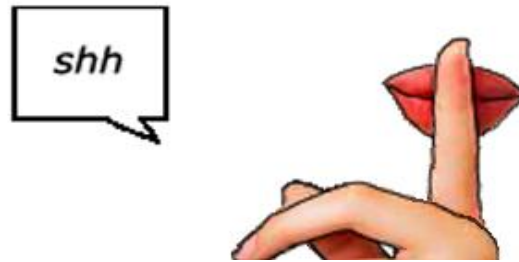


What Web Designers Don't Want You to Know



How to Create Your Own Professional Website

For Less Than \$200!

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Introduction

I started out as a website consultant in 2002 by helping fellow work-at-home moms build and maintain their own web pages. I did it for free. I had taught myself what I knew and just did it because I liked to help. Eventually one of my peers told me I was crazy giving away my knowledge and not charging for it. So I took her advice and began my home business. BUT...

It drives me **absolutely crazy** to see what some web designers charge for a website!!! Most work-at-home moms and small business owners seem to think it will cost them thousands of dollars to own their piece of the World Wide Web. Probably because some website businesses charge that much!

Now, I'm not talking about some huge e-commerce site with hundreds of products and a large shopping cart. Nor am I talking about a membership site with tons of video tutorials. Websites that emulate an intense flash/database/technical masterpiece and require a skilled programmer to develop DO cost money to have them done right.

I'm talking about a website presence - a professional informational hub for the average small business owner to advertise on the internet. THAT should NOT cost a thousand dollars - or even close! I'm going to show you how to create your own professional website for **less than \$200**.

SEO – Search Engine Optimization

If you want the search engines, and therefore potential customers, to find your website, the first thing you should think about is SEO. You need to think about what people might type into Google when they want to find your product or service on the internet. This is going to be important when you purchase your domain name and when you start writing your copy for your web pages.

For example, if you live in a city called Asheville and you own a disc jockey service, you might want to focus on the phrase "Asheville Disc Jockey" because that's what people are likely to do a search on. You might purchase *ashevillediscjockey.com* as your domain name and use the term "Asheville Disc Jockey" in your page content. This will help people find your website. There is a lot more to SEO than that, but it's a good place to start.

Of course, there is nothing wrong with branding your business and using your business name for your domain name. *GoDaddy.com* is pretty well known without it being named *purchasedomainandhosting.com*. It just takes more work to get it recognized.

Also, don't go crazy trying to find a domain name with hugely popular keywords like *workathomemom.com*. Chances are it is already taken and would be too difficult to compete with for a long time. Look for variations and don't get discouraged. It's not a rule, just a tip.

COST: \$0

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Hosting

One of the elements you have to have to build a website is a hosting account. This is the website space you rent to hold your website data.

Chances are that you won't need anything larger than a basic economy account. Chances are good that you won't even need that much space, but if you do, upgrading is a piece of cake. What you want to purchase is a **Linux Economy Plan** from www.GoDaddy.com.



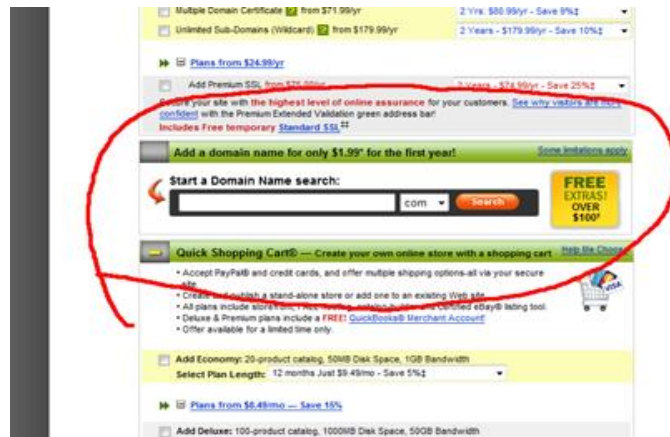
COST: \$56.88 (12mos:\$4.74/mo)

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Domain Name

As you progress with your hosting purchase, be watching for the area to add a domain name for only \$1.99! It's a little hidden in between other offers. (Your domain name is the name you will give your website so people can find you on the internet.)



If your chosen domain name is available, the screen will reload with an Add to Cart button. Add it and continue with your purchase. Go ahead and click on "No Thanks" for any other offers. You won't need them.

[GoDaddy](http://www.godaddy.com) will send you an email with your new account information.

COST: \$1.99 (with hosting purchase)

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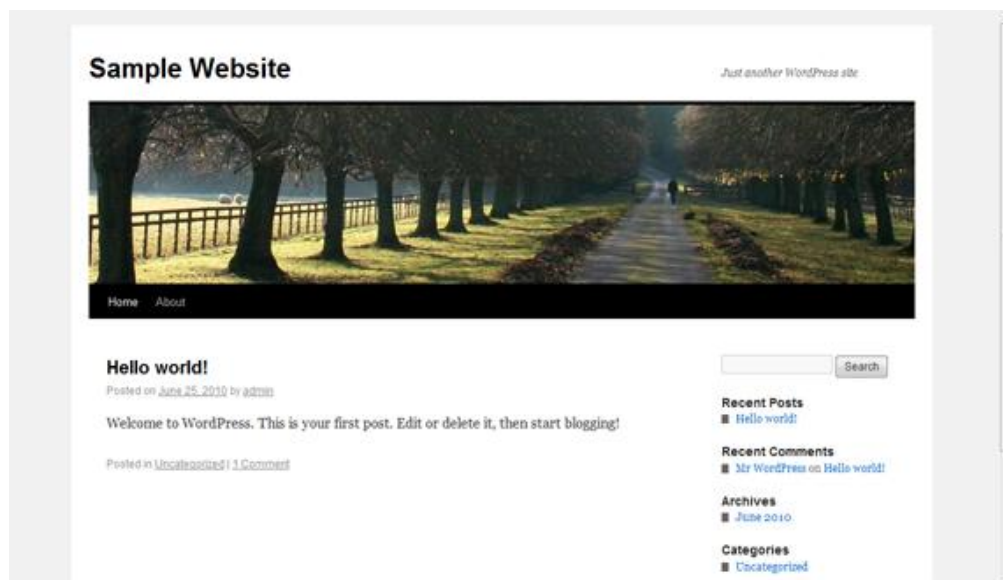
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WordPress 3.0

Wordpress was originally designed to be used for blogging. However, it has developed to the point where it has become very easy to use as a content management system for your website. *What does that mean?* It means that you can install various website designs and manage your own web pages without paying someone else to do it for you.

But before you can start putting the pieces of your website together, you first need to install the Wordpress program. There are various ways to do this depending on the hosting provider you have chosen. With [GoDaddy](#), you can use the applications area in the hosting control center. With other hosts you can use Fantastico or an FTP program. (If this sounds a little too intimidating, you can hire a website consultant to do the install for you.)

This is what your website will look like when the install is done:

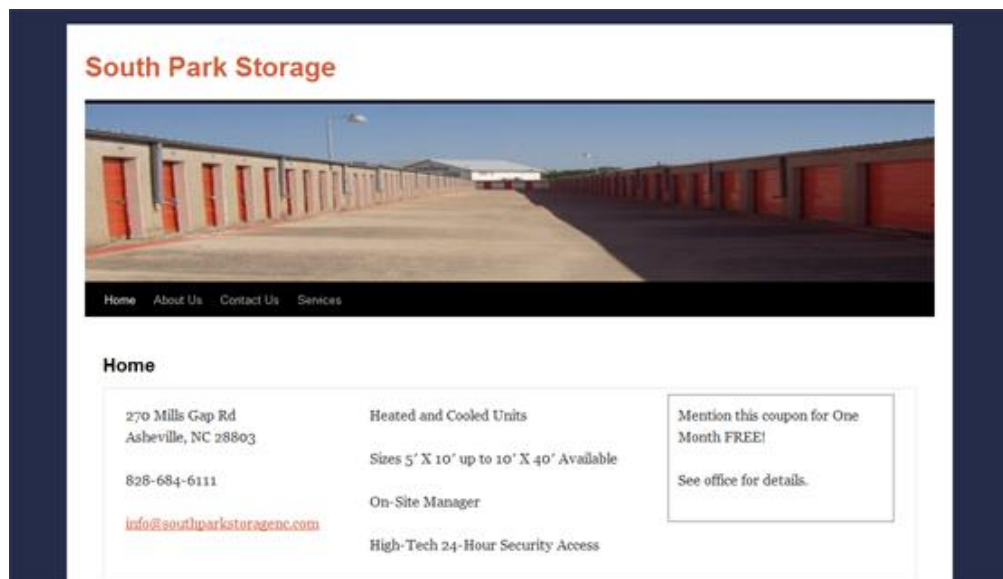


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From there, you can change your header image, change your background to another color or design, and even switch the contents in the navigation menus. With the right knowledge, the fonts, colors, design and layout can be completely customized to give it your very own unique look.

Now all that needs to be done is for you to add your own web pages, text and pictures. Wordpress makes this easy to do within their administration menus. Whenever you add a new page, it is automatically added to the navigation menu of your website.

In a matter of a just few hours, you could have a website that looks like this:



COST: \$50.00 (install and minor customizations)

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Endless Possibilities

Switching to a different FREE template or having a few more hours of custom modifications done could give you an end result like one of these:



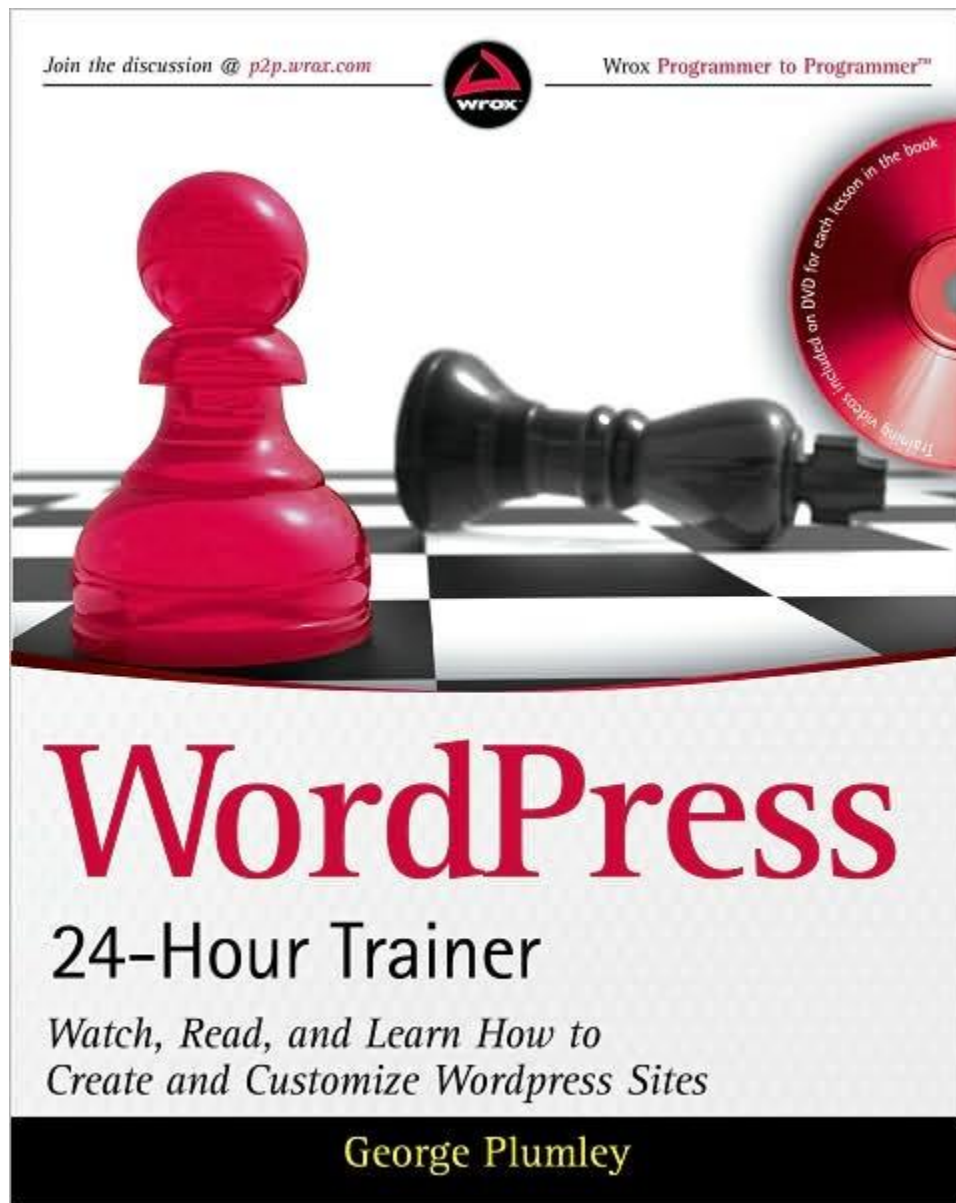
ALL of these websites were created using Wordpress and a few hours of work by a website consultant. The possibilities are endless!

COST: \$50.00 (two extra hours modifications)

<http://websitesolutionsbykc.com>

<http://facebook.com/websitesolutions>

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[Wordpress 24-Hour Trainer](#)