

How to Create a WOW Website

WWW 

Session 1

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Why You Need A Website

- Visibility
- Internet Real Estate
- People are Checking You Out
- Professionalism
- And so much more...



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Why Control Your Own Website?

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 - Blogger, (Blogspot), LiveJournal, WordPress.com:



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 - Blogger, (Blogspot), LiveJournal, WordPress.com: **Renting**
 - Self Hosting:



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 - Blogger, (Blogspot), LiveJournal, WordPress.com: **Renting**
 - Self Hosting: **Ownership**
- When you have Ownership you can:
 - Play by YOUR rules
 - Do What YOU want!



Several Popular Website Creation Tools

- HTML
- ASP
- Drupal
- Joomla
- WordPress
- And others



Why Use WordPress?

Top Reasons to Use WordPress

1. Google LOVES WordPress
2. Open Source
3. Themes
4. Plugins
5. Excellent Security



WORDPRESS

If You Don't Have A Site (yet)





The Calvary Is Here!





Good Names vs. Not so Good Names



What to look for in a good domain name (Website Name):

- A good domain name is relatively short
- A good domain name is memorable
- A good domain name isn't easily confused with others
- A good domain name is hard to misspell

Good Names vs. Not so Good Names (Cont.)

- A good domain name relates to your business name or core business
- They have a .com extension
- A good domain name sounds solid to your target audience
- They don't contain hyphens or numbers



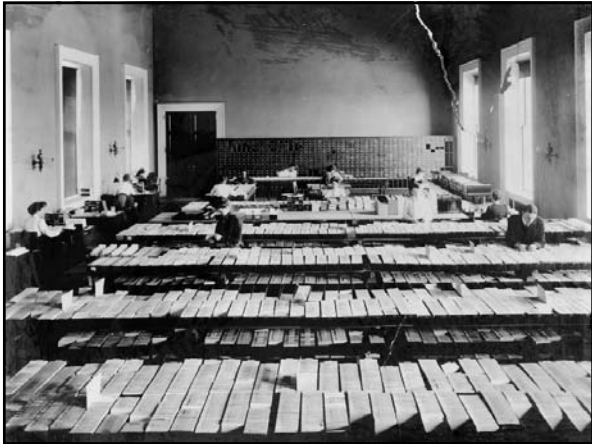


- Don't worry if your domain doesn't have all these characteristics. These are just factors that you should consider when evaluating domain names.
- There are lots of examples of successful domain names that lack some of these points.
- Try to make sure that your domain has most of the characteristics.

What Do You Need To Get Started?

- Time to build your Team
 - Registrar
 - Hosting Company
 - It is best to keep these as 2 separate companies





A Registrar

Registrar – this company will register the name you want as your website

- Registration is usually for a minimum for 1 year
- Upsells: WhoisGuard / Privacy Protection, multiple years

Module 1 [17]



A Hosting Company

Hosting Company – this company will store your website content, files, WordPress will be installed here, etc.

- Hosting is month to month or yearly
- Upsells: SiteBuilder, Services, Email, SSL Certificate, Drive traffic to your Website, Shopping Carts, multiple years – ALL NOT NEEDED... yet!
- Make your life easier – make sure they have cPanel installed.

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<http://GetYourNameHere.com>



<http://GetYourHostingHere.com>

