

STEP ONE

CHOOSE THE BEST WEBSITE BUILDING PLATFORM

Why WordPress.ORG is better than the rest?

Because it's AWESOME! But more importantly...**Small or Big site? Doesn't matter...** From basic blogs to beautiful business sites and online stores, WordPress.org can handle just about any kind of website. WordPress.org is used by Facebook, eBay, McAfee, Mozilla, Reuters, CNN, Google Ventures and even NASA.

And then you can choose a theme or have your web designer help you with a good choice. There are many preset looks where you simply have your content dropped into the web site.

- **It's mobile & tablet friendly**

The website you build will be responsive, looking great on every mobile device, smart phone and tablet.

STEP TWO

CHOOSE A DOMAIN NAME & WEB HOSTING FOR YOUR WEBSITE

To get a new website online, you're going to need two things:

- A domain name (a web address like yoursitename.com)
- Hosting (a service that connects your site to the internet)

Plus, having your own hosting will also make sure your website loads quickly and won't go down for hours at a time (pretty important for

everyone who visits your pages.)

Where do I get a domain name and hosting?

I've mostly used godaddy.com to select my domain and then inmotionhosting.com as the web hosting and email server.

Already have a domain name and hosting? Go ahead and skip ahead to step 3, where I'll explain how you can set up your website.

What kind of domain name should I pick?

As an easy starting point:

- If you're making a website for your business, your domain name should match your company name. For example:
YourCompanyName.com
- If you're planning to set up a website for yourself, then
YourName.com can be a great option.

Domain names usually end with .com, .org or .net, but in recent months, a huge amount of domain extensions (the end part of the web address, like .com) have come out, ranging from .agency to .pizza.

My best advice? Avoid the weird extensions and go with .com, .net or .org unless they perfectly describe what you have to offer – and even then, see if you can find a more common name.

While .com, .org and .net are commonly used and easily

remembered, the domain extension craze hasn't really gone mainstream yet – so people may not find you if you use a really different domain extension.

How should I choose my domain name?

A) Is it **brandable**? For example, if you make a site about poetry then best-poetry-website.net is not a good choice: poetryacademy.com or poetryfall.com is much better.

B) Is it **memorable**? Short, punchy and clear domain names are much easier to remember. If your domain name is too fuzzy, too long or spelled in a strange way, visitors may forget it.

C) Is it **catchy**? You want a name that rolls off the tongue, describes what you do and sticks head. Coming up with a cool name can be a bit tough since there are approximately [150 million active domain names](#) in the world right now – but don't give up.

There's one rule that always applies to domain names: **If you like it, go for it.**

THINGS TO DO BEFORE NEXT STEP:

Do some brainstorming to come up with a unique domain name that reflects your business, site or blog.

Go ahead and secure yourself a domain name and web hosting .

STEP THREE

Set up your WordPress Website

Once you've bought your domain name and set up your hosting, you're well on your way!

Now it's time to get your website up and running. The first thing you'll need to do is install WordPress.org to your domain or have your web master do it for you.

Choosing a Theme/Template for your site

Once you have successfully installed WordPress.org to your domain, you'll see a very basic yet clean site:

But you don't want to look like everyone else, do you? That's why you need a theme – a design template that tells WordPress how your website should look.

Here's where it gets fun: There are thousands of awesome, professionally designed themes you can choose from and customize for a site that's all your own.

1. Access FREE themes

Once you're in the dashboard, you've got access to over 1500 free themes! Just look along the side bar for "Appearance", then click "Themes".

If you want something more professional or elegant than what you find here, you can head over to [ThemeForest.net](https://www.themeforest.net)

where there's a HUGE library of themes to pick from at varying costs. But before you do that, I really suggest you at least try spending some time browsing the free themes. Many of them are actually really professional and well made; so don't write them off.

As you can see above, installing a new theme for your website is very easy.

You can search for specific keywords and/or use filters to find themes that suit your style. Finding the perfect theme can take a while, but it's worth it.

You should also look for themes that are “responsive”, as this means they will look good on any mobile device. Just punch it in as one of your keywords, and you'll be all set!

2. Install your new theme

Once you have found a theme you like, installing it is as simple as clicking “Install” followed by “Activate”.

How do I add content and create new pages?

With your theme installed, you're ready to start creating content. Let's quickly run through some of the basics:

Creating and editing pages

Let's assume that you'll hire a web person to format what you've created unless you are already web developmentally savvy.

PAGES FOR YOUR WEB SITE

1). FRONT PAGE

Have a header in keeping with your Web name – either an image as well as text or text done as the logo itself. The name needs to SAY WHAT YOU DO QUICKLY. You only have seconds to catch someone's eye and to get them to look inside your site.

2). PUT A FREE GIFT GIVE AWAY ON YOUR FRONT PAGE

You create forms in your data base system. We have used YMLP.com for over 10 years and you can start for free or \$3-\$15 a month. Go here to register and we get credit for referring you.

Promo Signup (copy and paste into your browser)

URL: http://ymlp.com/psignup_promo

Then put in this promo code: [KH2BS9](#)

From YMLP after the person signs up with their name and email an “auto response” goes out automatically – yes you have to have this set up from the back end – that has your message and your gift delivered. The gift can be a PDF article or a MP3 audio.

Here is where you can go to record an MP3 message about you and your services for Free then use that as your FREE GIFT.

<http://www.freeconferencecalling.com>

3). PUT A DESCRIPTION OF WHAT YOU OFFER ON YOUR FRONT PAGE AT THE TOP AND HAVE A BLOG BELOW THAT WHEN YOU ARE READY TO COMMIT TO WRITING ABOUT WHAT YOU DO AND THE BENEFIT IT HAS FOR OTHERS.

4). ABOUT US PAGE – THIS DESCRIBES YOU, YOUR STORY FROM THERE TO HERE AND YOUR SERVICES

5). A STORE OR INVESTMENT PAGE – THIS SHOULD BE WHERE A PERSON CAN PAY FOR YOUR SEMINARS AND OR SERVICES

You can begin with a personal paypal account and upgrade to a professional merchant account as you grow your business.

6). CONTACT PAGE AND MORE PAGES AS YOU DESIRE

On your contact page you want to create an email form and not your email itself to avoid spam mail.

You can add more in-depth descriptions about you and your services as you see fit but the basics are covered in 3 – 4 pages to launch your first web site.

7). PAGE TITLES AND TAGLINES

Page titles explain to searchers what your website is about, and they're also a big part of how search engines determine your rankings, so you want to be sure they've got the keywords you want to target in them (but in a natural way, written for real people).

You should use a unique title on every page of your site.

Taglines are added at the end of titles across every page.

Congratulations – you're ready to launch!