



WEBEminence

WEBSITE STARTUP GUIDE

Baby Steps To Get Your
Website Up and Running



WebEminence.com

Is This Guide For Me?

If you want a website but don't understand all the steps involved in getting one, this guide is for you!



Whether you are looking to setup a personal website, blog, small business website or any kind of website, **this guide is definitely for you!** In this guide, I will outline some of the basic steps for getting your website up and running and give direct links so you don't have to spend hours searching for reputable products or waste money using questionable services. I won't just give you options, I'll tell you what to do. *Isn't that refreshing?*

Make sure to read this entire guide before deciding which option is right for your new website! Otherwise, you may buy something you don't need!

If You Already Have A Website...

If you already have a website, then this guide may not be for you. Instead, you may wish to look at my [Search Engine Marketing Guide](#) to learn how to get our website ranked in the search engines and start getting more website traffic.

One-On-One Help

After you're done reading this guide, I'll be happy to provide some **One-on-One** guidance for you by email or phone. This is a great value to you since many people would charge you for this service. **But why would you want my help?** Let me tell you quickly about myself.

About Me

My name is Ryan Bowman and I'm a Web Entrepreneur. The internet became popular when I was 12 years old so I have grown up with it. I have learned or taught myself almost everything there is to know about websites, web design, e-commerce, internet marketing, and more (and I'm still learning every day). If I'm not an expert in an area,



Ryan Bowman (center), accepts his Award from Eniva leaders Andrew and Benjamin Beachler

I'm confident that I know enough to help steer you in the right direction. I own multiple websites and businesses that operate online including [WebEminence.com](http://www.WebEminence.com) where I write a blog to help small business website owners be successful. I also design and host websites for many clients.

I recently won an award for being the top seller in the world for a nutritional supplement product called Eniva VIBE. All my sales for this product came through my own website using my online marketing strategies. I don't say that to brag but just to show that I do know a few things about creating websites that are successful. So I can help you too.

So enough about me, let's talk about your new website...

How Do I Get A Website?

Getting a website is not very difficult but it can be confusing if you are doing it for the first time. One of the confusing aspects of starting a website is the fact that you need to piece together different products and services to have a fully functioning website.

At the end of this guide, I will show you an easy way to get a **Complete Website Package** that provides everything you need for one price. But first let's look at the different parts that make a fully functional website. The **3 things you need for a website** are shown in the graphic below.



Domain Name

Even if you don't know the first thing about websites, you have probably heard the term "Domain Name" or "URL". This is the web address of your website and it's what people type in their address bar to visit your website. A domain name looks like *www.whatever.com* and can be available under different top level domains such as .net, .info, .tv and many more.

I recommend purchasing your own domain name if you want your own website. Some services will offer you free websites hosted on their own domain. For example, you can get a free website from [Weebly](http://Weebly.com) and your website will be *www.mywebsite.weebly.com*.

This may be ok for personal websites but if you are a small business or are serious about building a quality website over the long term, I recommend getting your own domain. Some services like Weebly allow you to link your free website to a domain name you purchased yourself. *I'll talk more about Weebly below.*



The cost of a domain name is usually \$8-15/year and you can purchase them from a domain name registrar. I recommend GoDaddy.com because I have used them for 10+ years and they have great service and competitive pricing. They are consistently ranked the top domain registrar in the world.

Some people may tell you it doesn't matter what domain registrar you buy from and the only consideration is price. That is definitely not true. Several years ago, a large domain registrar called RegisterFly went out of business and caused a lot of problems for me and thousands of other domain name owners. So it's important to get your domain with a respectable company and not try to save a couple dollars with a questionable company.



To order a domain name, you can go to GoDaddy.com and search for your desired domain name to see if it is available. You may have to search a few different variations to find a domain name that fits your needs and is available.

[Check out this video on my blog](#) where I walk through the domain registration process and answer common questions.

Here are some suggestions when selecting a domain name:

1. Keep it as short as possible
2. Make it easy to remember
3. When possible and appropriate, consider including keywords in your domain name. (For example, if you are selling widgets, consider having the word “widget” in your domain name)
4. Use a .com domain name if possible since it is the most recognizable. If the domain name is for a non-profit organization, use .org if available.

With GoDaddy and most domain name registrars, you can register the domain name for one year or more. You will then be able to renew it annually or set it to auto-renew. At the time of your purchase, GoDaddy will recommend a lot of add-on services like hosting, email, protection, etc. I recommend saying no to all of it and just register your domain name. You can always add these services later if needed.

Web Hosting

After you register your domain name, you need website hosting. **Website hosting is where your website files are physically stored to be publically accessible on the internet.**

Your website files will be uploaded to the website hosting company’s hosting servers. Most reputable website hosts have huge storage capacity on scalable web servers that are set up for the exact purpose of hosting thousands of websites and minimizing downtime.

There are hundreds of website hosting companies but my recommendation is HostGator.com. I have used them for over 10 years with no problems and almost zero downtime. Their technical support has always been helpful in fixing issues that arise.

At the time of writing this, the **cheapest hosting plans are under \$4 per month** and are adequate for most website owners desiring to host a simple website. You can also use the coupon code **WEBEMINENCE** to get 20% off your Hostgator order.



After you sign up for a HostGator hosting account, they will send you some information about getting started along with your username and password for your account. To connect your domain name from GoDaddy to your Hostgator hosting, you will need to point your domain to your HostGator hosting account using the name servers provided to you by Hostgator.

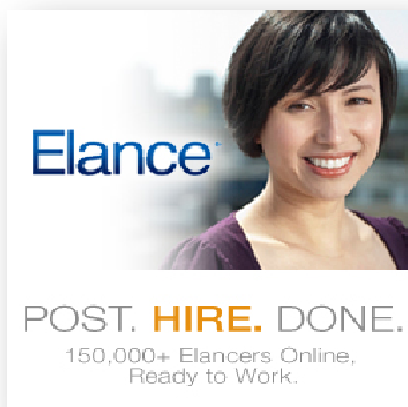
Check out [my blog post](#) that explains how this is done within your GoDaddy account. It sounds difficult but it's very easy and only needs to be done once.

Click the image below to sign up for a HostGator hosting account when you're ready. I recommend going with the **Hatchling Plan** which is HostGator's cheapest plan currently. You can always upgrade to a higher plan if your needs change. Don't forget to use the coupon code **WEBEMINENCE** for 20% off.



Web Design

Unfortunately, getting a domain name and website hosting are the easy part of getting a website up and running. Now comes the more difficult part. You need to design your website yourself or have someone design it for you. You have a few options here:



1. Hire a professional website designer

This option is probably the most expensive and could cost you anywhere from **\$500-\$8,000** depending on the type of website that you want. There are thousands of website designers out there but it's not always easy to find the good ones.

I would recommend finding one with positive testimonials and a portfolio of their completed work.

Also, **make sure to ask the designer how changes will be made to the website in the future.** Will they be making the changes for you or will you have to do that yourself? or will you need to spend money to hire someone to make changes? That can be an added cost in the future.

The advantages of hiring a professional website designer is that you will be able to get a highly customized design for your individual website needs. The downside of hiring a designer is obviously the higher cost.

If you decide to hire a professional website designer, a great place to find qualified designers is Elance.com. I have used Elance many times to find freelance professionals in many different work categories. Elance provides a safe network to do business with verified providers, a review process, and payment escrow services.

Since multiple providers will bid on your project, the competition will drive your cost down and you can select the provider that is the best fit for your project.

All you have to do is go to Elance.com and post your project to start getting quotes. It's free to post a job but **make sure to verify your payment method after posting your job as this will encourage more providers to bid on your project when they see you are verified.** You are not obligated to go forward with a project if you seek bids.

[Check out my video](#) that shows how easy it is to post a project on Elance.

2. Design It Yourself

Design From Scratch With HTML Software (Difficult Option)

If you are reading through this guide, my guess is that you don't have the knowledge to design a website yourself from scratch. If you did, you would probably not need this guide!

However, if you are good with design software and would like to learn, you may be able to buy a book on website design at your local bookstore and buy HTML editing software like Dreamweaver to design a website yourself.

The downside is the steep learning curve. It would take a lot of time to educate yourself on creating websites. The advantage is that it costs less than hiring a professional and you will have developed a skill that you can use over the long term to build and maintain your website. This option is only for the select few that are up to the challenge. Learning web design is not easy!



Use Wordpress to Design Your Website (**Easier Option**)

Wordpress is one of the world's most popular website platforms. Over half the websites on the internet are built with Wordpress. It's so popular to use because it is free and relatively easy to create a professional-looking website using free design themes.

Wordpress is a free website platform. In fact, if you purchase web hosting from HostGator described above, you will easily be able to install WordPress in just a few clicks.

I won't go into great detail here how Wordpress works and but I recommend that you go to my blog and watch the [7 Video Tutorials on Wordpress](#).

I also share a link on that page to sign up for Bluehost hosting. They are a reputable and reliable hosting company like HostGator and created the video tutorials on that page which include tutorials on installing Wordpress and getting started building your website.



Special Offer!!

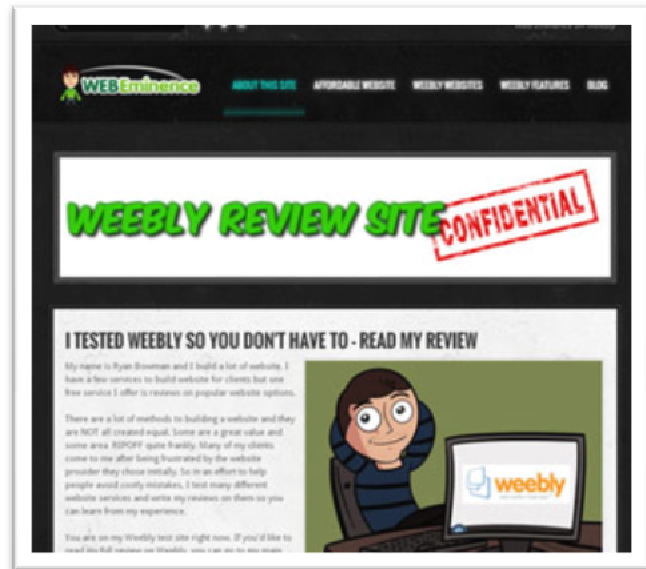
If you sign up for [BlueHost](#), I will install Wordpress for you on your website free of charge. You will then be ready to build your website with Wordpress. Just contact me after you have completed your hosting order.

Use the Weebly Website Builder (Easiest Option)

Many website companies offer **website builders** that simplify the web design process so almost anyone can create a website from scratch having only basic computer skills.

These website builder programs offer simple drag & drop interfaces for creating a website fast. They will provide you with several pre-designed templates so you will be limited in your choices of how your website will look but the benefit is you won't have to come up with your own graphic design or pay a website designer.

I have tested many of these website builder services myself and the best one I have found is Weebly. I actually found it fun to use and it has a free version that is more than enough for many website owners.



You can [watch my video overview of Weebly](#) to see how it works.

Most **website builders are usually fairly cheap from \$10-\$50/month** depending on the package you choose. Weebly has a free option and they also offer upgraded plans with more features.

You can use a domain name you already own or purchase the domain name from a website builder company like Weebly. I recommend purchasing the domain name from GoDaddy as described on page 3 above because it's usually cheaper that way. Website builder companies provide hosting also so you don't need to worry about purchasing hosting.

Although it will not take as much time as learning HTML, plan on spending some time mastering the website builder. Many people experience frustration when using these website builders but some people say they are very simple to use. One advantage is that - once you understand how the website builder works, you will be able to login anytime and make changes to your website.

If you think a website builder might be a good for you I recommend [signing up for Weebly](#) to try it free. **Then upgrade to PRO to get all the added features. It is definitely worth the low price!**

Total Cost of a Website

Now that I've described all the components of a website and the associated costs, we can estimate the total cost of starting your website and the ongoing costs of maintaining your site.

Startup Costs

Website Designer: \$500 to \$10,000 depending on your website needs

Wordpress Site: Free, invest your own time, could also hire someone on [Elance](#) to setup your Wordpress site

Weebly Website Builder: No startup fee, invest your own time

Ongoing Cost

Domain Name: \$8-12/year

Hosting: \$4-8/month

Website Builder: Free to \$50/month includes hosting and access to website builder

Maintenance: Free if you do it yourself, Expect to pay \$20-100/hr for professional help maintaining your website

An Easy Affordable Solution...

I know that even though I tried to explain everything in simple terms, it may all be overwhelming for you. That's why I created a **Complete Website Package** at [WebEminence.com](#) for people who want a simple and professional website but don't want to mess with domain names, hosting, web design, and website builders.

All you do is pay one up-front fee and a small monthly payment and I do everything for you. I get the domain name you select from Godaddy (if you haven't purchased one already), provide you with your own hosting account through Hostgator, and last but not least, I design and setup a search-engine friendly website using the content that you provide to me.



Complete
Website
Package



Over 50 Beautiful Designs To Choose From!

And the best part is I will manage the website for you on an ongoing basis. So if you ever need changes, you just need to contact me and I will make the changes for you. It truly is a complete package and it's for people who want a professional website but don't have the time to create and maintain it on their own. I also have a cheaper monthly option that does not include ongoing maintenance.

The major benefit of my **Complete Website Package** is that you do not have to do anything yourself besides type out the website content and send it over to me. The websites I design for my clients are based on professionally designed themes. You can see some examples of websites I have built on my website and read testimonials from clients by [clicking here](#).

One-On-One Consultation

Since you took the time to read this guide, I'd like to offer you some help. If you have any questions about anything you read here in this guide or any other questions about starting your website, please feel free to ask me. I would be happy to help.

Please email me at consult@webeminence.com. I will be happy to set up a time to speak with you on the phone if appropriate. You should also be getting some helpful emails from me with free tips so don't hesitate to respond to my emails if you have questions.

Updated Info on Web Eminence University

Make sure to check out my blog titled Web Eminence University for updated information meant to help you create a successful website. [Click here to view my blog](#) or sign up to [get free updates emailed to you](#).

Good luck with your new website and I look forward to hearing from you!

Ryan Bowman
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