
FREE WEBSITE STARTER GUIDE



How To Set Up Your Own Business Blog Or Website

So, you want to create a blog or website for your business? That's great! This short and simple guide to creating your own blog / website will help you get started. This is a free guide provided by the website experts at *Silver Mountain Marketing*. Learn more at www.silvermountainmarketing.com.

Step 1: Pick A Name

Having your own domain name is desirable for many business owners for numerous reasons. For a start, if you're wanting to build credibility and a sense of professionalism around your website, a domain that reflects this can certainly help.

Similarly, a carefully selected domain name has the ability to enhance the branding of a product, event, fundraising effort or even a person.

Domain purchases give the added bonus of email addresses with the same domain (adding to both professionalism and branding) and can enhance your Search Engine Rankings as well. (For example, your domain name might be companyblog.com and your email address would be bill@companyblog.com)

Your domain name is extremely important, since most of the time it will be the first point of contact that your audience will have with you. Your name needs to be memorable, easy to spell and it should give people an idea of what your business/website is about.

Here are some things to keep in mind when selecting a name for your website:

What is the topic of the business? – an obvious starting point – most website names reflect their topic.

What do you hope to achieve with your website? – Is it about having a hobby? Is it about building your profile/expertise? Is it to help you fundraise for a particular cause? Is it to promote your business' products and/or services?

What style will it be? – Is it a website with one or many authors? What length of articles/content will it have? What kind of content will you be sharing?

What tone and voice will it be written in? – Will it be professional, conversational, newsy, rantish, humorous, or more of an online journal?

Who is the intended audience? – Are you wanting to appeal to professionals, young people, cool people, geeks, travelers, friends or family?

There are a wide range of opinions on what the ideal length of a domain name is. Technically you can have up to 67 characters in your domain name, but it is generally accepted that short domain names are better than long ones for a number of reasons - including the fact that they are easier to remember, they leave less room for making mistakes when typing them in, they are good for word of mouth (online or offline) marketing, and they are more visually pleasing.

My suggestion is that you come up with a domain name that is as short as possible. With that said, short domain names are very popular and hard to find these days, so you might be forced to consider something a little longer than you had originally hoped.

Most importantly, try to include one of your keywords in the domain name... so if your business is about health and fitness, your domain name could be something like: billsfitness.com

Once you are settled on your new domain name, the next step is to register the name and to grab yourself a website hosting package.

Step 2: Find A Web Host

There are two major ways to set up a blog or website of any kind. These two major systems are referred to as: *Hosted* and *Stand Alone* platforms.

Hosted Platforms

This is the type of website that many individuals start out with because they are easy and usually quite cheap (if not free). Probably the most popular of these systems is Blogger.com – but there are others, such as WordPress.com and Tumblr.com.

These systems are called ‘hosted’ blog platforms because large companies ‘host’ your blog on their own domain and on their servers. After what is usually a pretty easy setup process, they will give you a web address (URL) that will usually be some combination of their own URL and the name of your blog.

For example, you might want to call your website “Bill’s Fitness”. Your URL for a website with this name might look like this:

<http://www.billsfitness.wordpress.com>

You can see the structure of that address has two elements: your website’s name after the www. and then the wordpress.com extension. The way that this website address has been constructed tells people that this site is being ‘hosted’ by WordPress.com as opposed to the blogger having hosted the content on his or her own server.

If you just want a basic blog or website and don’t care much about having your own unique domain name (for example: billsfitness.com), are not too interested in having a fully-customized blog design or getting all the latest and greatest features found on today’s modern blogs and websites, then setting up a hosted website is a completely valid choice.

Stand Alone Platforms

The other type of blog/website platform is one that is hosted on your own computer server and has your very own unique domain name / URL. This is how almost all professional blogs and websites are set up... and it is how I recommend you set up your website as well.

Stand alone platforms are ideal if you want a little more control or flexibility with your website. They can be configured to look and run very professionally and to be adapted into configurations that are limited only by your imagination.

If you’re wanting to develop a serious looking blog or website of any kind, I’d recommend you go in the direction of a stand alone platform.

When you create a website, each photo and page on that website is stored on a computer. But the files you create for your website aren’t stored on your personal computer. Instead, they are stored on a computer called a “server”, that is connected to the Internet 24 hours a day, 365 days out of the year. This

way, your website will be live and running no matter what time of day someone chooses to visit it.

There are hundreds of website hosts you can choose from. Some are big, some are small. Some are cheap and some are very expensive.

If you are just starting out, however, I can save you a lot of time and money by recommending you sign up for web hosting with a company called [Bluehost](#).

All of my personal and business websites are hosted with Bluehost. Why? Because their service is inexpensive, allows you to grab one free domain name with your purchase, and is incredibly easy to use with 1-click automatic WordPress installation (we'll talk more about Wordpress in just a moment). Plus, the customer service at Bluehost is excellent – via phone and via email/online chat.

I HIGHLY RECOMMEND using [Bluehost](#) for your first blog or website. Also, you can use the same hosting account for multiple domains if you plan on creating more websites or blogs in the future!

So go to www.bluehost.com right now and sign up for their basic hosting package. During the sign-up process, you will be asked to enter the domain name that you wish to use for your website. After you've done that, you're ready to install Wordpress and find a blogging theme (a design for your blog).

Step 3: Install Wordpress

After you've registered your domain name and signed up for web hosting, the next step is to install Wordpress - the blogging CMS (content management system) you will be using to run your blog.

Luckily, if you signed up for hosting with [Bluehost](#), this is very easy to do.

To install Wordpress on the domain name you just registered, log into your Bluehost account and then click on the "Wordpress" button under the "Website Builders" category.

Then click the button to “Start a brand new install”.

Select your domain name from the list of available domain names... and then click “Check domain.”

On the following page you will be given the option to “Show advanced options.” Click that box and you will then be able to give your blog/website a title, create your own personalized username, and set up a password that you will be able to easily remember.

After you have entered that information, click the button indicating that “I have read the terms and conditions” and then click the button to “Install Now”.

It may take a few minutes for your Wordpress blog installation to complete, but within just a minute or two (sometimes as long as 15 minutes), your new Wordpress website will be up and running.

Just go to your favorite web browser, type in the URL / domain name you selected when you signed up for hosting, and your blank Wordpress website will appear!

Step 4: Find A Theme

The design of your blog is very important because it not only says what your website is about, but if done correctly, says a lot about your purpose. More importantly, if your theme is poorly coded it will harm you and the overall success of your website.

The good news is, you don’t have to be a website designer in order to have a website that is beautifully designed. One of the great things about running your website with Wordpress is that there are thousands of pre-made designs available for you to choose from.

Some of the Wordpress themes you’ll find are totally free... although the free themes are usually not nearly as good looking, or as well coded as the themes you have to pay for.

If you want a really good looking website theme, then you will probably have to pay a little money for it. Luckily, Wordpress themes are cheap - usually costing between \$40 - \$125 USD.

If you want to see some examples of excellent Wordpress themes that you can choose from for your blog, I recommend you visit the website at www.themeforest.net. This is the website I always refer to when starting a new blog or website as they have hundreds of themes available at very good prices.

Once you have decided on a theme design for your website, simply purchase and/or download that theme to your computer. The theme will be delivered in a .zip file. Once you have that .zip file saved to your computer, log into your Wordpress blog by going to: `yourdomainname.com/wp-admin` and clicking "Enter".

This is the page you will need to access every time you want to make a change or addition to your blog/website, so remember it!

Enter the username and password you created for yourself when you installed Wordpress and then "Log In".

Once you have logged into the Dashboard of your Wordpress blog, click on the word "Appearance" in the menu and then select "Themes".

Now click the "Add New" button, followed by the "Upload" link.

Click the "Browse" button and navigate to the part of your computer where you stored your Wordpress theme's .zip file. Select the .zip file and then click "Open".

With the .zip theme file now selected, click the button to "Install Now".

It will take a moment or two for the theme files to install, but once they are finished you will be able to easily select that theme design from the available options and you are ready to get started with your new blog/website!

Most Wordpress themes come with additional installation instructions and vary from theme to theme, so be sure to see your theme's additional installation instructions at this time.

Step 5: Start Adding Content

Congratulations! You've done everything you need to do in order to get your new blog or website up and running. You've come up with a name for your blog, registered the domain name, [signed up for web hosting](#), installed Wordpress, [selected a theme design](#), and now the only thing left to do is start adding content!

In 5 easy steps you have been guided through the process of setting up your very own blog or website.

While we didn't cover everything there is to know about running a successful website in this short manual, this is enough information here to get you up and running. If you have further questions about setting up a blog or website for your business and you think we might be able to help, please don't hesitate to contact us - contact@silvermountainmarketing.com

Silver Mountain Marketing is a full service Internet marketing company. We specialize in creating beautiful, profitable websites that work on autopilot to make you more money and grow your business.

Thanks for reading... and I wish you much success in your online endeavors!

Additional Resources

Web Hosting - Bluehost.com
Website Templates - ThemeForest.net
Domain Names - GoDaddy.com
Email Newsletters - Aweber.com
Computer Backup - Moxxy.com
Cloud / File Sharing - Dropbox.com

