

Website Stacks / Website Blueprints

The technologies that you use to build a website make up your website blueprint – a starter set of the platform, theme, plugins or extensions that you need to be the base of the websites you build.

You aren't limited to one stack for every project. You can create as many project-specific stacks as you want. Use the handout to review common requirements for different website builds and adjust for your business.

Default website stack

For a default web stack, you'll need the platform (coding language), design and layout tools (including a page builder or framework), a theme, and a child theme (if applicable).

You should also include relevant plugins or extensions, including:

- Image galleries
- Contact forms
- Video players
- Search engine optimization features
- Accessibility features
- Security protection
- Performance optimization

Analytics and privacy/GDPR tools should also be considered along with social media sharing tools and any other marketing tools.

Have checklists available for settings, predesigned page template and code snippets ready to import, as well as procedures around account set up.

Ecommerce website stack

If you're building an online store, your website stack will be a bit different than your default. In addition to a standard design and layout, builder, and theme, you also need a shopping cart and checkout system, payment processing, a way to calculate tax, and a way to handle merchandise.

You should also have dedicated page templates or products, services, and shipping, as well as general store management and marketing tools.

Additionally, for order emails what email server and email sequences will be needed? How will you handle order confirmation, shipping notification, or sending the information set to an email database for future marketing?

Membership project stack

When building a membership website, you need to have all the basics of a default website as well as a membership platform, a way to manage user roles, and content restriction capabilities.

Email sign-up or subscription integration, lead forms, and full ecommerce integration is generally recommended as well. And if you're building an online course, a learning management system (or LMS) should be on the list, too.

Image-heavy project stack

If you anticipate your website will have a lot of images, then you need to account for that in your project stack. Ensure you equip your default website setup with gallery tools, robust caching, lazy loading, and image optimization for improved website speeds. You may also want to include sliders, thumbnail editors, and watermarking tools.

Cloning Tips

Once you've installed all the necessary plugins, decide if you're going to set them up now or if you'll set them up individually after you've cloned your starter website.

It's mostly a matter of personal preference, but keep in mind that some plugins, like WooCommerce, may need to be set up again on a cloned site.

If you're using any premium plugins, you could get a license mismatch after you proceed with learning how to clone a website. So, you might want to install, but not activate and set up, those plugins.

