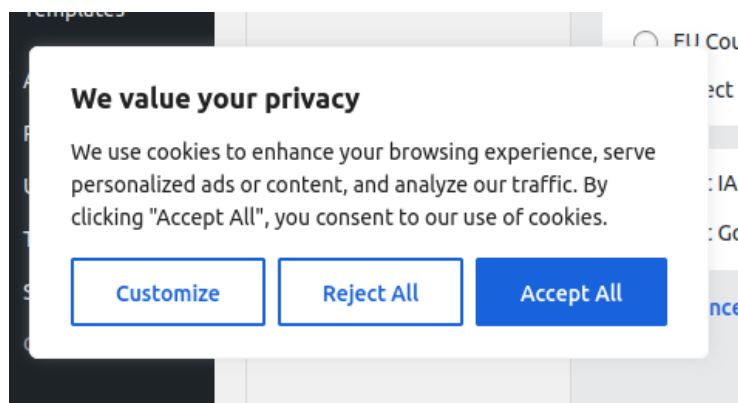
Remember to test the contact form, and confirm submissions are getting delivered to your email. Also check if they are getting stored in **Submissions**, under Ninja form.

## Step 10: Keep Your Website Compliant

If you're in the **US, UK, Germany**, or any country with strict data protection regulations, it's very important to keep your website compliant.

This means clearly stating what data you collect on your website visitors, and asking for users consent where necessary.

Luckily for us, the **CookieYes** plugin we installed earlier will do most of the work us. When people visit your website right now, they will see the optin banner like below to get visitor's consent as needed.



### Adding a Privacy Policy Page

Use this [Privacy Policy Generator Tool](#) to generate basic privacy policies. Later, you can get a lawyer to draft better policies that suit your coaching business.

Add a new page to your site like we did in Step 5, and paste the policy you generated there, then publish the page.

To add a link to the policy page in the footer area, create a new menu like we did in Step 7. This time, name it **footer**, and mark the checkbox beside the **Footer** menu position, then click **Create Menu**.

After creating the menu, add the **Privacy Policy** page under the **Menu Items**, just as you did in Step 7.

## Step 11: Launch Your Coaching Business Website

Now that you've learned how to build a website for your coaching business, and you've completed all the pages design, it's time to tell the world about your new site!

Feel free to share your website url with your friends and family. Also post about it on your social media pages and groups.

It's important to tell Google about it too, so check out this article [where I talked about how to make your new coaching site show in Google Search results.](#)

## Step 12: Perform Ongoing Website Maintenance

To keep your website secure, remember to regularly update all installed WordPress plugins.

Also contact your hosting account customer support, and ask them to setup automatic regular website backup .

## All Done! What Next?

Congratulations! You made it to the end! This was a lot of stuff to do but guess what? You can build *any* website yourself now!

In this tutorial, I explained everything you need to know to learn how to build a website for your coaching business with WordPress.

If you have any questions, feel free to let me know.

## About Spantus

[Spantus](#) is a digital marketing & software development agency. We help entrepreneurs earn more from doing what they love, and we help businesses reach more people online.