

Creating a Website - Fast and Easy or is it??.

Creating a website. Sounds complicated, doesn't it? It isn't. You don't need to be a techie or learn any type of complicated code either. If you are creating a website for the first time, bookmark this site. It will be really useful to you. I tell you everything you need to know and walk you through each step of the process - free!

There are three main steps to creating a web site:

1. Get a Domain Name - this page has everything you need to know about domain names - what they are, why you need one, how to choose a good one and how to get one.
2. Choose a Web Host - this page explains what a web host is, how to choose a good one, and what you really need and what you don't so you don't get taken.
3. Creating a Web Site - this page explains how you actually build a website, what you should and should not put on it and helps you figure out which website builder is for you.

Creating a website is just the first step to having a successful website. I will also show you add-ons you can put on your website like newsletters and counters for free or cheap, ways you can make money from your website and how to get traffic to it.

Why I Created This Website

I started this website for my friends and family because I was tired of seeing they get ripped off when they were creating a web site. They either paid way too much (and thought it was a good deal!) or got suckered into buying stuff they didn't need. This was started for them, but I hope you find it helpful too.

Below is a start if you so choose

Domain Name Information

The first thing you need to do when creating a website is to get your own domain name. Don't know what that is, why you need it or how to get one? This page contains all of that domain name information and more.

What is a Domain Name?

A domain name is your address on the web. It's the information that customers type in to find your website. It's what comes after the www. in www.domain.com. The domain name for this site is kenvilatkins.com

A domain name can be any combination of letters and/or numbers up to 63 characters. The official domain name extensions are .com, .net, .org, .biz, .info, .us and .ws. There are also other extensions like .tv and .tk but don't waste your time with those. Stick with a recognized one.

How to Choose a Good Domain Name

Here is some information and tips to help you select the best domain name for you:

Keep it short. The shorter, the better. It's best to keep your domain name less than 15 characters if possible. A shorter name is easier for people to remember and it also reduces the likelihood that your

visitor will mistype it or spell it wrong. For example, BuyIt.com has a lot less chance of being mistyped than isellthispleasebuyitfrommetoday.com.

Keep it sweet. The more memorable the name, the easier it is for people to remember. You can have the best site in the world, but if people can't remember your domain name it will cut down on your return visitors. It's hard enough to get traffic on the web without "losing" visitors that want to come back but can't find you.

Keep it simple. Make sure the domain name is easy for people to spell. Don't spell words unusually. Unless you have incredible branding, people will type in the common spelling of your domain and your competition will get visitors who were looking for you. For example, BlueRight.com is much better than BluRite.com

Choose a domain name that reflects your business. Don't just choose a random name. For example, if you sell horse supplies, you should choose a name that has the word "horse supplies" in it such as YourHorseSupplies.com. Or, your domain name should refer to horses in some way, like whoa.com. The former will help you in the search engines. The latter will be memorable.

When in doubt, choose a .com. If you are debating between several different domain names, go with the .com. It's what most people think of when they are typing in a domain name. It's true the best names are gone, but you can still find a good .com if you look. Thousands of .coms expire and are released back in the market each month so there is always a steady supply of new domains coming into the market.

Special tip: If you can afford it, you may also want to get your name followed by .com along with whatever domain name you decide to get. I think the way the internet is going it is smart to do and you will be very glad you have it later on.

Best Place to Get a Domain Name

Some people try to save money and get a freebie website and domain name. I'm all for free whenever possible, but free websites and domain names just aren't worth it. [Click here for information on why it's better to pay.](#)

I've tried a couple of other places but never could get help when I needed it with those places. Act Now Domains has people available 24 hours a day by phone and email. Plus, it's just really easy to use compared to most out there.

Here's a price comparison so you can see how their prices compare to others. Domain names are paid for yearly

Special Note: I had a lot of people ask me various questions about the actual process of building their websites so I wrote up a little tutorial on it and I use Act Now Domains as the sample web builder. If you decide to get a domain and website from Act Now Domains, get a copy of the free build a website tutorial I wrote and follow along on the guide as you go through the steps of buying, setting up and building your website. It will make everything a lot easier and faster for you.

Regardless of who you decide to get your domain and website from the info in the tutorial can be useful to you as a lot of web builders have a similar set up and icon panel.

TheComRegistry \$19.95

Network Solutions \$35.00 Register.com \$35.00

Update: All domain registrars are now required to charge \$0.20 for every domain registration, transfer and renewal. This is something the organization that controls domain registrations is making them do. This fee is added when you checkout so don't be surprised if you see it. The registrar isn't trying to scam you or make you pay extra. It's a fee everyone has to pay and the registrars have to charge it.

How to Get a Domain Name

All you need to do to get a domain name is go to the registrar you want to use (Domain name companies like Act Now Domains are called registrars.) They will have a search box. Just type the domain name you want in the search box and it will tell you if the domain is available.

If it is, just follow the steps and pay for it. If it isn't, search for another name. You can use their search tool to find variations of the domain name. It may take you a bit of time to find the one you want, but keep looking you will.

Okay, now that you know the domain name information and know how to get a domain name, let's go to

Step 2: How to Choose a Web Host -->

Choose a Web Host

Once you have your domain name, you will need to choose a web host. It is very important that you choose a good web host. Good doesn't mean expensive. Good means reliable with great support.

Some people try to save money and choose to go with a free web host. They usually realize pretty quickly what a huge mistake that is. As I noted in the domain section, I'm all for free whenever possible, but free web hosting will end up costing much more than you save. It's better to pay.

This page contains the following information on how to choose a web host:

[What is a Web Host?](#) [How to Choose a Good Web Host](#) [Web Host Do's and Don'ts](#)

Recommended Web Hosts

What is a Web Host?

A web host stores the web site you create on their servers and transmits it to the internet so that when someone types in your domain name, your web site appears. A server is just a fancy computer that "serves up" your web site to the internet.

How to Choose a Good Web Host

Again, I can't stress how important it is that you choose a good web host. But, let's face it - how do you know if a web host is good or not? They all look pretty much the same and they seem like they know what they are doing, right? Well, there is one thing you can check on before you sign up and luckily it's one of the most important things.

When you choose a web host, make sure they have excellent support. If you have a problem with your web site you want help now, not in a day or two.

Personally, I refuse to choose a web host that I can't get on the phone in an emergency. Some web hosts are sneaky and they put a phone number on their web site, but it's just for show. They don't always answer or they advertise 24/7 support but are actually only around Monday-Friday. When I first started out, my site went down on a Friday afternoon and I called ALL weekend and all I got was hold music. They put me on hold, but no one was there! Needless to say that was it for that web host.

So, how can you tell how responsive the web host you are considering actually is? You test them. If they have a phone number (and they should) call them late at night or on weekends to see if they are really there.

You can also send an e-mail to their support e-mail address (not their sales e-mail) and ask them a basic question like "How many e-mail addresses am I allowed?" or "Is there a limit on the number of autoresponders I'm allowed?" and see how long it takes them to get back to you. For a non-emergency email like that I think up to 12 hours is acceptable. If you send the e-mail on Saturday and they don't get back to you until Monday, that isn't good. If they take more than 12 hours and either don't have phone support or aren't answering, choose another web host.

Web Host Do's and Don'ts

Once you choose a web host, then you will have to decide what plan you want. Most web hosts offer you several different plans and obviously want you to buy the more expensive one.

1. Do get the least expensive plan. Most people buy the larger plans because they aren't sure how much space they need and the space in the smaller plans just doesn't sound like much. 10 mb is plenty for most first web sites. If you want to be sure, then choose a plan around 50 mb. 50 mb is a HUGE amount of space. If you get that you will be fine.
2. Don't get caught up in what the various hosts offer like PHP, MySQL and a bunch of other stuff like that. If you don't know what those things are you don't need them.

Web Hosts I Like

As I mentioned earlier it doesn't matter to me which company you go with. The purpose of this site is to give you the tools you need to make the best decision for you. Since so many people have asked me, the web hosts I recommend are on a consultant basis.

Now that you know how to choose a web host, let's go on to

Step 3: How to Build a Web Site --> Build a Website

Once you have your domain name and web host, the next step is to actually build your website.

Website Builder Software Do's and Don'ts of Building a Website How to Upload your Website to your Web Host Account How to Add Newsletters and Counters to your Website

Website Builder Software

To build a website yourself you need some type of web building software. There are two ways you can get this software:

1. Free from your web host. Some web hosts provide a web site builder that includes free hosting and email. This is the best choice for beginners. All you need to do is click on the design you want and then add your text. It's really easy. As I mentioned earlier, I recommend the

Want to write and sell online

I got a bunch of questions on the actual building process so I created a step by step build a website tutorial for people to use. It makes the process really easy so it's worth getting.

If you want to sell products on your site and accept credit cards, you will need to sign up with an outside credit card processor for this. Make sure to check out my make money page for more info about the credit card processors so you don't end up buying a lot of stuff you don't need or going with a bad one.

2. from an outside vendor. There are a couple of different standalone build a website software programs that you can buy and use to build your website yourself. I DO NOT recommend standalone website building programs for beginners.

The pros are you aren't tied to your web host and they provide more flexibility than a web host's builder. The cons with standalone site builders are they are really hard for most beginners to use, they cost a couple of hundred dollars and most sites built by beginners with them look really bad.

IF YOU ARE BUILDING YOUR FIRST WEBSITE, I suggest you just go with the build a website software that comes with your web hosting account. It is a LOT easier, doesn't cost very much and once you get the hang of how to build a website then you can branch out to your own software program later.

Do's and Don'ts of Building a Website

Regardless of what software you use to build a website, there are some basic do's and don'ts you need to keep in mind. It's very easy to get carried away on your first site and do things that send visitors away which is most definitely not what you want to do.

When you build a website:

Do keep your web site simple. Don't cram it full of clutter. Unless it's a how-to site like this one, the less text, the better.

Do make it eye pleasing. No crazy fonts or colors. The standard fonts for web sites are Arial, Verdana and Times New Roman. Whatever font you decide on, use it throughout your site. This site is in Arial. Don't alternate fonts.

Don't use a Flash introduction. Web designers love this and if you use a website builder they can be really fun to create, but most people click off as soon as they see it loading. The object is to get people to see your web site, not drive them away.

I show you how to do it - easy, cheap and step-by step!

Creating a Website

Don't put music or sound files on your site. It startles people when they are surfing and suddenly hear music blaring out. Their immediate reaction is to back track immediately.

Don't put a lot of slow-loading graphics on your page. No matter how pretty the graphics are, people aren't going to stick around and wait for them to load. You can optimize your images for free at NetMechanic.com. What this means is that you load the image onto Net Mechanic's web page and they will condense the size of the image for you, then let you pick the image you like from the results. Usually you can reduce the size by 50% or more without there being a noticeable change in quality.

Do make sure visitors to your site can tell at a glance what your site is about. For example, if you sell widgets, make sure that's evident right up front. Most people will leave in the first two seconds if they don't think your site offers them what they are looking for. They aren't going to take the time to scroll around to see if you have what they need. Make it immediately clear to them what your site is about.

Don't use pop-ups on your web site. Visitors find these really annoying. The less you annoy a visitor, the more likely he or she is to stay.

How to Upload your Website to your Web Host Account

Once you build your website, you will need to get it to your web host's server. This process is called "uploading" your files. Some places call it "publishing your website." Either way it's the same process.

If you are using the build a website software from your web host, all of your website files will already be on your web host's servers so all you will need to do is click a button. The button is usually Publish or Submit.

If you are using Microsoft's Expressions Web or another standalone website builder, you will usually just need to log in to your web hosting account and click the upload files button. Some web hosts call this FTP, others just say Upload Files. It all depends on your web host what it's called but they both are the same thing.

Hit Counters: Luckily, most website builders have this option already built in these days. If they don't there are also some places you can get these for free.

I DO NOT recommend the freebie hit counters for two reasons: 1) they almost always require that you promote their website which if you are doing a business site looks unprofessional and 2) a lot of times they slow the load time of your page way down. You know what a pain it is to wait for a slow loading page to load and you know that sometimes you don't wait, you just leave. So will your visitors.

If you put up a hit counter and your website builder gives you the option of choosing the number you start out at, start out at least at 20,000 or so. That way people won't know your website is brand new or think they are one of the first visitors. Being first makes people uncomfortable. It's a personal choice on whether to use a hit counter or not. I don't use them, but there is no right or wrong answer.

Okay, now that you know how to build a website, let's discuss the ways you can make money from it. If you already know how to make money from your website, [click here](#) to continue to How to Get Visitors.

Step 4: How to Make Money from your Website -->

How to Make Money from your Website

No matter what your website is about you can potentially make money from it. How? There are a couple of ways.

Ways to Make Money

You can sell a product directly from your website. If you do this, you will need to accept credit cards. If you have people mail you a check, you are going to lose a lot of business because people like the ability to pay right away.

You can accept credit cards through PayPal or through a 3rd party gateway such as 2checkout. It is free to set up an account with Pay Pal, they charge very reasonable rates if you make a sale and they have really improved their service. I recommend them.

2checkout charges \$49 to sign up with them and they take a percentage of the sale. It isn't hard to set up an account with them but it's harder than Pay Pal. Since Pay Pal is free and very reputable I recommend it for most beginners but 2checkout is my second favorite alternative.

If you sell a product do not get suckered in by companies that tell you that you need this or that to accept credit cards or it will cost you a monthly fee or anything like that. You don't need anything extra to accept credit cards on your website if you use either Pay Pal (my favorite) or 2checkout. They come with everything you need.

Side note: So many people wrote to me from this site telling me I should write a book about this stuff that I did. If you want to start your own internet business you may be interested in checking it out. It's an easy read, 162 pages long, and guides you step by step through the whole process of starting and running your own internet business.

It's got the nitty-gritty stuff that you need to know, not "fluff." If you're interested in finding out more about it, I think it can really help a lot of people.

Okay, enough with the shameless plug back to the site....

You can also make money by referring people to another merchant's services. This is called affiliate marketing. The merchant selling a product wants people to come to his site. For every person that comes from your site to his that buys a product he will pay you a certain amount of money.

You can put up banners on your site or recommend the places in text. It's best to put advertising up that relates to the content of your website.

For example, let's say that you are crazy about English Castles and your website is about Castles in England and the history associated with each one. You know if someone visits your website they are

interested in English Castles or they wouldn't be there so what would people that are interested in English Castles be interested in buying?

Well, they would probably be interested in a tour to England to visit the castles so you could sign up with a merchant's affiliate program that provides these tour packages. Your visitors might also be interested in reading books about English Castles or English history so you could recommend a few that they might find interesting from Amazon. You may also sign up with an affiliate program that sells posters of English Castles. The list is truly endless.

The best part is it doesn't matter what your website is about you can offer your visitors advertising that reflects your website content and your visitor's interest.

How to Find Merchants that will Pay You

I usually just go to Google and type in the type of merchant I'm looking for. For example, let's say that I want to offer posters on my site. I would type in Poster Affiliates in the search box and then check out the merchants that come up in the search.

Aren't Sure What to Sell?

I've gotten a ton of mail from people who want to make money online but don't know what to sell. Most of the places that I've seen that tell you that you can make money through them don't work or are just plain scams; however there are some places out there that are decent. The trick of course is figuring out which places are decent and which just take your money.

If you aren't sure what to sell, here are some tips:

1. Go with something that interests you. Don't just pick something that you think will make you a bunch of money. If you aren't interested in what you are selling you won't do everything you need to do to make your business successful.
2. Be wary of companies that have readymade businesses for you with merchandise that they will ship for you. A lot of times the prices that you need to sell the products at are too high for you to sell the products much less make a good profit on or it's too hard to get customers.
3. If the business you are considering requires you to get your own merchant account or credit card processor that charges a monthly fee, don't do it,
4. If you have to pay an extra 'monthly fee' for your business website, don't do it.

Regardless of what business you decide to do, it will require time, effort and hard work to make successful. The people who succeed put the time and effort into really learning their business and how to market it and get visitors to it. The ones who don't, give up when things get hard so they fail. It really is as simple as that. The great news is that if you are willing to put the time and effort into it, it IS possible for you to do really well.

You don't have to be smarter, richer or anything else that you think of that might hold you back, you just have to be willing to work hard. You really do have everything you need to succeed.

Pay Submission Services

A lot of the pay submission services are rip offs, but not all. Some web hosts like have services that you can get that will automatically submit your url to the search engines for you. If you're interested in the pay submission service, you can find out more information about it

Note: If you've found this site helpful and want to link to it, I would appreciate it. You can find my link description info on the Link to this Site page. Thanks.

Good Links vs. Bad Links

If you exchange links with a site that Google doesn't like - maybe it got penalized for spamming or it did something else that Google considered

Bad - then your site could also get penalized. Even if you don't get penalized too, a link from a banned site won't help you at all.

Scams

While these may not technically be 'scams' I don't like these and I suggest you stay away from them:

1. Free for All Links services - these services tell you they will list your site on hundreds of thousands of web pages and tell you these links will help you. These links will not help you as Google and the other search engines ignore these links and all you will get is a BUNCH of spam for your trouble. Don't waste your time or money. Again, just do what I mention above and you will be fine.
2. Targeted E-mail lists - you will probably get lots of offers to send your ad to thousands of people via e-mail. No matter how much the people tell you the e-mail lists are safe and the people want your ad, don't believe them. It's spam plain and simple. If you use one of these lists, your web host will kick you off their servers, you could end up paying a fine and you will alienate a lot of people. Just don't do it.

Resources

Regardless of which search engines you get listed in, you can increase your chances of getting a good ranking by optimizing your web pages. This is just a fancy way of saying that you need to tell the search engines what exactly is on your page.

I suggest staying away from web sites that want you to pay them to actually do the search engine optimization of your web site for you.

These services aren't bad, most of the good ones are really, really expensive and a lot of the rest are complete rip-offs and not only won't you get visitors, your site could end up banned from the search engines. You can spend just a bit of time and figure it out for yourself which can save you a whole lot of money.

Well, that's all about I have to say. I hope this guide has been helpful to you and you have learned how to create a website and get visitors. I wish you every success, my friend!

Information here is taken from so you want to build a website online.