

Master Website Creation: 15 Platforms in One Course

Build websites on WordPress, Wix, Shopify, Squarespace, and 11 more platforms. Built for beginners, freelancers, and business owners ready to launch.

Web & Mobile Design

Instructor: Jordan Baker • 5 sections • 53 lessons • 17.25h total

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About this course

With so many website builders and platforms available in 2026, choosing the right one can feel overwhelming. Each platform has its own strengths, quirks, and learning curve, and picking the wrong fit can cost you weeks of rework and real money. Most tutorials only cover a single tool, leaving you to piece together the full picture on your own.

This course walks you through 15 major website platforms, step by step, so you can confidently build, launch, and manage sites no matter the project. You'll start with foundational concepts like domains, hosting, and responsive design, then move through hands-on builds on beginner tools like Wix and Site123, intermediate options like Squarespace and Webflow, and advanced e-commerce platforms like Shopify, WordPress.org, and BigCommerce. The course includes real build projects, cross-platform SEO strategies, performance optimization techniques, and a final site audit and relaunch project that ties everything together.

Course curriculum

Website Foundations and Getting Started

- **What Makes a Great Website in 2026 (18m)**
We cover speed expectations, mobile-first design standards, and accessibility requirements that define professional websites today. Includes examples of sites that get it right.
- **Understanding Domains: Picking, Registering, and Managing the Right Name (12m)**
A practical walkthrough of domain selection, TLD choices, registration steps, and DNS basics. You'll avoid common naming mistakes before you even start building.
- **Hosting Explained: Shared, VPS, Managed, and Cloud Options (15m)**
We break down every hosting type with clear comparisons. You'll know exactly which hosting setup fits your project size and budget.
- **DNS, SSL, and HTTPS: The Technical Essentials You Actually Need (14m)**
A no-fluff guide to the technical layer behind every website. Covers DNS records, SSL certificates, and why HTTPS matters for trust and search ranking.
- **Responsive Design Principles for Every Screen Size (18m)**
Learn the core layout and typography rules that make sites work on phones, tablets, and desktops. Includes a live demo testing responsiveness across devices.
- **All 15 Platforms at a Glance: Strengths, Weaknesses, and Best Uses (25m)**
A side-by-side comparison of every platform covered in this course. You'll walk away with a clear mental map of which tool fits which type of project.
- **Choosing the Right Platform Based on Your Goals and Budget (15m)**
A decision framework for matching your specific project needs, technical comfort level, and budget to the right platform. Includes a downloadable comparison worksheet.
- **Setting Up Accounts and Navigating Dashboards Across All Platforms (22m)**
We walk through account creation and dashboard navigation on each of the 15 platforms so nothing feels unfamiliar when you start building later in the course.

Building Your First Site on Beginner-Friendly Platforms

- **Wix: Getting Started with the Drag-and-Drop Editor (18m)**
A hands-on introduction to Wix's visual editor. You'll learn to add sections, move elements, and preview your site in real time.
- **Wix: Using Wix ADI for Automated Site Creation (12m)**
See how Wix ADI generates a complete site from your answers. We cover when it works well and when manual editing gives better results.
- **Wix: Customizing Templates and Adding Functionality with Apps (22m)**
Go beyond the default template by adjusting colors, fonts, and layouts. Includes adding contact forms, galleries, and booking widgets through the Wix App Market.
- **Site123: Building a Simple Site with Zero Design Experience (15m)**
A fast-paced build on Site123. You'll have a clean, functional site live in under an hour, covering pages, navigation, and basic SEO settings.

- **GoDaddy Website Builder: Quick Sites Tied to Domain Management (18m)**
Learn to build a site on GoDaddy while managing your domain in one place. Covers the content editor, section blocks, and integrated marketing tools.
- **Zoho Sites: Creating a Basic Site Within the Zoho Business Ecosystem (18m)**
A step-by-step build on Zoho Sites with a focus on connecting your site to Zoho CRM, forms, and email tools for a connected business setup.
- **Weebly: Setting Up Portfolio and Simple E-Commerce Pages (18m)**
Build a portfolio or small product page on Weebly. Covers the section-based editor, product listings, and connecting a payment processor.
- **Hands-On Project: Build a Complete 5-Page Site on Wix (32m)**
A guided project where you build a full homepage, about page, services page, gallery, and contact page on Wix. Includes feedback checkpoints and final polish tips.
- **Hands-On Project: Build a 5-Page Site on Site123, GoDaddy, or Zoho (25m)**
Choose one of three beginner platforms and complete a multi-page build from scratch. Reinforces everything covered in this section with a real deliverable.
- **Comparing Beginner Platforms: When to Use Which One (15m)**
A recap discussion comparing Wix, Site123, GoDaddy, Zoho Sites, and Weebly on cost, ease of use, flexibility, and scalability. Helps you make confident choices going forward.

Intermediate Platforms for Growing Businesses

- **Squarespace: Working with Design-Forward Templates (20m)**
Explore Squarespace's template library and section-based editor. You'll learn to customize layouts, adjust typography, and create visually polished pages.
- **Squarespace: Built-In Marketing Tools and Email Campaigns (15m)**
A practical tour of Squarespace's email marketing, announcement bars, and promotional popups. You'll set up a basic email campaign tied to your site content.
- **Duda: Team Collaboration and Client Management Workflows (18m)**
Learn Duda's workflow features designed for agencies and teams. Covers role permissions, client handoff, comment-based feedback, and white-label options.
- **WordPress.com: Managed WordPress with Themes and Plugin Basics (22m)**
A focused walkthrough of WordPress.com's managed environment. Covers choosing themes, installing plugins within plan limits, and managing posts and pages.
- **Jimdo: AI-Assisted Site Building for Freelancers (15m)**
See how Jimdo's AI generates a starter site from your business details. We then refine the output manually, covering content editing, images, and SEO settings.
- **Webflow: Visual Development with CSS-Level Control (25m)**
An introduction to Webflow's box model, flexbox, and grid layout system. You'll build a multi-section page with precise visual control without writing code.
- **Webflow: Animations, Interactions, and CMS Collections (22m)**
Take your Webflow skills further with scroll-based animations, hover interactions, and dynamic content using the CMS for blogs, portfolios, or product listings.

- **Hands-On Project: Build a Blog or Portfolio with Advanced Layouts (32m)**
Choose Squarespace, Duda, or Webflow and build a polished blog or portfolio site. Includes layout strategy, content organization, and mobile optimization checkpoints.
- **Choosing Between Intermediate Platforms for Different Business Types (15m)**
A practical decision guide comparing Squarespace, Duda, WordPress.com, Jimdo, and Webflow for service businesses, creatives, consultants, and small teams.

Advanced and E-Commerce-Focused Platforms

- **Shopify: Account Setup and Dashboard Orientation (15m)**
A guided tour of the Shopify dashboard. Covers store settings, shipping zones, tax configuration, and the key areas you'll use every day.
- **Shopify: Adding Products, Collections, and Inventory Management (22m)**
Step-by-step product setup including variants, images, pricing, and inventory tracking. You'll organize products into logical collections for easy browsing.
- **Shopify: Themes, Checkout Customization, and Payment Gateways (25m)**
Learn to select and customize a Shopify theme, set up a branded checkout flow, and connect payment processors like Shopify Payments, PayPal, and Stripe.
- **Shopify: Essential Apps for Shipping, Marketing, and Analytics (18m)**
A curated look at the most useful Shopify apps for fulfillment, email marketing, upsells, and reporting. Includes a live install and configuration walkthrough.
- **WordPress.org: Self-Hosting Setup with Themes and Plugins (25m)**
From purchasing hosting to installing WordPress.org, selecting a theme, and configuring essential plugins. A complete setup guide for full-site ownership.
- **WordPress.org: Custom Code, Child Themes, and Advanced Customization (22m)**
Go deeper with WordPress by editing theme files, creating a child theme, using custom CSS, and understanding the template hierarchy. For those ready to go beyond drag-and-drop.
- **BigCommerce: Scalable E-Commerce for Multi-Channel Selling (22m)**
Set up a BigCommerce store and connect sales channels including Amazon, eBay, and social platforms. Covers product management and built-in B2B features.
- **Square Online: Connecting In-Person POS with Online Storefronts (18m)**
Build an online store that syncs with Square's point-of-sale system. Ideal for businesses that sell both in-person and online with shared inventory.
- **Adobe Commerce (Magento): Enterprise Product Catalogs and Configuration (25m)**
An introduction to Adobe Commerce's catalog structure, product types, and admin panel. Covers the architecture that supports large, complex product catalogs.
- **Adobe Commerce (Magento): Extensions, Theming, and Customization (22m)**
Learn to install extensions, apply themes, and make layout customizations in Adobe Commerce. Includes guidance on when to use built-in options versus custom development.
- **Hands-On Project: Launch a Functional Online Store with Shopify (35m)**
Build a complete Shopify store from product upload to checkout testing. You'll configure payments, shipping, legal pages, and run a test order end to end.

- **Comparing E-Commerce Platforms: Features, Pricing, and Scalability (18m)**
A detailed comparison of Shopify, WordPress.org with WooCommerce, BigCommerce, Square Online, and Adobe Commerce. Covers transaction fees, feature limits, and growth paths.

Optimization, Launch, and Scaling Across Platforms

- **Cross-Platform SEO Strategies for 2026 Search Trends (22m)**
Current SEO practices that apply whether you're on WordPress, Shopify, or any other platform. Covers keyword research, content structure, and AI-driven search changes.
- **On-Page SEO Essentials: Meta Tags, Headers, and Schema Markup (18m)**
A hands-on guide to writing effective meta titles, descriptions, heading structures, and adding schema markup. Includes platform-specific implementation tips.
- **Site Speed Optimization: Compression, Caching, and Lazy Loading (18m)**
Practical steps to make your site load faster on any platform. Covers image compression, browser caching, script management, and lazy loading techniques.
- **Core Web Vitals: Measuring and Improving Your Performance Scores (15m)**
Understand LCP, INP, and CLS with real examples. You'll use PageSpeed Insights and Lighthouse to diagnose issues and apply fixes across platforms.
- **Integrating Google Analytics and Platform-Specific Analytics Tools (18m)**
Set up Google Analytics 4 on multiple platforms and learn to read the dashboards that matter. Also covers Shopify Analytics, Squarespace Analytics, and Jetpack stats.
- **Adding Chatbots and AI Content Tools to Your Website (15m)**
A practical session on embedding AI chatbots, generating content drafts with AI tools, and using AI for customer support without losing the human touch.
- **Third-Party App Integrations: CRMs, Email Marketing, and Forms (18m)**
Connect your website to tools like Mailchimp, HubSpot, Google Sheets, and Zapier. Covers integration methods for each major platform.
- **Security Best Practices: Firewalls, Backups, and SSL Management (15m)**
Protect your site with practical security steps. Covers automatic backups, firewall plugins, login protection, and keeping SSL certificates current.
- **GDPR, Privacy Compliance, and Cookie Consent Across Platforms (15m)**
Set up cookie consent banners, privacy policies, and data handling practices that meet current regulations. Includes tools and templates for each platform.
- **Migrating Between Platforms: Tools, Pitfalls, and a Step-by-Step Checklist (22m)**
A complete migration guide covering content export, URL redirects, SEO preservation, and common mistakes. Includes a reusable checklist for any platform switch.
- **Managing Multiple Sites: Workflows for Freelancers and Agencies (18m)**
Organize client projects, standardize your build process, and use project management tools to keep multiple sites running smoothly. Built for freelancers and small agencies.
- **Knowing When to Scale Up: Signs You Need a More Advanced Platform (12m)**
Recognize the warning signs that your current platform is holding you back. Covers traffic limits, feature gaps, and cost thresholds that signal it's time to migrate.

- **Final Project: Audit, Redesign, and Relaunch a Real Site (35m)**

Take an existing website, audit its performance and design issues, choose the best-fit platform from all 15 options, and relaunch it with improvements. A full capstone exercise.

- **Your Website Creation Roadmap Going Forward (10m)**

A short wrap-up covering how to stay current with platform changes, continue building your skills, and decide which platforms to specialize in based on your career goals.

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