

HOW TO CREATE A WORDPRESS WEBSITE WITH ASTRA THEME

FREE 10 Page Workbook to Help You Build Your Website



SEOandCROJourney.com

Chris Hinksman

Contents

Workbook: Build Your Website Step by Step

Section	Page
Introduction – Why This Workbook Matters	2
Step 1: Your Website Purpose – What, Why, Who	3
Step 2: Learn from My Journey – Optional Reading	4
Step: 3: Domain and Hosting Setup – Practical Tips	4
Step 4: Install WordPress – Step-by-Step	5
Step 5: Install Astra Theme – Step-by-Step	5
Step 6: Install Astra Template – Step-by-Step	5
Step 7: Install Elementor – Step-by-Step	6
Step 8: Core Pages Worksheet – Key Elements	6
Step 9: Global Branding – Colours, Font, Feelings	7
Step 10: Blog Planning – Blog Idea List	8
Step 11: Mobile Optimization – Responsiveness	8
Step 12: Site Speed Checklist – Smooth/Fast	8
Step 13: SEO Basics Checklist – SEO Analytics	9
Step 14: Launch Checklist – Tips Before Launch	9
Step 15: Reflection Page	10
Step 16: Next Steps – What to Improve	10

Why This Workbook Matters

When I built my first website, I realised something quickly: the hardest part isn't WordPress, Astra, or Elementor — it's knowing where to start and what actually matters. There's so much noise out there, and most of it sends you in circles. This workbook is my attempt to give you the opposite of that experience: a calm, practical path you can follow without feeling overwhelmed.

I'm someone who likes understanding *why* things work, not just ticking boxes. That curiosity is what pulled me into SEO, CRO, and website building in the first place — the tiny decisions that change how people feel, think, click, or leave. As I learned (usually the long way), I kept wishing someone had handed me a simple guide that said, "Do this first, think about this next, and don't worry about the rest yet."

So that's what this workbook is.

It's not meant to impress anyone. It's meant to help you get clarity, build something real, and actually enjoy the process. Each section gives you space to make decisions, reflect, and gradually shape a website that feels like *yours* — not a template, not a guess.

If you're here, you're probably building something that matters to you. And that's enough reason for this workbook to exist. I'm glad you're starting, and I'm glad to be part of the journey. Let's keep going.

WordPress + Astra + Elementor Workbook

A practical, step-by-step workbook for building your first website

1. Your Website Purpose

What am I building and why?

(Write your thoughts — clarity here saves time later.)

- What is the main goal of the website?

☐ Portfolio

☐ Personal brand

☐ Business site

☐ Blog

☐ Other: _____

My purpose:

Who is my audience?

2. Learn From My Journey (Optional Reading)

If you want some background stories to guide your thinking:

Building my first website with WordPress and Astra

<https://seoandcrojourney.com/building-my-first-website-with-wordpress-and-astra/>

How to write blogs for SEO

<https://seoandcrojourney.com/how-to-write-blogs-for-seo-what-i-learned-the-hard-way/>

Use these when you need a nudge or a bit of reassurance.

3. Domain & Hosting Setup

Choose a domain name

Write ideas (try 5–10):

1. _____
2. _____
3. _____
4. _____
5. _____

Choose a hosting provider

Tick the one you select:

☐ SiteGround

☐ Hostinger

☐ WPX

☐ Bluehost

☐ Other: _____

My final choice and why:

4. Install WordPress

Installation Checklist

- ☐ Logged into hosting dashboard
- ☐ Found WordPress installer
- ☐ Selected correct domain
- ☐ Created username + secure password
- ☐ Installed successfully
- ☐ Logged into **/wp-admin**

Admin URL: _____

Username: _____

(Don't write your password in the worksheet.)

5. Install Astra Theme

Steps

- ☐ Go to **Appearance** → **Themes**
- ☐ Add New → Search “Astra”
- ☐ Install
- ☐ Activate

Notes / Thoughts:

6. Install Astra Starter Templates

Checklist

- ☐ Go to **Plugins** → **Add New**
- ☐ Search “Starter Templates”
- ☐ Install + Activate
- ☐ Choose *Elementor*
- ☐ Browse templates
- ☐ Import complete site

Template I chose:

Why I chose it:

(If you're curious how I approached this in my first build)

[Building my first website with WordPress and Astra](#)

7. Install Elementor

Steps

☐ Plugins → Add New

☐ Search “Elementor”

☐ Install + Activate

First impressions

What surprised me? What felt intuitive?

8. Core Pages Worksheet

Below are the typical pages your site needs, with prompts for planning.

Home Page

Your main headline idea:

Key benefits or message:

1.

2.

3.

Primary call-to-action:

About Page

Personal story angle / tone you want:

Why you do what you do:

Services / Portfolio Page

List your top offerings:

1.

 2.

 3.

 4.

-

Contact Page

- ☐ Contact form added
- ☐ Email included
- ☐ Social links added
- ☐ Optional map

Message / intro for your contact page:

9. Global Branding

Colours (3–4 max)

1. Primary:

2. Accent:

3. Neutral/dark:

4. Background:

Fonts (1–2 main families)

Headings: _____

Body: _____

Notes

What “feeling” do you want people to have when they land on your site?

10. Blog Planning

If you’re planning to write content:

[How to write blogs for SEO](#)

First 3 blog ideas:

1. _____
2. _____
3. _____

11. Mobile Optimization Checklist

- ☐ Tested fonts on mobile
- ☐ Adjusted spacing
- ☐ Buttons large enough to tap
- ☐ Images resized
- ☐ Nothing overlaps

Notes:

12. Site Speed Checklist

- ☐ Installed caching plugin

WP Super Cache or
LiteSpeed Cache

- ☐ Compressed images (WebP)
 - ☐ Removed unnecessary plugins
 - ☐ Kept homepage clean and fast
-

13. SEO Basics Checklist

- ☐ Installed SEO plugin
Rank Math or
Yoast SEO
 - ☐ Set up Google Analytics
 - ☐ Set up Search Console
 - ☐ Added meta titles + descriptions
 - ☐ Linked internal blog posts
-

14. Launch Checklist

- ☐ Replaced all demo content
- ☐ Updated logo + favicon
- ☐ Tested all links
- ☐ Contact form works
- ☐ Mobile version checked
- ☐ Proofread all pages
- ☐ Backed up the site
- ☐ Hit “Publish” 🎉

Launch date (planned): _____

15. Reflection Page

What did I learn from building this website?

What felt challenging?

What am I proud of?

16. Next Steps

Think about what you want to improve next:

- ☐ Add more pages
- ☐ Improve branding
- ☐ Write new blog posts
- ☐ Add analytics
- ☐ Begin SEO improvements
- ☐ Learn CRO basics
- ☐ Continue testing + experimenting