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15 tips
for designing
WordPress
sites faster
with Flywheel

Everyone knows time is money, especially in the world of web design. In this ebook, we'll cover tips for using awesome Flywheel features designed to save you time and put more money back in your pocket!

Introduction

You're a web designer trying to make the most of your time to grow your business, so you understand the importance of a streamlined workflow. Anything you can do to design sites faster means more money in your pocket. By taking the nitty-gritty details off your to-do list, you're able to tackle more projects. That's why Flywheel designed our hosting platform to save you time and keep you doing your best work!

In this guide, we'll cover multiple time-saving features and products Flywheel has to offer that'll speed up your WordPress process! From site setup to pushing to production, we've got the tools to cut hours of work out of your workflow. Here's what we're going to cover:
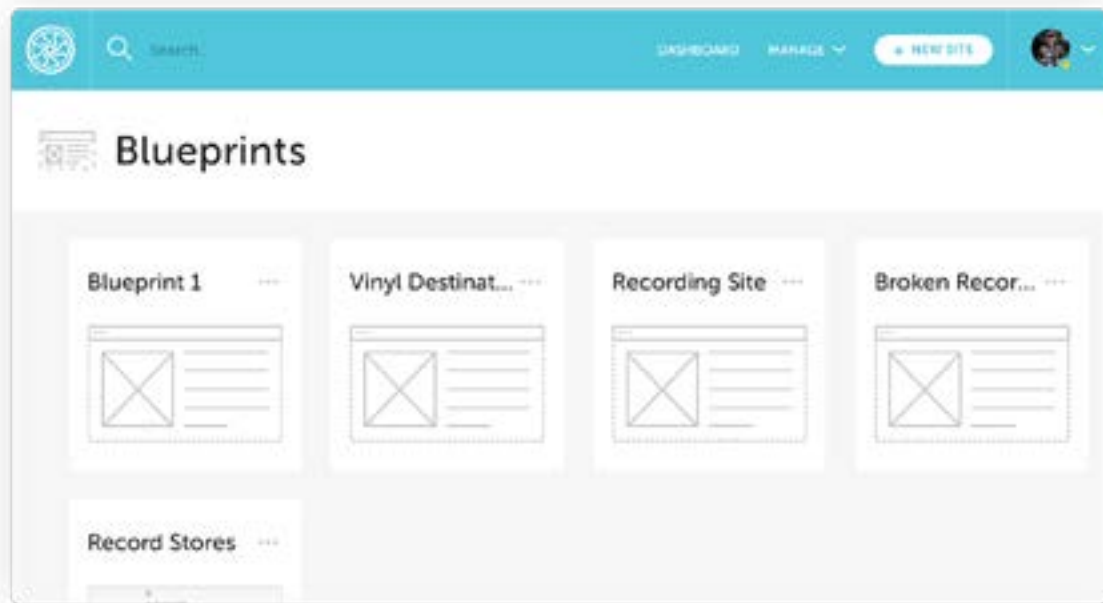
1. **Reduce your setup time with Blueprints**

2. **Build Blueprints for sites you typically create**

3. **Create turnkey solutions**

4. **Count on Flywheel instead of plugins**

5. **Simplify your workflow with a local environment**

6. **Make changes easily with one-click local deployment**

7. **Push sites live to your hosting platform**

8. **Pull sites down to your local machine**

9. **Offload your billing management**

10. **Create demo sites to save time and money**

11. **Transfer billing to your clients**

12. **Join the Flywheel Referral Program to earn extra cash**

13. **Create reusable service templates**

14. **Work smarter with Flywheel's Add-ons**

15. **Save money by reselling hosting**

BONUS: How Flywheel helps you save even more time

01 Reduce your setup time with Blueprints

As a designer, you thrive stretching your creativity to make unique sites your clients will love. And while you design each site exceptionally, a great web design process includes templates of your custom WordPress configurations. That's where our Blueprints feature comes in handy!

Blueprints keeps your go-to themes and plugins packaged in an easy-to-install bundle. When creating a new site, you can use a Blueprint to save you the time and effort of manual installations.

They are completely customizable, including anything from just a couple plugins to themes and WordPress settings. All your uploads besides non-core files can be saved and ready-to-launch with your next site.

Want to give it a try? Here are a few tips to make the most out of your Blueprints.

02 Build Blueprints for sites you typically create

The sites you design are pretty unique, but the easiest way to scale is creating simplified templates that take care of the setup while you get back to designing. What types of sites are you building most often? They might be great opportunities for Blueprints. The possibilities are endless because it can be tailored to whatever you need for your most common sites, like small businesses, brochure sites, eCommerce, portfolios, and even sites under construction.

Here's an example: Say you get a lot of requests for eCommerce sites where you install your go-to theme, along with plugins like WooCommerce, Jetpack, Google Captcha, and Yoast SEO. These are pretty standard on most eCommerce sites you design. Using these, you can create an "eCommerce Blueprint" that's easily replicable and can be used to create your next eCommerce site with the click of a button. Your new site will automatically have the theme and plugins ready to go, which means no manual setup, no WordPress configurations, and more time to spend designing!

> " *What types of sites are you building often? They might make great Blueprints!*

Not sure what types of sites you're frequently creating? Blueprints can be extremely helpful when you think about your go-to plugins, the ones you install on almost every single site you create. Wouldn't it be nice to have those things set up and ready to go when you launch a new site, each and every time?

Manually adding just five plugins could take anywhere from ten to twenty minutes just to find, install, and activate each one. By creating a "Generic Blueprint" filled with your go-to setup requirements, you can install everything with just a click.

Think about how much time you've spent setting up complex sites and how much time you could have saved with a one-click solution like this.

03 Create turnkey solutions

"Turnkey solution" is a big buzzword, and for good reason! If you already know what kinds of sites you're frequently creating, turnkey websites can help you take your workflow to the next level. Turnkey solutions are preset templates, packages, or offerings that your clients can choose from that allow you to work faster. This concept helps you quickly grow the number of sites you manage in no time. Here's how:

1. **Working based on templates gives you a great starting point.** If you offer clients a turnkey solution for their new website, Blueprints cuts down on your production time. For each site option you provide, create a Blueprint to store for future use. When a client picks their theme, simply select that Blueprint and spin up your next site with one click.

2. **Simplified options bring in a wider variety of clients with any budget.** Part of scaling your web design business is expanding your product offerings - and that sometimes means taking a quick, low-budget project! If you can easily turn out smaller projects faster, you can add more money to your business without tons of additional costs and still have time for those large-scale projects.

3. **Charge your clients for custom requests.** By creating a list of product offerings, you can charge for the things you know will take extra time. If you have a client that has very specific needs or ideas in mind, you're able to charge more based on the added time and value you're providing.

4. **Build recurring revenue into your process.** Creating optional add-ons for your websites is an easy way to simultaneously scale your prices, increase your profit margins, and add value for your customers. Add-ons can be as simple as backups, updates, audits, support, you name it! (Bonus: Flywheel can help with all that, making scaling your business even easier!)

If there's one thing to take away from turnkey websites, it's that consistency is key! That's why building out Blueprints for all your offerings can be super helpful for designing quickly and efficiently.

Want to learn more about turnkey solutions? Check out this article on Layout!

04 Count on Flywheel instead of plugins

Even better, the Flywheel platform is already fine-tuned to optimize your site and handles things like security, backups, and caching. You don't want to install plugins performing these same actions. It's unnecessary and can actually slow down your site performance.

Here are a few things to ask yourself:

- **Is this feature too-specific for the Blueprint you're trying to create?**

- **Does this need an update? Is there a newer version available?**

- **Is this outdated or not being supported by the creator?**

- **Does Flywheel already cover this function?**

- **Is this part of the WordPress core files that won't be saved?**

If you answered "yes" to any of these questions, you might want to reconsider the theme, plugin, or files you want to include in your Blueprint. Want to double check what features and plugins Flywheel already covers for you? Check out our recommendations. This way you can keep your sites moving at top-speed and ensure a brilliant user experience.

RECAP

Let's review. When you're looking to design and build sites quickly, you need something that works as fast as you do. Solution: save yourself the manual installation and setup time! We all know that can be the most monotonous part of building WordPress sites, so we've created a solution to handle it for you.

Set yourself up for success with Blueprints and turnkey websites. These solutions are great for saving you manual setup time and provide you easily replicable options for clients. And you might earn some extra money in the process! Just don't forget to do a quick audit while you're creating your Blueprints to save yourself time down the road.

> **" Set yourself up for success with Blueprints and turnkey solutions for your sites!**

Get started with Blueprints by signing up for free at app.getflywheel.com. Now that you have a one-click WordPress setup ready to go, let's talk about some tools to make your job even easier.

05 Simplify your workflow with a local environment

Creating a workflow that's versatile plays a major role in designing sites quickly. That's why local WordPress development has become a best practice for many creatives. Whether you need to make a simple copy edit or start your redesign, working offline from your local machine helps streamline your process.

There are plenty of free and premium local development tools available to meet the needs of any team's size. To aid the web designer workflow, we offer Local by Flywheel, our free local WordPress development tool packed with features. Beyond the basics of a local environment, there's also a community-built Add-ons Library with extensions to help you customize the platform.

Creating amazing websites isn't always a one-person show, and Local by Flywheel can help solve problems like this. If you're looking for a more collaborative local environment, Local for Teams is perfect for organizations and agencies. Beyond just adding team members, you gain access to a suite of time-saving features for any and all of your projects.

Your local development tool should enhance your process, rather than create more unnecessary work. That's why it's important to find the right tool for the job. Once you've decided on the best option for you and your team, try a few of these tips to keep you designing and working faster than ever:
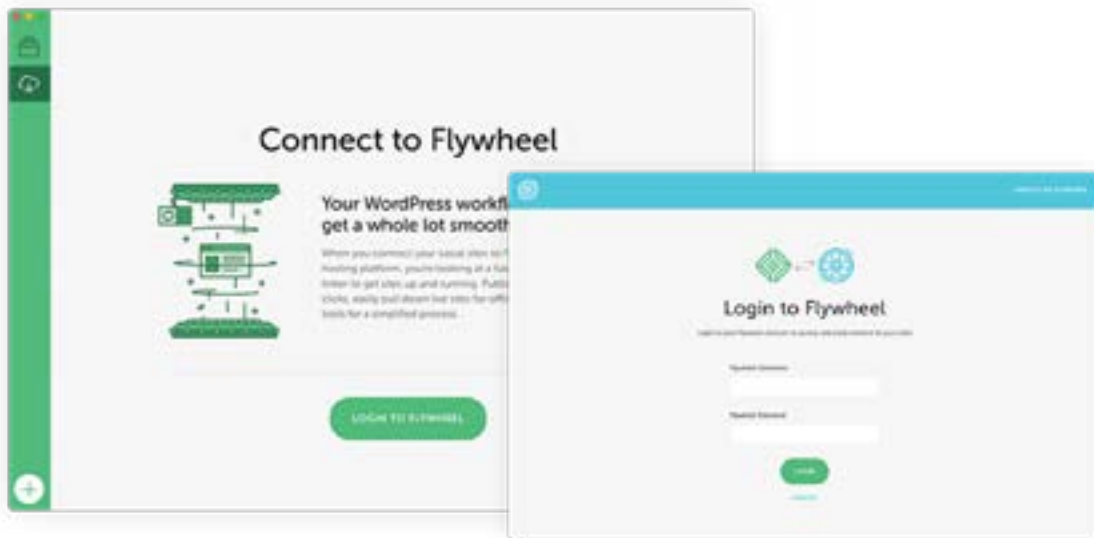
06 Make changes easily and use one-click deployment

Working from anywhere gives you the flexibility to build sites (and your business!) on your own terms. When you're creating sites locally, you can easily access all your files, preview or share your work, and much more. This helps you keep moving forward, even if you're boarding a plane, posting up at a coffee shop, or just working from your desk.

Part of designing sites quickly is pushing them live with ease. While it's different with every local app and hosting platform, there are a few tips and tricks that can help you design faster.

Both the Community version of Local and Local for Teams perfectly integrates with our hosting platform with just a few quick clicks. This allows you to 1) push your sites from Local to Flywheel and 2) pull a live site down from Flywheel to Local! Let's take a deeper look at connecting your local environment and hosting platform:

07 Push sites live to your hosting platform

Moving your sites to the Flywheel hosting platform is lightning fast with Local by Flywheel. The Connect to Flywheel feature lets you sync your accounts and push your site to the hosting platform with just a couple clicks. The easier you can make this process, the faster you can move forward with your next site design. We designed the Connect to Flywheel solution because of the need to connect your local development and hosting faster.

Working with a fluid schedule can make a huge difference when billable hours is a factor. When you're developing locally, you don't have to worry about expiring demo sites affecting your workflow. Once the site is ready and pushed live, you can have your client take care of the billing.

08 Pull sites down to your local machine

While the process of pulling a site down to your local environment can be more complex, editing to sites locally can save you time (and potential headaches) in the future. If you want a super simplified solution, Local's Connect to Flywheel feature can pull a site live on Flywheel down to the app with a couple of clicks. Whether you need to make big or small changes to your site, you have the flexibility to modify as needed. There's no need to worry about breaking the live site or concerning your clients with downtime.

> *Don't worry about breaking a live site or concerning a client with down time.*

This also provides a unique service offerings opportunity. By simplifying this process, you can easily add site changes into your client's package and create more recurring revenue. By defining the number of redesigns or edits a site gets, you're better able to manage your time and charge for additional requests. That means more of your time back and less time working through logistics with your clients.

RECAP

Sometimes, all you can ask for is flexibility, and that's exactly what local WordPress development provides. The ability to work offline, customize the app to work the way you do, easily push your sites live, and collaborate with all your stakeholders can all save you much-needed time. With all these workflow tips, you'll be pushing out beautiful sites faster than ever (and make some extra cash along the way).

With Local by Flywheel, you have the unique ability to move your sites to and from their hosting environment with ease. Save yourself the time needed to go through a migration or create new sites from scratch.

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09 Offload your billing management

You've designed, created, and set up your site quickly and easily. Now all you have to do is finish the little details to launch the site to the world! But we all know that billing your client can be a hassle when wrapping up a web design project.

Waiting on payments can be a frustrating part of the job when you're ready to close out projects. So why not take one more thing off your plate? That's why Flywheel offers Billing Transfer, a fast and simple solution that makes billing a breeze.
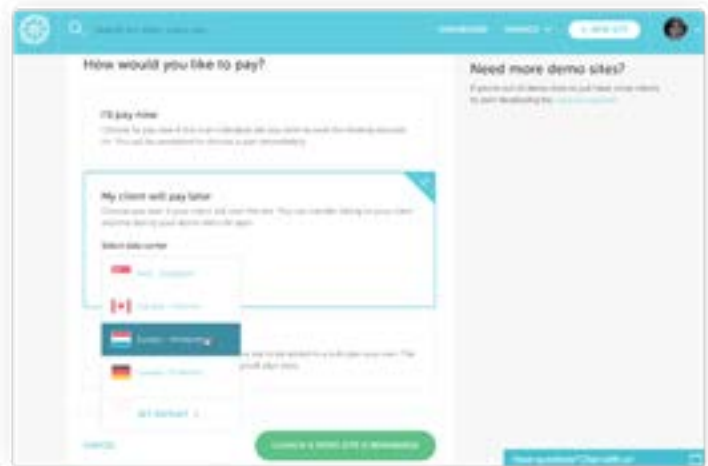
10 Create demo sites to save time and money

To give yourself some additional time, set up a demo site on Flywheel. A demo site has a temporary .flywheelsites.com URL, meaning you have fourteen days to work before a payment is required. There's no need to set up your clients on a different demo server prior to launching their site. Flywheel demo sites are the final place for your sites, even after the site goes live!

This is a great time to make any changes your clients comes up with before you have to start worrying about the bill. It's the same simple process as transfer billing - just select **My client's paying** or contact us to migrate as existing site to a demo site. Once your client pays the bill and you point DNS, you'll be ready to take the site live! Offload the hosting bill and save yourself the time it take to handle billing your clients.

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11 Transfer billing to your clients

Ready to take one more thing off your plate? Forget about handling the responsibility of payments, account passwords, and spreadsheets full of numbers. Billing Transfer creates the optimal workflow to keep you designing sites while your client handles the hosting bill.

When you create a new site on Flywheel, just select use the same process as if setting up a demo site. Just enter your client's email, and we'll send them the bill. You'll still have full-access and the ability to manage the site!

12 Join the Flywheel Referral Program to earn extra cash

If you're managing multiple sites or providing Flywheel hosting as a part of your services, joining our Referral Program is a great way to make a little extra cash for each site you transfer.

The program gives you some flexibility and a nice little bonus for every site you add. You can earn up to $500 for every referral source, and by transferring billing, you're saving time on top of it all. That means you don't have to worry about the hosting bill, and you earn money to put back into your account. Sound like a good option for your business? Learn more and apply now!

RECAP

Offload billing responsibilities with Billing Transfer, a great solution that's already built into the Flywheel platform for you. There's no need to worry about remembering account passwords, getting paid on time, or juggling all your client payments. Billing Transfer takes it all off your plate and automatically keeps your client on top of the payments (plus you can make some extra cash with our referral program just by using the feature)! That means more time and money available to start your next site.

13 Create reusable service templates

We know how time consuming it can be to create new pitch decks, contracts, and invoices for each of your clients, so we recommend creating templates for everything you need to run your business!

Templates relieve a huge headache when managing multiple sites because they help you easily keep track of your web design business with a couple clicks of a button. For example, if your client wants add-ons like security or performance audits with their package, it's super easy to do so by simply adjusting the invoice template you've already pre-made! We even went ahead and packaged up an invoicing template for you to get started! You can access it here.

14 Work smarter with Flywheel's Add-ons

When you're running a business, pitching to clients, and designing WordPress sites, the last thing you need is to stress about one of your sites breaking because of an outdated plugin or a 503 error. That's why Flywheel created Add-ons like Managed Plugin Updates and Performance Insights.

With our Managed Plugin Updates Add-on, you choose the plugins you want updated each month, and we'll take it from there! Once the updates are done, we'll complete a site inspection – if we find any issues, we'll roll back the updates and contact you, so your site won't be left in a broken state.

Flywheel's Performance Insights Add-on combines our delightful dashboard with powerful and site-specific performance insights. These summaries give you an in-depth look at the performance of your site, highlight areas of improvement, and include actionable insights straight from our performance team, so you'll know exactly how to improve your site's speed!

With incredible Add-ons like these, Flywheel makes it even easier to make sure everything is running smoothly behind the scenes while you do what you do best, design beautiful WordPress sites!

15 Save money by reselling hosting

Reselling web hosting is a fantastic way to generate recurring revenue every single month and continue to grow your web design business. You can buy hosting services in bulk at a discounted rate, and then you can resell the WordPress hosting to your own clients at whatever price you want. This allows you to bundle up your services in ways that'll give the client everything they need while also drastically increasing your profits!

Flywheel's Agency Partners Program makes it easier than ever to earn recurring revenue from your clients and ensure your agency is set up for long-term success. Built on a base of rock-solid, reliable hosting, you'll be able to provide ongoing, automated services that go beyond billable hours. And behind the scenes, you'll be earning extra income and celebrating major milestones, all thanks to a business model that has helped over 2,500 agencies get to the next level of their growth.

RECAP

The bottom line here is simple: less time worrying about billing and site management means more time spent designing websites! Running a business doesn't have to be a mess of payments, updates, tools, and expenses. We know how important it is for you to work efficiently, which is why we created resources like our Agency Partners Program and tools like Managed Plugin Updates or Performance Insights into our delightful hosting platform.

BONUS: How Flywheel saves you even more time

It takes time to keep everything running smoothly, especially when maintaining multiple sites. Think about how many hours a week you spend on the upkeep of the sites you manage. Now imagine if you could spend all that time designing new sites, finding new clients, and growing your web design business. Everyone could use more time, and we're dedicated to giving more of your time back to you.

This section will cover some of the built-in, time-saving features of every Flywheel plan. We're eliminating the time you spend wandering through hosting platforms, looking for things in cPanel, and working in the weeds, s you can get back to using your time for designing even more sites. Let's dive into how we handle nightly backups, built-in security, the fastest site speeds, and more!

AUTOMATED NIGHTLY BACKUPS

Backing up your sites is one of the most important things to work into your site management process, but it can be tedious. That's why Flywheel automatically makes a backup of your site each and every night!

If you want to make a manual backup, you can do that, too. It's actually a good idea to do so before pushing big changes live. We'll store all of them for up to thirty days, and you can revert back to one with the click of a button. It's really that easy!

Nightly backups is a great feature to give your clients peace of mind, and it's standard on every site. Don't worry about losing prior site data, remembering to run a scheduled backup, or installing backup plugins. Let us handle the backups while you include it in your client's hosting package!

HACKER-FREE SECURITY

Security is something on everyone's mind (and something everyone needs)! That's why Flywheel takes extra precautions when it comes to security. We're here to help keep your site locked down, so you don't have to install security plugins or worry about a thing.

Security can take time, and that's why we're dedicated to keeping your sites secure from every angle. Here's what's included:

- **Enforcing strong passwords**

- **Free malware removal**

- **Limited login attempts**

- **Two-factor authentication**

- **Intelligent IP blocking**

- **Managed WordPress updates**

- **And more!**

> *" Security is something on everyone's mind (and something everyone needs)!*

We're dedicated to site security and make proactive efforts to constantly keep your site secure, saving you time now and in the future. We even offer additional security audits as an add-on service to meet any client's needs.

BLAZING-FAST SITE SPEEDS

Designing a beautiful WordPress site is one thing, but if your site isn't performing like it should, you could end up spending your billable hours optimizing it. The Flywheel hosting platform has everything you need to give your clients blazing-fast site speeds. From the moment you set up your site, we use server-side caching turned for optimal WordPress performance to keep every site running fast.

RECAP

We understand how time-consuming it can be to just maintain the sites you're managing for clients, and that's why the Flywheel platform is designed to handle maintenance for you! Using our features to take all the little tasks off your plate quickly give you time back in your day-to-day operations.

Conclusion

When you're trying to grow your web design business, time is money! We've covered the time-saving features and products Flywheel has to offer that help speed up your WordPress process. Anything you can do to work and design faster grows your profits in the long run.

From site setup to pushing it live, these tools can cut out hours of effort from your workflow. Blueprints creates a simple, one-click setup solution to get you started, making turnkey websites a breeze. Local by Flywheel allows you to keep moving forward from anywhere, including the ability to collaborate with your teams and push sites live with ease. Then, when you're ready to wrap up the process, you can use Billing Transfer for the easiest billing management you've ever seen.

All these components streamline your workflow and provide the best client experience! To make sure your sites are always in tip-top shape, we include built-in Flywheel features like nightly backups, the fastest speeds, security measures, and so much more.

How much time are you going to save with all these tips and tools? Ready to start designing WordPress sites faster with Flywheel? Sign up now!

WordPress hosting built for designers and creatives

Building, managing, and launching sites has never been easier!

SIGN UP FOR FREE

Hey, Adam!

thelayout.com

theflyest.design

grilledcheesie.io

What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

TALK TO AN EXPERT

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Or, sign up at getflywheel.com

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