

HOW TO CREATE A WOW WEBSITE

SESSION 1

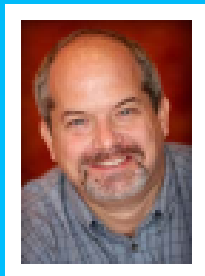
How to Create a WOW Website

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Session 1

With:
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How To Create a WOW Website: Session 1

[Slide 1]

Paul: Welcome everybody to Session 1 of "How to Create a WOW Website". Are you there, Pat?

Pat: I am, thank you, Paul.

Paul: Great. It's good to be here. We've been planning this for quite some time now. I'm really excited about getting this going, so without further ado let's continue on.

[Slide 2]

The real big question to start out with is, "Why do you need a website?" There are plenty of good reasons why you should have one.

First of all, you want to have some visibility on the web. Without having that out there for you, without having your website you are almost invisible these days. People are working on the web and as the Internet is just all over the place. People are going to be looking you up on their desktops, on their tablets, on their smartphones and everywhere. When they go searching for you, you need to have a place that you can be found and be visible.

The next thing is when you have a website that's really your own little piece of real estate out on the Internet and people are going to want to check you out and see what you have to offer. By having your website there, they will be able to find you. They will be able to see what you have, find out what you do and look at any products or services you offer.

These are just the basics right now. There are so many things you can have your website do. You can sell products from it. You can let people know about your services. You can have membership sites. You can develop communities. We will talk about some of these as we go throughout this course, but it should be apparent having that out there is going to be important for you.

The next thing is kind of simple. A lot of times people don't even realize it and you probably do it already. Let's say you're at an event

or at a conference or you just have a new client and you give him your business card. One of the first things that they do is go to check you out online. They search for your name. They look for your company. They want to see are you really out there. Somehow people come up with the idea that there's legitimacy if you have a website and while we're not really here to debate whether that's true or if that's false, the idea is that you have to be out there. If you don't have a website, people will automatically think less of you as far as being professional, legitimate or as being a real business entity out there.

You need to make sure that you have a website so as people go searching for you they will find you. You don't want them just to see your LinkedIn profile, which is definitely good to have. But if the only thing that comes up for you is Facebook or some Yellow Page directory they are going to question how legitimate you are. The next time somebody goes to check you out, by having your website you will be prominent.

Another good reason that's huge and always kind of gets to me personally for some reason and I'm not sure why, is when somebody says "Oh, I want to do business with them". They say "Great, you can contact me at JohnSmith@aol.com or send me an email at badboy123@gmail.com." There's just no real professionalism there if somebody is using an email like AOL, Gmail, Yahoo or any of these free types of email services.

When you have your own website you can actually have your email out there as part of your company. For example my website is DigitalMaestro.com, so you can email me at Paul@digitalmaestro.com. That sounds so much more professional. It gives me again that legitimacy and that's really one of the things that we want to do. There are just so many other reasons, but hopefully by now you realize that it is important. You have to be out there and people are going to be searching for you, so be found.

What do you think, Pat?

Pat: I think those are great points Paul. They definitely reflect the way that people interact today and are so much more comfortable with checking things out online even before they go out to make a reservation at a restaurant. They may be looking at Yelp reviews to

find out what other people have thought about that restaurant. I know it's influenced me in my buying behavior. Having this ability as a business owner is really essential to get clients and to build up a reputation.

Paul: I agree. It used to be that they say you can't make a second first impression, but when you're online that second impression is truly backed up by what you're doing out there. That website is going to be there, so you will need to have that.

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We mentioned before about controlling your website. I just wanted to talk about what that means just for a couple of minutes.

What's important and what does it mean when we say control your website?

There's actually a whole bunch of different ways that you can have a website and we will talk about some of that in just a moment. A lot of times people think about Blogger, LiveJournal or even WordPress.com. You can actually go to these websites and create your own free website. People think that's the way to go because I can get it up, it will be quick, it will be easy, it's free and who doesn't like free?

The problem with using one of these free sites is that in a sense you're renting your website from them. You're playing by their rules and what that means is that you have to follow whatever instructions that they say. Whatever their terms of service say you can or can't do, you have to follow them. It's kind of a tradeoff. You get it for free, but you have to follow their rules as opposed to what's known as "self-hosting".

Self-hosting is more like ownership and we think about it in terms of a house. When you are using a site like WordPress.com, Blogger or Blogspot, you're just renting from them. If you wanted to paint the rooms in your house or if you wanted to knock down a wall to make two smaller bedrooms into a larger master bedroom you can't automatically do that. Your landlord would get really upset. You have to check with them. He or she may say, "Nope, sorry you can't do

that" and you get frustrated whereas if you own your own house, you can do whatever you want.

You want to put in that new garage in the back if you have space, go ahead and do that. You want to add on and put a new deck and a pool, you can do that. You want to knock down all the walls and just make one open floor plan, well when you own the house you can basically do whatever you want. The same is true when you have your own website. When you are in control of your own website and you have your own hosting account and your own domain name what it means is that you're not going for the free version. You have total control over whatever it is that you want to do.

Rather than rent, you want to be able to play by your own rules and do what you want. That's going to be a huge thing because sometimes the terms of services if you put something out there, they will be able to put their own little advertisements and that's not going to be professional looking. It's all about being professional.

Sometimes the terms of service say that by creating your website on their service that they can use your content for whatever they want. So if you're writing articles and you're posting them on your website they can actually take them and do anything they want. They can republish them. They can do anything that you might not even know about, so in my mind that's not really a good thing to do. It's worth the small amount of investment to get your own hosting account and to get your own domain name, which is really just your website name, so that you're in control. Nobody is telling you what you can or can't do and you're able to just go ahead and carry on the way you want to do things.

[Slide 4]

Now with that said if you're going to create your own website there's a whole bunch of different tools that you can use to create the website and sometimes people call these platforms. They are just different ways that you can build a website. For instance there's what we call the old-fashion traditional HTML and this is how websites were first built. They are a bunch of codes. You can put images, do some programming and have your website go up there with HTML. This is

a little bit more technical because you need to actually know how to program.

The same thing is true with something called ASP (Active Server Pages). This is a technology that Microsoft created. Programmers develop really large complicated, complex sites using this type of language where part of the programming goes on the server and part of it goes on the actual desktop computer. You may have heard of something called Drupal or Joomla. These are also different types of systems that allow you to create websites.

One of my favorites is called WordPress. I mentioned before on one of the previous slides that you can go to WordPress.com and rent space from them or you can actually get the software that's running on that, and put that on your own website. That's one way that will make it nice and easy so you don't have to worry or know anything about programming. There are all kinds of other website creation tools or platforms that you can use. These are some of the more popular ones.

[Slide 5]

Now I'm going to suggest and we'll be demonstrating WordPress. I think WordPress is a really fantastic, easier way to create a website than any of these: HTML, ASP, Drupal, Joomla and etc. Let me just tell you a few reasons why I like WordPress and why I feel that you should use WordPress as well.

First of all Google absolutely positively loves WordPress. The simplest explanation or demonstration I can give of this right now is suppose you were to create two websites with exactly the same content, meaning it has all the same words, it looks exactly the same, the same images and everything is identical. If you were to pull them up in a browser and look at Website 1 created in WordPress and Website 2 created in HTML and they were both created at the same time on the same date, Google will actually rank the WordPress website much higher than the HTML site.

Right away there's some really good built-in SEO, which stands for Search Engine Optimization. What that means is that simply by using the WordPress platform, you're going to get ranked higher. When somebody starts looking for your company, your products or your

services, you're going to show up much higher than that same exact looking website. On the outside when somebody goes to the website it looks the same, but all the technology underneath it, the way it's programmed, the way it's handled Google likes that so much better using WordPress than HTML. The best thing about it is that you don't need to know how to code all this stuff that makes Google happy. It just happens. It's like magic. It's WordPress magic.

Another good reason to use WordPress is it's known as something called "Open Source". What that means is that there are thousands of programmers who are actively working on WordPress every day.

Now let's take in comparison to something like Microsoft Word. If there was something that you wanted to change the way Microsoft Word did what it does, you will have to call Microsoft, make a request saying I would like you to change this. They will say, "Yeah, yeah great. Thanks, we'll put this on the suggestion list and if we get to it, it will get in. If not, you will never hear from us again." With WordPress because there's so many people working on it, you can actually change the code yourself if you wanted to.

You can become part of the development group and actually work on it. It's a coordinated effort and you can be part of the development team that makes these changes. If you had a really good idea you wanted to do, you could let them know and they can say, "Great we will assign you to a programmer" or perhaps you want to do it. Now if you're not technical you can just submit the request and say, "Okay thanks, let me know what happens with it." But the point here is that there are so many people that are constantly working on it.

There are a lot of different developers' eyes looking at it. Another benefit of that is that because there are so many people looking at it they are able to make improvements all the time. WordPress gets updated quite frequently. What that means is number one if there are any security vulnerabilities you're going to get patched up pretty quickly because so many people are looking at it. That means that it's actually secure.

You may have heard in the news that there's a lot of websites that get hacked. That's true and some of those websites are WordPress. When

we talk a little bit more about security in one of the other modules, I'll show you how you can really easily make it very secure.

Another reason why an update might come out is there's new, additional functionality to make it better for you, the user, so if you want to do something there's easier ways to do it. The third thing is, and it's true with all software, that if anybody ever tells you that there's software that is bug-free they're probably not telling the complete truth. When the updates come out because there are so many people working on it, if a bug is discovered they will fix the bugs. Again, this is all made possible because WordPress is open source.

The next thing is that you can actually change the way your website looks and feels by something called a "Theme". If you wanted to change your website from one column to two columns, you can easily change a theme and if you wanted to change your colors a lot of times that's just a matter of changing a theme. If you wanted to have a big banner or a slider, or make it more image oriented, you can change the theme. A lot of these, and when I say a lot, it's tens of thousands of them are available and they are all free. The actual software for WordPress to be installed is free. That's another good reason.

There's also something called "Plugins". What a plugin will allow you to do is to add additional functionality to your website. Imagine if you wanted to have some inventory and let people purchase from you. You can get a plugin, add that to your website and you're now an ecommerce store. You can sell things. You can accept credit cards. If you want to accept PayPal, you can do that as well. You can just add a plugin. The reason why they have these plugins is because not everybody is going to want to do everything.

A great example that I like to use all the time is when I teach college courses. Every course I teach, I actually create a new website for that class. One of the things that I allow my students to do is to go in, log into the website. They actually look up their grades so this way they can see as we go along what assignments came in on time, their quiz scores, their test scores, and their labs. That makes sense for me because I'm teaching a course. If somebody is selling homemade dog biscuits, it clearly doesn't make sense that they have a way to look up test grades.

WordPress doesn't include that functionality automatically. That's a plugin and you could just add that. There's a lot of different plugins for functionality that I certainly don't need, but somebody else might. It really becomes more of a plug-and-play way of creating your website to do what you want.

In comparison, I mentioned Microsoft Word just moments ago. If you look at the evolution of that, it's just gotten bigger and bigger with all kinds of functionality, which is great but how many people actually use 100% of the functionality in Microsoft Word? "Nobody" would be my guess.

I just mentioned a little bit about security before. There is excellent security available for WordPress if you use it and that's the big caveat. You got to use it. You have to make your website secure, otherwise it will be vulnerable to hackers. We will talk about some of those things that you can do to easily make your website more secure than about 80% of the websites out there.

[Slide 6 -7]

So if you don't have a site yet, how are you feeling after all of this stuff that we've just been talking about?

It's only been about 20 minutes or so. Are you ready to go crazy or are you overwhelmed? Do you think that there's too much work to do or are you feeling happy like a little baby? Are you calm, cool and ready or maybe even excited to get started?

[Slide 8]

In either case, don't worry because the cavalry is here. We are going to show you everything that you need to do in order to get that WordPress software for free, to install it, to look and find to see where you get those themes so you can evaluate them and find one that you like. You will also look at those plugins to find out and determine what functionality you actually need. Once you have all of that information you will be able to get going real quick and rather simply to get your website up and running.

[Slide 9]

Now one of the first things that you need to do when you're thinking about getting your website up and running is what is your website's name going to be. Technically speaking, a website name is called your "Domain Name". That's it and that's the technical part, so anytime somebody says "What's your website's name" they are really asking for your domain name.

When you come up with your domain name that's going to be important because that's almost the start of what you are going to let people know about. For example your domain name could be your business name. I mentioned before that my business name is Digital Maestro. My website is DigitalMaestro.com. If you can get your company name if you have a company as your domain name, that's probably going to be a good fit.

Let's face it, a lot of times when people are looking for a company on the Internet, when they search for them, if your company name is the same as your website that's almost instant credibility right there. However, depending on what your name is if it's common or if it's made up of common words or phrases there may be a chance that somebody else has that website name.

Now there's only one website name per website which makes sense, but what that means is if somebody else wanted to have the website name DigitalMaestro.com they can't. It's already taken and I have it. In that case you could think about variations. Perhaps you use the word 'the' in front of it. I could have made my website if Digital Maestro was taken "TheDigitalMaestro.com", so that's a possibility.

A common question that people usually ask is well what about using dashes. "Can I make it Digital-Maestro.com?"

If that's available and that's a possibility, sure you can do that. However, I wouldn't suggest it because if somebody knows your company's name and they forget that dash then they may actually be going to a competitor if they forget the dash and just go to DigitalMaestro.com instead of Digital-Maestro.com. We're going to talk about some type of rules or suggestions for coming up with some names.

The more what is known as keywords are in your website name will actually help your SEO. Again, that stands for Search Engine Optimization and that's being found by search engines like Google, Bing or Yahoo. When you're coming up with your name, first try your business name.

Another common way to develop a website name is to try your own name. If you don't have a very common name or a different spelling to it, a lot of times people are encouraged to get their own name as their website. This way you have it in case somebody else ever wants it and they can't get it because you will be in charge of it.

Pat, were you going to say something?

Pat: No, I think that those are great points Paul and the naming is so critical. Domains are inexpensive, so if you're not happy with your name once you purchase it you can get another one. It's better to think this through as you're describing right from the beginning so that you're building all of your plans and you're branding on the keywords that are in that URL.

Paul: Exactly and speaking of domain names also take a look at your business. There are some businesses that are clearly local. If you were a local baker in town and your plans do not include world domination of the cupcake market, which is fine, you might want to have your domain name be "Best Cupcakes in New York". That gives you the advantage of being geographically located. People will know that you're located in New York.

It has your niche or your market in there of cupcakes or bakery or whatever words you want to use. Those are the words that people maybe searching for. If I was local in New York City and I wanted to find a cupcake bakery in New York City, that's probably what I would search for. "Cupcake bakery in New York City" and the results that would pop up if that was my actual domain name then there's a very good chance that I would come up high in the search engines. That is another thing that you can think about when you're going through and coming up with your name.

While that's a blessing, it can also be a curse because being on the Internet you actually are worldwide so keep that in mind. Just though

you think that your market is local, people from around the world will be available to find you and while that can be good, some professions cannot service that market or they don't want to.

Another profession that comes to mind is an acupuncturist. If you are an acupuncture practitioner and you have your own office, it may not make sense for you to market your business to people over in another country or even people outside of a 20 mile radius. In that case you can get really specific geographically and go with "SanDiegoAcupuncture.com". That's very descriptive and people know exactly where you are.

Now let's go the opposite spectrum, taking acupuncture as an example. If you were an acupuncturist who goes on speaking tours and is well known, in that case you probably would not want to limit your website name and your domain name to have your location in the name. If you are a professional and you're branding yourself, we can have a whole course with just branding and what needs to be done with that. If you are an international speaker you would want to probably brand yourself and have your website be your name.

There are plenty of celebrities and famous people. I just don't mean in the entertainment business, but those people who are to be thought leaders in their marketplace will have their website be their own name. That's another possibility as I mentioned before.

Anything to add at this point, Pat?

Pat: No, I think that those are really good points. Common misspellings of your domain name are also important. For example when I was building websites around PatIyer.com, I found that I-Y-E-R is a very difficult name for many people to spell. I have domains with misspellings of Iyer in several different versions just in case somebody puts in the wrong spelling and then my domain will be forwarded to the correct spelling of that name.

Paul: Yes, that's a great point. To touch on something else you said just moments ago, to get a domain name and to register a website name we're actually going to be doing that now before we finish this session. Depending on where you go it's anywhere from \$8 to \$12 a year, so it's very nominal.

As you mentioned, Pat, if you have a misspelling and you go with something like your name, it's a good idea to get another domain name with the misspelled word or words or names as well. This way people type it incorrectly, you can do what you do, and which is forward it. That means if somebody types the wrong website address in, it automatically will go to the correct spelled website. So if somebody goes to PatEyer.com, if you have that misspelling, it could get directed to the correct one.

A big one for this unfortunately is if your name is Michael. The only people who typically know how to spell Michael is Michael. Everybody else will spell it with A-E-L or E-A-L, so that's a good one just for another \$10 or \$12 a year you get the misspelled. You can automatically send it to yours. That's known as "Domain Forwarding".

[Slide 10]

Actually that's a great segue, Pat. I'm going to move on and talk about when you're looking for a good domain name that there's some rules or really kind of some ideas that you should follow.

First of all, a good domain name is relatively short. If you have a long name the reason why that's not the best thing to have is the more people have to type, especially people like me whose typing is awful, the more chances for just having typos in it. To have the website name "TheBestCupcakeBakeryinSanFrancisco.com" could be pretty long, so if you can shorten it down.

Another good point to remember is that if the name is memorable I guess the easiest thing to say is that people will remember it. If you have some complex wording of your website name or if it's not truly easy to remember, people are going to forget it. A lot of times you don't give somebody your business card all the time. If you're on an interview and you're talking to somebody and he says, "Hey what's your website name"? If you have to say it's something like ProfitableCashfortheEntrepreneur.com that may get a little bit long. That may be a series of words or a combination that people aren't too familiar with and by the time they get home or they get to their computer they'll think, "What was that?"

A good domain name isn't going to be easily confused with others, especially your competition. That's why words like 'the' in front of a name could be a little sketchy. Because if somebody else has the other word or the rest of the domain name and if somebody forgets it they can end up going to a different website. It could be your competitor. SanFranciscobakery.com and TheSanFranciscobakery.com could get easily confused.

[Slide 11]

A good domain name is hard to misspell. Now that's always a tough one because you can't make it easy to spell for everybody. However, if there are words that are commonly misspelled in your domain name that could cause you problems unless you purchase a lot of other of those misspellings as website names and send them over to you.

I think about words like entrepreneur, "TheGrandioseEntrepreneur.com". I don't know if that's a website, but I'm just thinking about it now. There are so many people who have difficulty spelling entrepreneur. There are other simple words like "guarantee" that's a difficult one. If you think about high school spelling lists, those are good words that you probably want to avoid unfortunately because those are going to be the words that people typically misspell.

[Slide 12]

A good domain name is going to relate to your business name or the core business. We talked about bakeries and we talked about acupuncturists. Actually if there are any acupuncturists in the course, think about getting the misspellings of that too. The common misspelling of acupuncture is a-c-c-u-p-u-n-c-t-u-r-e when it only has one 'c' in the beginning.

People say, "Well .com is taken. What about if I get .net or should I get .info or .org?" There are a myriad of new domain name extensions and that's what after the dot is. It's known as an extension. .com is still kind of the defacto standard. When people ask you the domain name a lot of times they just remember the first part and they assume its .com, otherwise you have to emphasize that it's .net, .org, .me, .biz, .info or all the things that are out there. If you can get the .com do whatever

you can to get the .com. Sometimes that means you're better off changing the name so that you can get the .com, but it pays off in the end.

There are some ways to break that rule I guess. If it's a personal website you can actually get the .me extension. If it's for an organization that is a club, there's actually a .club extension these days. You could get that, but again keep in mind that if you don't have the .com or the .org that you may be inadvertently sending people over there if they are going to the wrong address because of the extension.

[Slide 13]

A good domain name sounds solid to your target audience. Remember that you want something to be distinguishable. It's about your reputation, so you want it to be a good mix of what you're doing.

I mentioned before that you want your domain name not to contain hyphens or numbers. A lot of times people like to get cute with four. This way instead of using the word F-O-R, you use the number four. The problem with that is let's say we had the website saleyourcarsforcash.com and you use the number four. You then have to tell people that my website is saleyourcars4cash.com and that's the number four not F-O-R.

People are going to get easily confused or they are not going to remember. There's going to be a possibility that they either forget that and they go to a different website. The same is true with the hyphens. Where's the hyphen and where's not the hyphen? So if you can avoid those that's great.

Pat, did you have a comment?

Pat: No, not right now.

[Slide 14]

Paul: That was like three slides of all these rules, well keep in mind these are just guidelines. If your domain name and your website doesn't follow all of them, it's okay. Those are just certain factors you should

consider. If it's memorable and it's long, people will remember it and in that case it's okay.

I used to have a website called "IneedhelpwithWordPress.com". That was really, really long, but it was very descriptive, people understood what it was and that's what they remembered, and that's what they were typing into Google. In that case that's a good website name.

Obviously there are lots of examples where the website name doesn't follow these. If you think about it, when Amazon first started you said the word "Amazon" and thought there was no relationship to books.

You said, "How can this even make sense?"

"Google, what is a Google?"

Most people have no idea what that is, so just try to make sure your domain follows many of those rules and some of those things and then that way you will be in less of a predicament of somebody going to the wrong site, people not finding you or even coming up with your competitor.

[Slide 15]

Once you have the domain name what do you need to do to get started? We have to build your team. It's time to build your team. Even if you're a solo entrepreneur and you're working by yourself, you still need some sort of team.

What do I mean by that? The first thing we have to do is we have to get you a registrar. The registrar is where you're going to be getting your name and finding out if anybody has it.

The next thing is a hosting company. We're going to have to pay to get a hosting account, which will save all our files. It will have all of our images and all of our documents. All the stuff that we have on our website gets stored on a hosting company. Your team is going to be comprised of these two: a registrar and a hosting company.

Many companies will do both of those for you and you might think that's a good idea, but in actuality you're better off keeping these as two separate companies. This way you're not putting all of your eggs

in one basket. You have your registrar over here on the left and your hosting company over here on the right. If something should happen to one of them, at least you will have access to the other. We don't want to put all our eggs in the same basket. Keep them separated and have access to both of them. We will get them connected. We will link them together and that doesn't take much work at all. Keep them separate so in case something does happen with one or the other you're not completely shut off from the web.

[Slide 16]

The first thing is the registrar. In the beginning all of the websites were stored on cards. No, that's not true. This is actually a picture of The Library of Congress if you can believe that back in the early 1910s or 1920s. The registrar is similar to this, but of course it's electronic now and it always has been for the web names.

[Slide 17]

The registrar is going to be a place where you're going to go to register the name that you want to have for your website. Now if the name is taken it will tell you that it is already taken and you can't get it or it will not allow you to register it.

When you register a website typically the minimum is going to be for about a year. A lot of them will have options for registering for a year, two years, three years, four years or however many you want, but you have to do it for at least one year. Again, the cost per year is anywhere from \$8 to \$12.

When you register your domain name many companies will try to upsell you. One of the things that they will try to sell you is instead of getting it for just one year, they will try to ask you if you want to get it for five years.

Another thing they ask for is if you want privacy protection or WhoisGuard. What that means is that when you put your privacy protection on your website, people can't find out who owns the website. You're kind of protected. You're hidden because just like we see here in The Library of Congress, you can go and look up to see who owns what domain names. With the privacy it kind of says this information is secret and we don't want to let it out.

[Slide 18]

The next part of your team as I mentioned is your hosting company. There are many different ways to do hosting. You can go top line all the way to the top and get your own dedicated computer, your own server that somebody else is going to maintain for you. You can pay hundreds of dollars a month if you wanted, but that's your own computer. For most people right now that's not the way to go. You can go along with what is known as "Shared Hosting".

Shared hosting means that there's other websites that are on the same physical computer that you're located on. The benefit is number one you're probably not going to be using the full power that's required of a full server and you can share it with somebody else. Because you're sharing it in essence, you're sharing the cost of that server. Generally speaking you can get hosting starting at \$5 a month all the way up to on a shared account maybe \$40 over \$50 a month.

[Slide 19]

The reason why you want hosting is that's where all of your files are going to be stored, so you need to keep them someplace. If you hosted your website from your own personal computer, which is possible by the way, that means that anybody who goes to your website is actually physically connecting to your computer. This means if they are connected to your computer they can almost assuredly get access to any file that's on there. If you have any personal documents or financial information somebody can get to that. The risk is certainly not worth it to host your own, so that's why we go with a hosting company.

You can get hosting and pay month-to-month or you can get yearly. Hosting companies will give you a little bit of a discount if you prepay for a year or more.

When you get hosting, they too try to give you upsells with site builders, services, emails or making it more secure with SSL certificate. They will drive traffic to your website or maybe they will try to sell you shopping carts, multiple years and more.

Starting out right now you don't need any of that. You may want to get some of this in the future, but generally speaking when you start

out you don't have to worry about all that extra service. Just go for simple hosting and decide if you want to pay month-to-month or do you want to prepay for a quarter or for a year. At the end of that term it will just charge you again.

Now the real thing here to make your life easier when you get hosting is to make sure that you have what's known as a cPanel installed. cPanel stands for "Control Panel". This will make administrating your website a lot easier.

[Slide 20]

All right, so we talked about your registrar where you get the domain name and we talked about hosting. Actually let's go online now. I'm going to go <http://getyournamehere.com> and actually show you how you can register a domain name.

Any questions Pat as I bring up my browser?

Pat: Is there one particular hosting company that you recommend or the company that will help you search for your name?

Paul: Yes. Right now I'm going to <http://getyournamehere.com> and this is actually going to a company called "Namecheap". Namecheap is the company that I use. You will see when it comes up, but with Namecheap it's going to cost about \$10 to register it. There are other companies. As I mentioned, any hosting company typically is going to be able to register a name and as long as you keep them separate that's fine. There's GoDaddy.com and you can use them as your registrar. Any of the hosting companies are available to do that.

The same thing is true with hosting. You asked about different hosting companies. Go to <http://getyourhostinghere.com>. Now I will tell you this while we talking about hosting that I actually have several website hosting companies that I use. I use a company called "MomWebs", which is very affordable and they have great service. I spend \$5 to \$10 a month on hosting. I also have hosting on a company called "Liquid Web". Liquid Web charges now the cheapest account that they provide is \$20 a month. They are a little bit more powerful in going out of different markets. I also have hosting account on a company called "GVO" and I spend \$44.95 a month over there.

You can see there's various costs based on various needs. If you go to <http://getyourhostinghere.com> this is actually going to go to MomWebs and this is a company that is very economical, provides outstanding service and is actually run by a friend of ours. I don't know if you knew that, Pat.

Pat: No and I'm fascinated by this because I wasn't aware of the less expensive hosting options. I've had hosting with a variety of companies, all of which costs at least a couple of hundred dollars a year.

Paul: All right, so over here at Namecheap.com if you don't have an account you will simply click on sign up, create an account and it's free. It's just like creating an account anywhere else. You select a username, a password and all this information.

Now I'm actually going to go back and sign in here. I use a program called "LastPass" to help me remember my passwords.

Pat: LastPass is a wonderful program. For those listening who are not familiar with it, you store all of your passwords in LastPass and then when you're ready to go to a website you see a little box that pops up in the right hand side of the field. What LastPass does is automatically fill the information in for you so that you don't have to remember it. You can organize these into different categories. It's really quite useful.

Paul: Yep. You can see that I'm logged in over here at Namecheap. These are some of my domains and they are already here. Once you create an account obviously you will have zero domains if it's a brand new account.

I'm just going to slide over here to domains and select "registration". At this point you can type in the domain name you're thinking of, so if I wanted to put in SomervilleBakery and just leave the extension off. I was about to type .com, but I'm just going to leave it as SomervilleBakery. You can see it comes up here. SomervilleBakery.com is available and it's going to be about \$11 a year. Now you can see that there are all these other extensions that we talked about; .xyz, .guru, .club, .online, .site, .rocks etc. You can go crazy.

It used to be that there were just a handful of them, but I'm just going to stick with the .com and I'm going to click on "plus" to add it to my cart. It let's me know it's in my cart and you can see it over here on the right SovervilleBakery.com. It's going to be one year of registration and there's this extra fee. There are always fees. Have you ever noticed that everybody is always getting fees?

This is the ICANN fee. The ICANN fee is just sort of the world organization that oversees all of the domain names. We are actually using Namecheap here in order to register the name, but they file it with ICANN. It's a little technical about how all that works and we're not getting into it, but just know that you're always going to get charged a few cents and in this case 18¢ in order to do that.

I'm going to click on "view cart". You can see I can pick as many years as I want and I'm going to stick with one year. If I wanted to automatically have it renewed every year and have it automatically charge my credit card or PayPal I can say that otherwise I'll get an email about 30 days before.

With Namecheap, another reason why I like them is that they actually give them one year of the WhoisGuard free, so when somebody goes to look on who owns SomervilleBakery.com they won't see it. The other thing that's nice about that is that it protects my email account.

What will happen when you set up your account, it asks for your email address. When you purchase a domain name it will list your email address as the contact. Now what spammers will do is actually search through all of these records, look up and try to get the email address that's associated with it and start sending you spam. When you have a protection service like this, what will happen is that it will show a different email address so they can't automatically just spam you like that, so it's a nice little feature.

Pat: You know that explains a phone call that I got last week because I registered a new domain and I got a phone call the next day from somebody who sounded like they were calling from overseas telling me that they were GoDaddy and asking me if they can setup a website for me using that name. I just wonder if somebody was not actually calling from GoDaddy. It just didn't make sense. It was a really bad

connection and I could tell that it was overseas. The accent of the person made me believe that they were not actually from GoDaddy.

Paul: Actually, you know what, real quick what I'm going to do is I'm going to disable this. I do not advise this. This is used as an exercise and as a learning process. I'm not going to enable this, so you will actually see how my information shows up and then once we're done with this I'm going to go back and add this to it so that it protects me for the rest of the year.

I'm going to confirm that order. Now let me say this, when you order your first one using Namecheap you will be charged \$10.69. I get a little bit of a discount because I have so many domain names already registered. I think once you go over 50 with Namecheap they give you a little bit of a break, a 10% discount it looks like. Yes, that means I have over 50 domain names.

All right I'm going to pay now. It has my information on account and here you can see my information as well. I'm going to click on, "I understand" and now I can pay.

Pat: Now you have more than 50 domains, you have 51.

Paul: I have more than 51 domains.

We are done and now what this means is that the domain name SomervilleBakery.com is taken. I now own it. Well that's not true. I have a license to use it for a year. You never truly actually own a domain name, but if we use the vernacular, it's my site. It's my domain name. If I open up another window here and I type in somervillebakery.com, all I've done so far is register the name and it will come up with a generic page that says somebody registered this at Namecheap.

I'm not sure why that's coming up, but that's coming up or it's not coming up in this case.

Pat: Does it ever say site under construction or is that done typically by the registrar?

Paul: There are two things that will happen when we get the hosting. Actually, let's go over to hosting. I'm going to go over to MomWebs.

You can see that they have a mini plan which gets you one single domain, one and only one, and for many people that might be okay. However I will say this, if you are serious about your business and you have a website chances are very high that you will want more than one domain name or that you will need more than one domain name. We will get into a little bit of strategy about that and why in a different session.

You can see its \$5 a month or you can go for the multi-plan for \$10. I'm going to go in and order now. Here I mentioned before that you can have your hosting account register your name for you and that's what the default option is. Since we just registered this over at Namecheap I'm going to select that last one that says "I will update my name servers. It sounds scary, but don't worry we will certainly get to that. I'm just going to put in my new website name, SomervilleBakery and they have a little spot over here for the extension, which is .com. I click to continue.

How do I want to be billed? I want to be billed monthly. If I go quarterly I can save a buck, if I go for half a year I can save \$3 and if I spend for the full year it looks like I get a month for free. I'm going to go for annual, add this to my cart and simply check out. It's then a matter of filling in all the information etc., pick a security question, give payment information and that will set up the account.

Now once the account is set up and it's paid for what we will actually be doing in session 3 A is going in and linking our registrar together with the hosting company.

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If you remember we got our name at one company and we got our hosting account at the other. The next step is that we're going to link the two together so when somebody goes to somervillebakery.com they will actually be heading over to Namecheap to see that it's registered there. Namecheap will then tell them where it's registered over at MomWebs. All that literally takes nanoseconds given that your Internet connection is up-to-snuff.

I think this is actually a good place to stop. Do you have anything that you want to add or was there anything confusing in the way I said it?

Pat: No I think this is very helpful. It is true that once you start buying domains you end up with more than one. As I said, use a simple strategy of how you anticipate somebody might misspell your site's name or how they might abbreviate the name of your company or your website. Having the option of getting more than one is great.

Depending upon how long you have that domain for the registrar will contact you and tell you it's up for renewal. It's a good time then to review other domain names that you have to determine if they still fit the need that you felt at the time you registered that particular set of names.

I also have quite a few, Paul, and got a phone call from GoDaddy last week asking me about the number of ones that I had that were inactive. I've had ideas for a business, grabbed the domain names and then changed my focus. That's why a periodic review is very helpful and I think that this has been very clear.

We want to remind our viewers that we will have a group Q&A call and we will be giving you the date and the time for that so that as questions come up or things that are not clear you can share those with us. That will be a live session that we will hold for you one evening to give you a chance to talk with both Paul and I about your questions.

Paul: Yeah and that will be fun too. One thing that you brought up that I just want to reiterate in case it was not exactly clear.

We talked about getting multiple domain names, especially if spelling is going to be an issue, so it is possible to register multiple domain names with alternate spellings like that. Each one of those will cost you about \$10. However, you still only need one website or one hosting account that you will be using for that. When we go back to MomWebs if this was an issue for you, if I registered two domain names with different spellings that I actually want to be on one website, I could go with the \$5 a month plan. I would not make a second domain complete website on that misspelling.

What Pat mentioned was that we redirect it, so that's a way that when somebody types in the wrong website address it goes to the correct spelling. I just wanted to point that out that if you get multiple domain

names with misspellings in them on purpose you don't necessarily need to go with multiple domains. The reason why you would want to go with a hosting account with multiple domains is if you were actually going to have different websites with different content and different information. That's when you would want this and that again is going to be a high probability that you will get to that point rather quickly perhaps.

Well I think that's it for Session 1. I want to thank everybody for attending and listening. If you have questions, check out the Q&A when that comes. Pat, thank you very much.

Pat: Thank you Paul. I appreciate it.

Paul: I'll see you in Session 2.

Pat: Terrific.