

PRINT DESIGNER'S  
GUIDE TO BUILDING  
A WEBSITE

**SHELL YEAH!**

DESIGN

Hey!

SHELL  
YEAH!

**SHELL YEAH!**

DESIGN

**SHELL  
YEAH!**



SHELL  
YEAH!



### Your Store

You sell a t-shirt on your online shop to someone who loves your design. Printful works great with ecommerce platforms like Shopify and WooCommerce, or on your own custom platform.



### Printful Factory

That order is automatically sent to Printful where it gets printed, packed and shipped. We notify you when the order is shipped, complete with all the shipping info like your tracking number.



### Your Client

Your customer receives their shipment with your branding all over it.

SHELL  
YEAH!

# SHELL YEAH!

SUBSCRIBE TO RECEIVE AWESOME DEALS & VIRTUAL HIGH FIVES!

First Name

Last Name

E-Mail Address

YAY!



SHOP

FROM THE BLOG



Easy DIY Color Block Letter

RECENT DIY



Desk Upgrade: DIY Mouse Pad

RECENT RECIPE



7 Healthy Habits for Foodies

# SHELL YEAH!

TIP:

Don't be a perfectionist.  
Be brave and just start.

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shellyeahdesign

Edit Profile



56 posts

125 followers

202 following

Shell Yeah! Comfy, trendy graphic apparel & goods that spread positivity, self-acceptance & fun. 🍷 Embrace your awesomeness! ❤️ hello@shellyeahdesign.com  
[www.shellyeahdesign.com](http://www.shellyeahdesign.com)



SHELL YEAH!



Let's Get  
Technical

SHELL  
YEAH!

TIP:

Google is your  
best friend.

SHELL  
YEAH!

TIP:

Network with your  
talented friends.

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# STEP 1: Domain & Webspace

The screenshot displays the HostGator Customer Portal interface. At the top, there is a navigation bar with a 'Register' button, a search box for domains, and a 'Search' button. To the right are links for 'View Our Support Articles' and 'Logout'. Below this is a 'Get Started' progress bar with steps: '1 Set Up Your Website', '2 Set up Email', and 'Manage Account'. The main navigation menu includes 'My Account', 'Billing', 'Hosting', 'Domains', and 'Support'. The 'Hosting' section is active, showing 'Hosting Account' for 'shellyeahdesign.com', 'Standard - 2 sites', and 'wp1069'. A 'WordPress Manager' icon is visible. On the left, there is a 'Need Help?' section with a 'KnowledgeBase Search' box. The main content area is titled 'My Account » Account Summary' and features a 'Name Server Information' button. It lists 'Standard - 2 sites (WP-20541)' with a WordPress logo and the domain 'shellyeahdesign.com'. It indicates 'WordPress Installed' and shows '1 installation available'. Two buttons are present: 'Create Blog' and 'Modify Package'.

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# STEP 1: Domain & WebSpace

**HostGator**  
we eat up the competition

Toll Free: **1.866.96.GATOR**  
Local: **1.713.574.5287**  
Now hosting over 9,000,000 domains!

[HOSTGATOR BILLING LOGIN](#)

[LIVE CHAT](#)

[WEB HOSTING](#) [CLOUD HOSTING](#) [WORDPRESS HOSTING](#) [RESELLER HOSTING](#) [VPS](#) [DEDICATED SERVERS](#) [DOMAINS](#) [AFFILIATES](#)

## Support Portal

24/7 Live Technical Support and Documentation

[Search](#) [?]

[Support Portal Home](#) » [Hosting Guide](#) » [Let's Get Started](#) » [Domain Names: Buy, Sell, Manage](#) » [How Do I Manage the Domain I Bought from HostGator?](#)

### How Do I Manage the Domain I Bought from HostGator?

Most eNom and Launchpad domains can now be managed in the registry tool at [portal.hostgator.com](http://portal.hostgator.com). From here, you will be able to update any of the following:

- Update your WHOIS information
- Update your name servers (sometimes called nameservers or name-servers)
- Register private name servers (sometimes called private nameservers or name-servers)
- Add domain privacy
- Renew your domain or manage your autorenew settings

**Browse by Topic**

- Pre-Sales & Policies
- Hosting Guide
- cPanel
- WebHost Manager (WHM)
- Plesk
- SSL Certificates
- Specialized Help
- Offers & Bonuses
- Website Design
- Affiliates

**Domains Registrars**

- HostGator/eNom
- LaunchPad (Beta)
- Which do I have?

**Helpful Resources**

- Account Addons
- Billina System

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# STEP 2: Wordpress

The screenshot shows the WordPress dashboard for a site named "Shell Yeah!". The top navigation bar includes a home icon, the site name "Shell Yeah!", a refresh icon with a "1" notification, a comment icon with a "0" notification, a "New" button, and icons for "Security" and "Empty Cache".

The left sidebar menu contains the following items: Dashboard (highlighted), Home, Updates (1), Posts, Portfolio, Media, Pages, Comments, Size Chart, WooCommerce (with a "Woo" icon), Products, Genesis, Appearance, Plugins (1), Users, Tools, Settings, SEO, and Security.

The main dashboard area is titled "Dashboard" and contains several widgets:

- Google Analytics Dashboard**: A notification stating "Google Analytics Dashboard for WP has been updated to version 4.9.6.2. For details, check out [the documentation page](#) and [the plugin's settings page](#)."
- Activity**: A dropdown menu.
- Yoast SEO Posts Overview**: A widget showing SEO scores for published posts. It includes a text block: "Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!" and a list:
  - 2 Posts with OK SEO score
  - 5 Posts with good SEO score
  - 2 Posts without focus keyword
- Indexability check by OnPage.org**: A widget showing a green status: "Your homepage can be indexed by search engines." and a button labeled "Analyze entire site".
- WooCommerce Recent Reviews**: A widget showing a recent review for "Tired as a Mother Shirt" by Steff, with a 4.5-star rating and a snippet of the review text: "Very cute and the material feels comfortable and durable. I usually wear a L and took the advice to [...]"
- At a Glance**: A summary widget showing:
  - 9 Posts
  - 34 Pages
  - 37 Comments
  - 9 PortfolioIt also notes "WordPress 4.7.2 running Pretty Creative theme." and includes a section for "Varnish HTTP Purge" with an "Empty Cache" button.
- Quick Draft**: A form for creating a draft post, with fields for "Title" and "What's on your mind?", and a "Save Draft" button.
- WordPress News**: A dropdown menu.

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# STEP 3: Pick a Theme

The screenshot shows the WordPress dashboard with the 'Themes' section selected. The top navigation bar includes 'Shell Yeah!', '1', '0', '+ New', 'Security', and 'Empty Cache'. The left sidebar contains various dashboard options: Dashboard, Posts, Portfolio, Media, Pages, Comments, Size Chart, WooCommerce, Products, Genesis, Appearance (highlighted), Themes, Customize, Widgets, Menus, Header, Editor, Plugins (1), Users, and Tools.

The main content area displays the 'Themes' section with 6 themes available. The 'Pretty Creative' theme is the active theme, shown with a preview image of a laptop displaying 'PRETTY CREATIVE BY: PRETTY DARN CUTE DESIGN'. A green bar at the bottom of the preview indicates 'Active: Pretty Creative' and a 'Customize' button is visible.

Other themes shown include 'Genesis Framework' (a demo site preview), 'Twenty Fifteen' (the WordPress default theme for 2015), and 'Twenty Fourteen' (a magazine theme). The 'Twenty Fifteen' preview shows a clean, minimalist layout with a header, main content area, and footer. The 'Twenty Fourteen' preview shows a more complex layout with a navigation menu, featured posts, and a video player.

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# STEP 3: Pick a Theme

STUDIOPRESS

Create a Site Shop for Themes Login

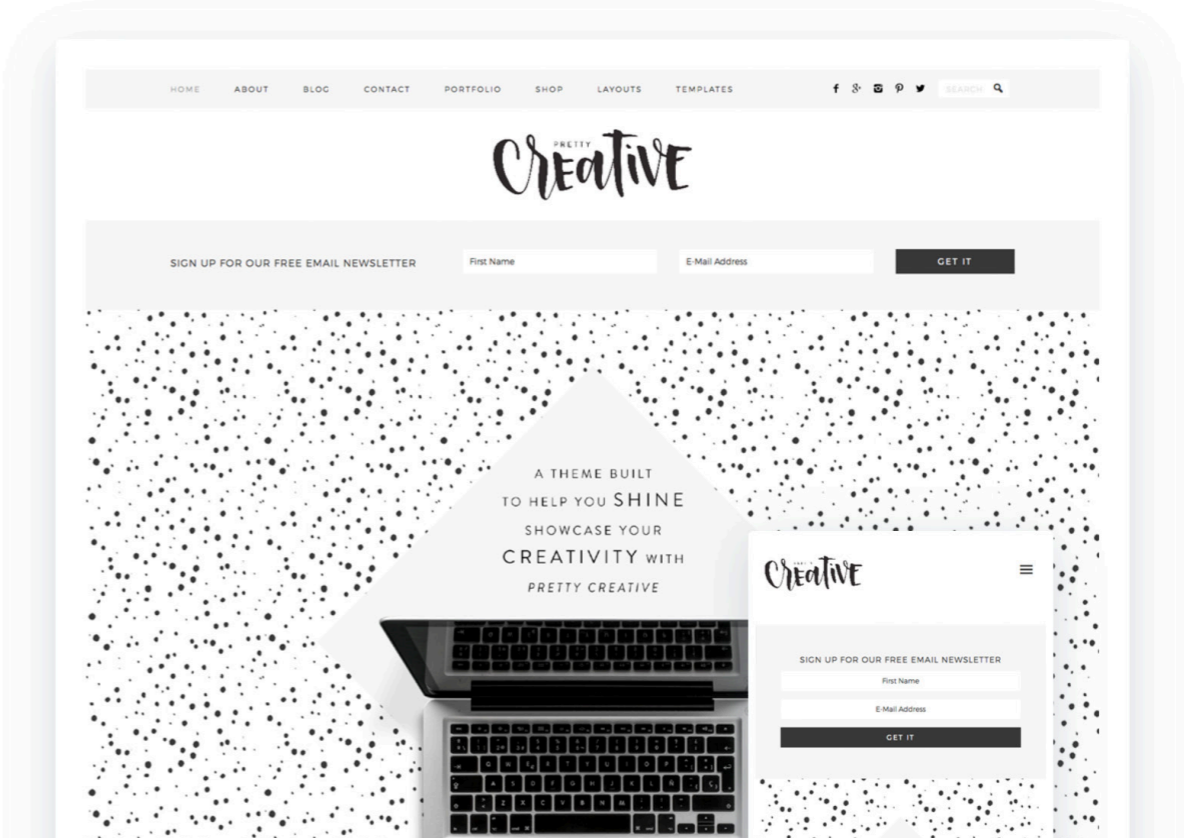
THIRD PARTY THEME

## Pretty Creative Theme

+ Genesis Framework

Pretty Creative is a theme for creatives. It was designed by a creative, with creatives in mind. No matter what it is that you create, the Pretty Creative theme will showcase your work in a polished way that allows your creativity to shine.

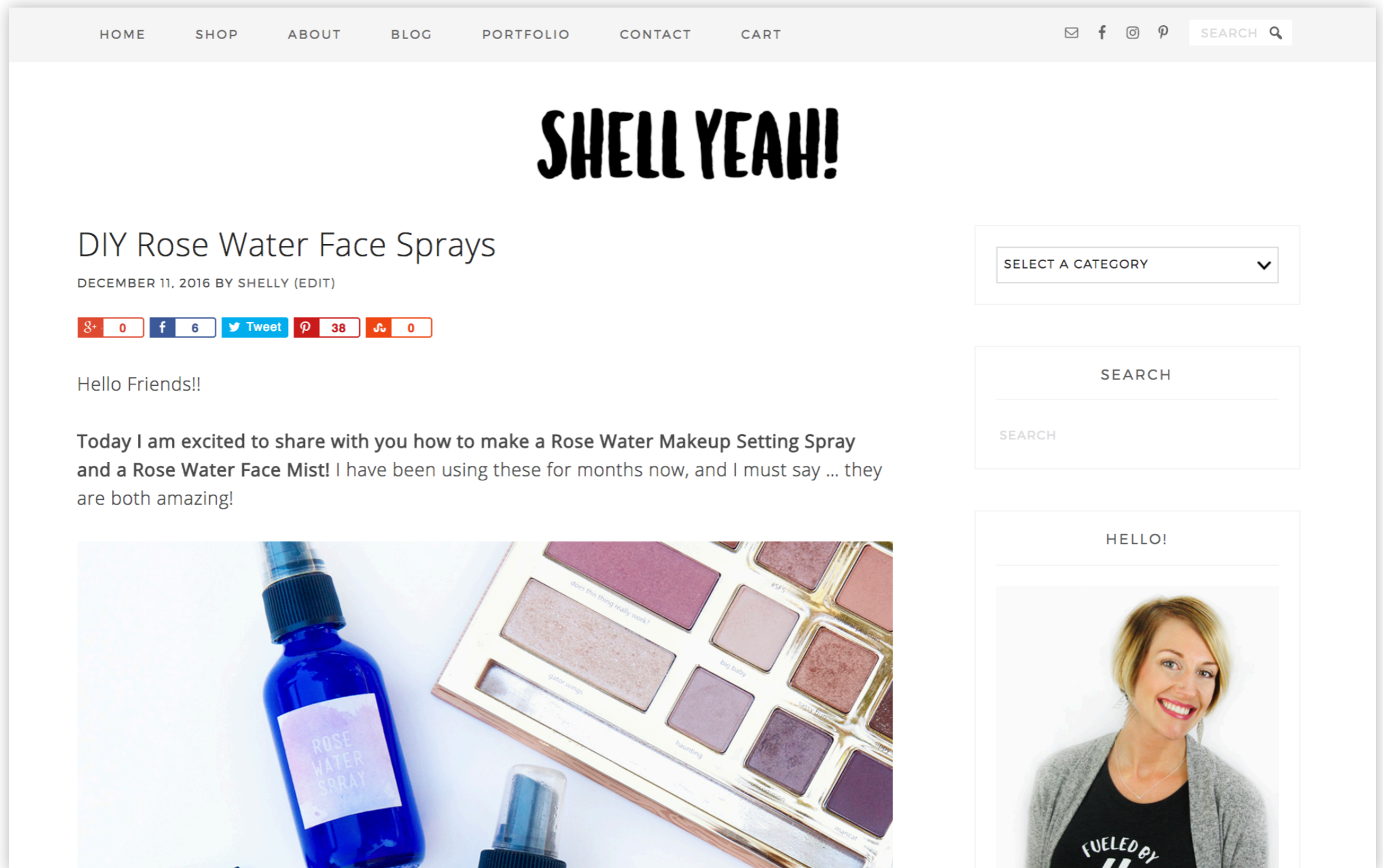
Buy Theme + Framework



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# STEP 3: Pick a Theme



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# STEP 4: Woocommerce & Printful

The screenshot shows the WordPress admin dashboard for a site named 'Shell Yeah!'. The top navigation bar includes a home icon, the site name, a refresh icon with '1', a comment icon with '0', a '+ New' button, and links for 'Security' and 'Empty Cache'. The left sidebar menu is dark purple and contains the following items: Dashboard, Posts, Portfolio, Media, Pages, Comments, Size Chart, **WooCommerce** (highlighted in green), Orders, Coupons, Reports, **Settings**, System Status, Extensions, Products, Genesis, Appearance, Plugins (with a '1' notification), Users, Tools, Settings, and SEO.

The main content area displays the 'WooCommerce > Settings > General' page. At the top, there are tabs for 'General', 'Products', 'Tax', 'Shipping', 'Checkout', 'Accounts', 'Emails', 'Integration', 'API', 'MailChimp', and 'Genesis Connect Addons'. The 'General Options' section includes:

- Base Location**: A dropdown menu set to 'United States (US) — Iowa'.
- Selling Location(s)**: A dropdown menu set to 'Sell to All Countries'.
- Shipping Location(s)**: A dropdown menu set to 'Ship to all countries you sell to'.
- Default Customer Location**: A dropdown menu set to 'Geolocate'.
- Enable Taxes**: A checked checkbox labeled 'Enable taxes and tax calculations'.
- Store Notice**: An unchecked checkbox labeled 'Enable site-wide store notice text'.

The **Currency Options** section includes a sub-heading: 'The following options affect how prices are displayed on the frontend.'

- Currency**: A dropdown menu set to 'United States dollar (\$)'. A small question mark icon is visible to the left of the dropdown.
- Currency Position**: A dropdown menu set to 'Left (\$99.99)'. A small question mark icon is visible to the left of the dropdown.

# STEP 4: Woocommerce & Printful

The screenshot shows the 'Variations' tab in the WordPress admin. It lists four variations: #2276 (Women Small, Black), #2275 (Women Medium, Black), #2274 (Women Large, Black), and #2273 (Women X-Large, Black). Below the list is a 'Product Short Description' field containing the following text:

Soft racerback tank with a tapered waist and a longer shirrtail in the back.  
 Color: Black  
 Material: 100% ringspun cotton  
*Note: This tank fits true to size. Please check our size charts below for additional sizing information.*  
 Please also note our current [shipping and returns policies](#).

The screenshot shows the product page for 'STRONG LIKE MY COFFEE TANK' on the SHELL YEAH! website. The price is \$30.00. The description matches the admin interface: 'Soft racerback tank with a tapered waist and a longer shirrtail in the back. Color: Black. Material: 100% ringspun cotton.' A note about sizing and shipping policies is also present. The page includes a size selector (currently set to 'LADIES'), a search bar, and an 'ADD TO CART' button. A model photo is shown in the bottom right corner.

The screenshot shows the Printful product catalog for 'Strong like my Coffee Tank'. It displays two variants: 'Women Small / Black' (#2276) and 'Women Medium / Black' (#2275). Each variant includes a 'PRINTFUL PRODUCT' section with details like 'T-Shirt Model: 4031 Satin Jersey Ladies' Shirrtail Tank', 'Brand: Alternative', 'Size: S/M', 'Color: Black', 'Printful price: \$18.25', and 'Retail price: \$30'. There are also 'PRINTFILES' for 'Front print' and 'Mockup' for each variant.

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# STEP 5: Test Test Test!

HOME SHOP ABOUT BLOG PORTFOLIO CONTACT CART

SEARCH

## SHELL YEAH!

### CART

	Product	Price	Quantity	Total
	 Tired as a Mother Flowy Long Sleeve Size: Women L	\$33.00	<input type="text" value="1"/>	\$33.00
	 Fueled by Coffee & Dreams Shirt Size: Women L	\$30.00	<input type="text" value="1"/>	\$30.00

Coupon code


### CART TOTALS

SUBTOTAL	\$63.00
SHIPPING	SHIPPING COSTS WILL BE CALCULATED ONCE YOU HAVE PROVIDED YOUR ADDRESS. <input type="button" value="CALCULATE SHIPPING"/>
TOTAL	\$63.00

SELECT A CATEGORY

SEARCH

HELLO!



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# STEP 6: Launch!

**Shell Yeah Design**  
@shellyeahdesign

Home  
About  
**Posts**  
Photos  
Likes  
[Create a Page](#)

Liked Following Share

**Shell Yeah Design**  
November 21, 2016 · 🌐

HOORAY! It is officially launch week for **Shell Yeah Design**! This has been a long time coming ... I am pretty pumped! 😊

To celebrate the launch and to thank you all for the support, I am offering 10% off your purchase from now until 12/1! Just enter code SHELLYEAH10 at checkout.

Shop here: <https://goo.gl/dRfS36...> [See More](#)

**SHELL YEAH!**  
10% OFF ALL APPAREL

**Shelly Berkoski**  
January 23 at 2:21pm 🌐

1 Like  
Like · Comment · Message

**Ginnie Coleman**  
December 14, 2016 at 1:40pm 🌐

Loved the items I ordered! Thank you so much!!

2 Comments  
Like · Comment · Message

**Jo First**  
December 4, 2016 at 3:57pm 🌐

She loved it! Perfect fit!

3 Likes 2 Comments  
Unlike · Comment · Message

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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# TIPS:

- Know your audience & speak to them
- Be organized & set goals
- Keep track of everything
- Listen to podcasts
- Join entrepreneur Facebook groups

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QUESTIONS?

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# THANK YOU!

WEB: [shellyeahdesign.com](http://shellyeahdesign.com)

EMAIL: [hello@shellyeahdesign.com](mailto:hello@shellyeahdesign.com)

FB: [facebook.com/shellyeahdesign](https://facebook.com/shellyeahdesign)

IG: [@shellyeahdesign](https://@shellyeahdesign)

# **SHELL YEAH!**

DESIGN