TEMPLATEGOAT

BUILD A STUNNING WORDPRESS SITE

USE ANY PREMIUM PLUGIN FOR FREE

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Disclaimer: TemplateGoat is an independent provider of GPL-licensed template kits created by third-party developers. We do not develop or modify the original GPL templates we distribute. Our premium templates, however, are bundled with unique tools to provide added value. TemplateGoat is not affiliated with or endorsed by platforms like WordPress, WooCommerce, or Elementor. All GPL items are shared under the terms of their respective licenses.

1 Why You're Probably Overpaying to Build a Website

Building a professional website doesn't have to drain your wallet.

Many people spend $200-$600 annually on subscriptions for platforms like Wix, Squarespace, or premium WordPress plugins like Elementor Pro.

But heres the truth: you can achieve the same (or better) results for just the cost of hosting as low as 4$/month with Hostinger.

1.1 What You're Paying For (And Why You Don't Need To)

Most website builders charge for:

- **Premium themes and templates**
- **Advanced design tools (e.g., Elementor Pro)**
- **Security, backups & speed optimization plugins**

The hidden secret? WordPress is free, open-source, and most premium plugins are legally available under the **General Public License (GPL)**.

This ebook will show you how to build a stunning, high-converting website using free tools and plugins without recurring fees.

Hook: If you know where to look, you'll never pay for plugins again.

2 What You Really Need to Build a Website (Minimalist + Powerful Setup)

Building a website can feel daunting with the endless options for tools, themes, and plugins.

The good news? You don’t need to spend hundreds of dollars on premium subscriptions to achieve a professional result. You will find every tool you need to build a fast, secure, and stunning website for just the cost of hosting (as low as **€2/month with Hostinger**).

Every tool listed here is either free or legally accessible under the General Public License (GPL), ensuring you get premium features without the price tag.

Hosting Plan (Hostinger):

The foundation of your website is reliable hosting. Hostinger offers budget-friendly plans starting at €2/month, which include:

- Free domain name (for the first year, saving you ~€10–€15).
- 1-click WordPress installation, so you can set up your site in minutes without technical know-how.
- Free SSL certificate for secure browsing (essential for SEO and user trust).
- Unlimited bandwidth on most plans, ensuring your site can handle traffic spikes.
- 24/7 support to assist with any hosting issues.
- **Why Hostinger?** It's affordable, beginner-friendly, and optimized for WordPress performance. Alternatives like SiteGround or Bluehost are great but often cost more (€5–€10/month).

WordPress (Free, Self-Hosted):

WordPress is the world's most popular website platform, powering over 40% of websites. It's free, open-source, and endlessly customizable. With Hostinger's 1-click install, you'll have WordPress running in under 5 minutes.

Pro Tip: Choose self-hosted WordPress (wordpress.org) over wordpress.com to avoid limitations and recurring fees.

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Elementor Free + Elementor Pro (via GPLDL.com):

Elementor is the leading drag-and-drop page builder for WordPress, allowing you to design stunning pages without coding.

The free version is powerful, but Elementor Pro unlocks advanced features like:

- Premium widgets (e.g., animated headlines, pricing tables, forms).
- Pre-designed template kits for faster design.
- WooCommerce builder for online stores.

By downloading Elementor Pro from GPLDL.com (as detailed in Section 3), you get all these features for free under the GPL license, **saving you €49/year.**

Free Essential Plugins:

Plugins add functionality to your site. These free (or GPL-licensed) plugins cover all the essentials:

- **LiteSpeed Cache:** Optimizes your site for lightning-fast loading speeds (critical for user experience and SEO). It's free and works seamlessly with Hostinger's LiteSpeed servers.
- **Wordfence Security:** Protects your site from hackers, malware, and brute-force attacks. The free version includes a firewall and security scanner.
- **WPForms or Fluent Forms:** Create professional contact forms, lead capture forms, or even payment forms. Both offer free versions with drag-and-drop builders.
- **UpdraftPlus:** Automatically backs up your site to prevent data loss. The free version lets you store backups on Google Drive, Dropbox, or locally.

- **Yoast SEO or Rank Math (Free):** Boost your site's search engine rankings with these powerful SEO plugins. Rank Math's free version includes advanced features like schema markup and keyword tracking.
- **WooCommerce (Optional):** If you're building an online store, this free plugin powers e-commerce with product pages, carts, and payment gateways. GPLDL.com offers free WooCommerce extensions for added features.

Lightweight Theme:

A theme controls your site's appearance. For maximum speed and compatibility with Elementor, choose:

- **Hello Theme:** A free, minimalist theme by Elementor, designed for speed and flexibility.
- **Astra:** A free, lightweight theme with customizable options, perfect for business sites, portfolios, or blogs.

Both themes are optimized for performance and work seamlessly with Elementor, ensuring your site loads in under 3 seconds.

Optional Add-Ons for Enhanced Functionality:

To add more value without extra cost, consider these free or GPL-licensed tools from GPLDL.com:

- **Essential Addons for Elementor**: Expands Elementor with additional widgets like post grids, testimonials, and sliders.
- **Crocoblock (JetPlugins)**: A suite of plugins for dynamic content, such as JetMenu for custom menus or JetWooBuilder for advanced e-commerce.
- **Astra Pro (via GPLDL)**: Unlocks premium Astra theme features like advanced layouts and typography.

These tools let you build complex sites (e.g., membership platforms, portfolios, or stores) without paying for subscriptions.

2.1 Checklist Table:

Here's a clear overview of your minimalist setup:

Component	Details
Hosting	Hostinger (€2/month, includes free domain, SSL, 1-click WordPress install)
Platform	WordPress (free, self-hosted)
Page Builder	Elementor Free + Pro (via GPLDL.com)
Plugins	LiteSpeed Cache, Wordfence, WPForms/Fluent Forms, UpdraftPlus, Yoast/Rank Math
Theme	Hello Theme or Astra (free)
Optional Add-Ons	Essential Addons, Crocoblock, Astra Pro (via GPLDL.com)

Added Value:

Cost Breakdown:

The only expense is hosting (€24–€36/year with Hostinger). Compare this to Wix (€16/month = €192/year) or Elementor Pro + premium plugins (€100–€300/year). **Your savings could be €200–€500 annually!**

Salability:

This setup works for any website type—business, portfolio, blog, or e-commerce. You can start small and scale up with free GPL tools as your needs grow.

Beginner-Friendly:

No coding or design skills are needed. **Hostinger's 1-click install** and Elementor's drag-and-drop interface make it accessible to anyone.

Added Value:

Performance Optimization:

LiteSpeedCache and lightweight themes ensure your site ranks higher on Google (**faster sites = better SEO**).

Security Assurance:

Wordfence and UpdraftPlus protect your site and data, giving you peace of mind without extra costs.

Actionable Next Steps:

After setting up hosting, you'll install WordPress, add your theme and plugins, and be ready to design in under an hour.

3 How to Get Elementor Pro and Premium Plugins for Free (Legally via GPLDL)

The secret to building a pro website on a $0 budget lies in the General Public License (GPL). This license allows anyone to use, share, and modify software like WordPress and its plugins legally.

Visit **GPLDL.com**, create an account and download any plugin you need!

GPLDL.COM

3.1 Why GPL Makes This Possible

Elementor Pro and many other premium plugins are released under GPL.

This means you can legally download them from trusted sources like GPLDL.com without paying for a license.

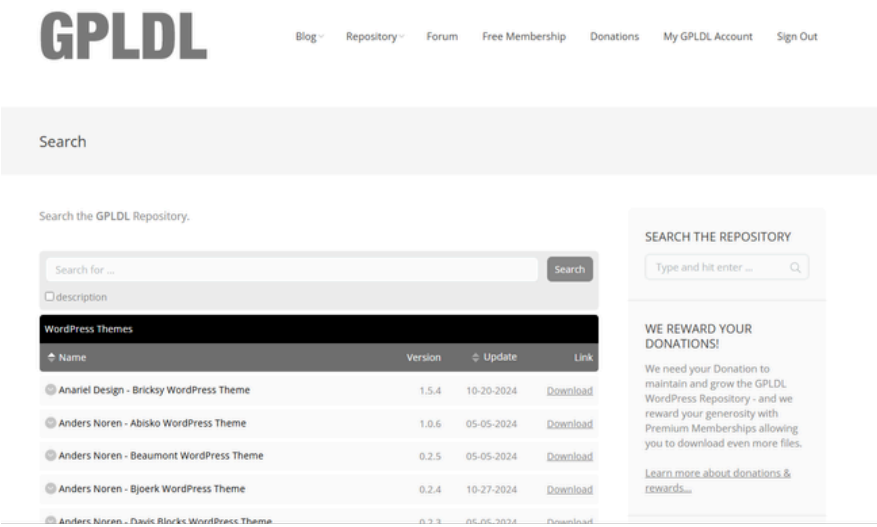
You get all the Pro features drag-and-drop design, advanced widgets, and more completely free.

NOTE

When you download from GPLDL.com you don't get the automatic updates for the current plugin **you get only the .zip file**. You are responsible for updating manually the plugin by uploading the new version every time.

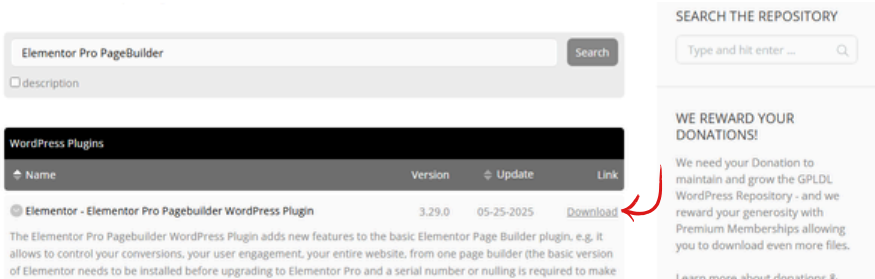
3.2 Step-by-Step Guide to Downloading Plugins

1. Visit https://gpldl.com.



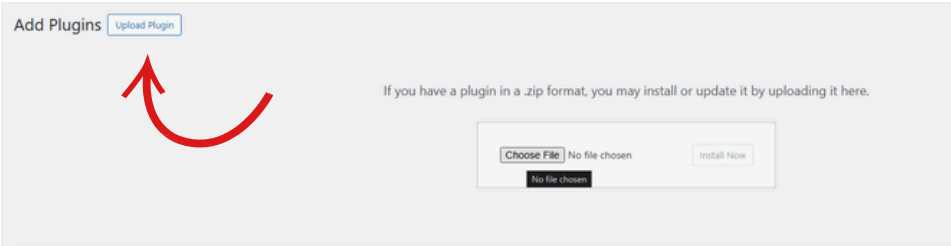
2. Create a free account.

3. Search for Elementor Pro or other premium plugins.



4. Download the .zip file.

5. In your WordPress dashboard, go to **Plugins** > **Add Plugin** > **Upload Plugin**.



6. Upload the .zip file and activate it.

Now Elementor pro is installed successfuly or any other premium plugin you need.

But *remmember you need to check the version every once and a while* in order to update the current plugin manually.

3.3 Popular Plugins on GPLDL

- Crocoblock (JetPlugins)
- Elementor Pro
- Astra Pro
- Essential Addons
- Rank Math Pro
- WooCommerce extensions
- Fluent Forms Pro

Disclaimer: GPL plugins dont include automatic updates. Always test plugins in a secure environment and update manually when needed.

4 Build Your First Website Step-by-Step with Elementor Pro

Creating a professional website might seem complex, but… **ANYONE can do it—no coding required!**

This step-by-step guide will take you from a blank slate to a fully functional, visually appealing website using WordPress, Elementor Pro (sourced for free via GPLDL.com), and a curated set of free plugins.

Whether you're building a business site, portfolio, blog, or online store, this process ensures your site is fast, secure, mobile-friendly, and ready to impress.

Let's dive in!

Step-by-Step Process

1 Choose Your Website Type and Goals

Before you start, define your website's purpose. This shapes your design and content. Ask yourself:

- Is it a business site to showcase **services or products**?
- A portfolio to **display your work** (e.g., photography, design)?
- A blog for sharing content?
- An e-commerce store to **sell products**?
- Write down 2–3 key goals (e.g., "collect leads," "sell products," "build a personal brand"). This clarity guides your page structure and plugin choices.

Pro Tip: For inspiration, browse TemplateGoat.com free Elementor template kits to see layouts for your website type.

2 Set Up Hosting with Hostinger

Your website needs a *home*, and Hostinger offers affordable plans (starting at €2/month) with everything you need. Here's how to get started:

- Visit Hostinger and choose a plan (e.g., Single Shared Hosting).
- Select a free domain (e.g., yourbusiness.com) or use an existing one.
- Complete the signup process (takes ~5 minutes).
- In the Hostinger dashboard, use the 1-click WordPress installation to set up WordPress. This automatically configures your site with a free SSL certificate for security.
- Log in to your WordPress dashboard (e.g., yourdomain.com/wp-admin) using the credentials provided by Hostinger.

Troubleshooting: If the installation fails, contact Hostinger's 24/7 support via live chat.

3 Install a Lightweight Theme

A theme controls your site's appearance. For speed and compatibility with Elementor, choose:

- **Hello Theme**: Free, minimalist, and built by Elementor for maximum performance.
- **Astra**: Free, customizable, and lightweight, ideal for any website type.
- In your WordPress dashboard:
- Go to Appearance > Themes > Add New.
- Search for "Hello Elementor" or "Astra," install, and activate.
- *Avoid heavy themes like Divi or Avada, as they can slow your site.*

Why This Matters: Lightweight themes ensure your site loads in under 3 seconds, improving user experience and SEO rankings.

4 Install Essential Plugins (Including Elementor Pro)

Plugins add functionality to your site. Install these free or GPL-licensed plugins:

- **Elementor Free**: Go to Plugins > Add New, search for “Elementor,” install, and activate.

- **Elementor Pro (via GPLDL.com)**: As detailed in Section 3, download the .zip file from **GPLDL.com**, then go to Plugins > Add New > Upload Plugin, upload the file, and activate. This unlocks premium widgets and templates.

- **LiteSpeed Cache**: Optimizes site speed, especially on Hostinger’s LiteSpeed servers.

- **Wordfence Security**: Protects against hacks and malware.

- **WPForms or Fluent Forms**: For creating contact or lead capture forms.
- **UpdraftPlus**: For automated backups.
- **Yoast SEO or Rank Math**: For search engine optimization.

To install free plugins, go to Plugins > Add New, search, install, and activate. For GPL plugins, upload .zip files from GPLDL.com.

Optional E-Commerce: If building a store, install WooCommerce (free) and consider GPL-licensed extensions like WooCommerce Bookings from GPLDL.com.

Pro Tip: Limit plugins to 8–10 to avoid slowing your site. Test each plugin after installation to ensure compatibility.

5 Create Your First Page with Elementor

Elementor's drag-and-drop editor makes designing easy. Start with your homepage:

- Go to Pages > Add New, name it "Home," and click Edit with Elementor.

- Build key sections:
  - Hero Section: Add a bold headline (e.g., "Welcome to [Your Business]"), a subheadline, and a call-to-action button (e.g., "Contact Us"). Use Elementor's image widget to add a professional background or logo.
  - About Section: Share your story or mission with text and an image.
  - Services/Features: Use Elementor Pro's pricing table or icon box widgets to highlight offerings.
  - Contact Section: Drag in a WPForms or Fluent Forms widget to create a contact form.

6 Add Navigation and Branding

A menu and logo make your site user-friendly and professional

7 Optimize for Mobile

Over 50% of website traffic comes from mobile devices, so your site must look great on phones and tablets:

8 Boost Site Speed with LiteSpeed Cache

A fast site improves user experience and Google rankings. Configure LiteSpeed Cache

9 Secure Your Site with Wordfence Protect your site from threats:

Go to Wordfence > Firewall and enable the Web Application Firewall.

10 Set Up Regular Backups with UpdraftPlus

Prevent data loss with automated backups

11 Optimize for SEO with Yoast or Rank Math

Ensure your site ranks well on Google:

- Install and activate Yoast SEO or Rank Math.
- Set up a focus keyword for each page (e.g., “freelance graphic designer” for a portfolio).
- Write meta titles (under 60 characters) and descriptions (under 160 characters).
- Add alt text to images in Elementor for accessibility and SEO.

Pro Tip: Use Rank Math’s schema markup to add rich snippets (e.g., star ratings) to search results.

4.2 Launch Checklist

- Site loads in under 3 seconds.
- Looks great on mobile devices.
- Contact form is working.
- Site is secure and backed up.

5 Use Free Elementor Templates Instantly (Bonus)

Want to skip the design process?

I have created a dream website for you that will change your life forever!

This website has **370+** free elementor template kits available right now with an instant click.

Visit **https://templategoat.com** to download free Elementor template kits, without signups.

TemplateGoat

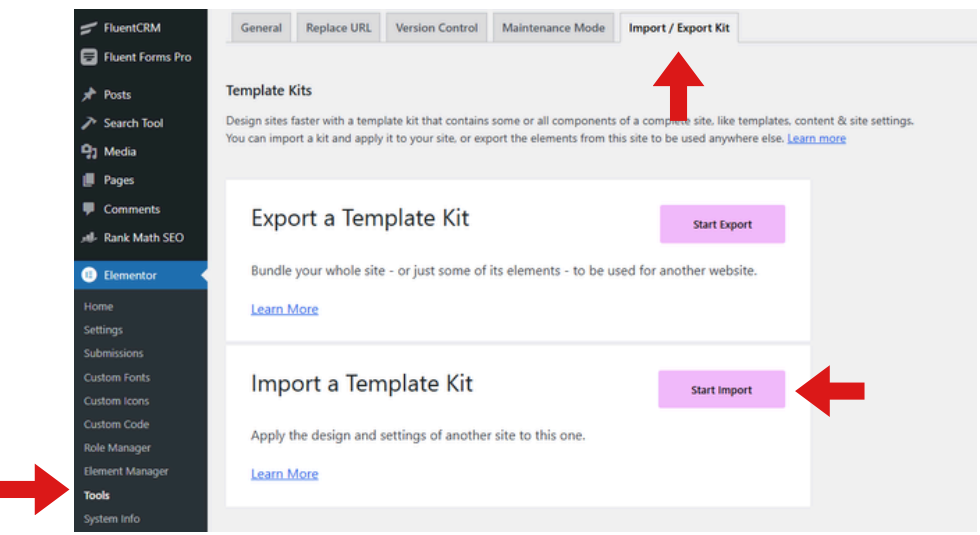
Where Digital Innovation Meets Affordability

5.1 How to Import a Template

1. Go to https://templategoat.com.

2. Download a free Elementor template kit

3. In WordPress, go to Elementor > Tools> Import Templates.



4. Upload the .json file and apply it to your page.

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