How to create a website

This free ebook will guide you step by step in creating your first professional website. You will learn:

1) How to choose and get a domain name
2) How to setup up the hosting
3) How to setup a Wordpress website

Domain Name

A website's name is called *domain name*. The domain name is represented by the characters following the "www" and before the extension ".com", ".net", etc.

Every website requires an effective domain name. In fact, a nice domain inspires confidence in your visitors, is easier to be remembered and help you to achieve the first spots in the search engines (Google, Yahoo, Bing, ..) result pages.

Unless you'd like to create a new brand (like Apple, Amazon), your website's name is supposed to show the main topic - called *keyword* - of your website.

For instance, if your website talks about surfing, your domain name choice can be one of the following:

- surfing
- mysurfing
- wesurfing
- funsurfing
- spacesurfing

As you can notice in the example, a good domain name must follow these rules:

1. It contains the keyword of your website
2. A short domain name is better than a longer one
3. It has a meaning
4. It's easy to pronounce

Unfortunately, it's not always easy to find a domain name that has all these specs, because, since the birth of the Web, lots of domain names have already been registered.

However it's possible to find a nice domain name using some tools on the web, called "domain name generator". I believe that one of the best name generators is this one:

http://impossibility.org/

I've created a short video tutorial in which you can see how I use this tool to find a nice domain name for my surfing website:

http://youtu.be/P2epjJBae1I

If you don't like this name generator, other ones are:

http://www.panabee.com/
http://www.dotomator.com/index.html
http://www.bustaname.com/
http://www.leandomainsearch.com/

The domain name choice includes the selection of the extension: the ".com", ".net", ".us", ".org", etc, that follows the domain name.

I suggest you to use only the ".com" or ".net" extension. If you have a no-profit organization, you can also adopt a ".org".

It is a bad choice to choose an extension like ".info", ".co", or other not so common extension. In fact, these are used by spammers or rubbish websites, and I don't want my website to be seen as a spam website.

Once you have chosen your domain name, you have to register it.

I've always use GoDaddy because it's cheap and quick in the name registration process. I've found a promotion that allows you to buy a ".com"name for about 2$ for the first year! Here the link:

http://tinyurl.com/offer-domain-com

Short video tutorial to buy a .com domain name for 2$:

http://www.youtube.com/watch?v=oxzHqQ4zS-Y

Congratulation! You have just registered your first domain name.

Now we need a space in the web where we can put all the files of our website. This space is called *hosting*.

The Hosting

The hosting is the web space in which is stored your website. In order not to lose any visitor, your website should always be reachable (a high percentage of *uptime,* above 99% of the time).

If you are creating your first web site, I suggest you to use Hostgator. Here's the link:

http://tinyurl.com/hostagator-hosting

Why Hostgator? Several reason:

- It's reliable
- It's cheap (see my coupon below!)
- Has live chat support
- C Panel allows you to install wordpress and other CMS in one click

Hostgator gives you 2 options for buying your hosting:

1) Buy it month by month
2) Buy an entire year

I've got a coupon code for each option (remember that you have to use the link above to have the discount codes working). You have to insert it during the payment process to obtain a nice discount.

1) If you choose to buy it month by month, use this code:

myfirstfree

and you will get the first month of hosting for just 0.01$ (yes, only a cent). Starting from the second month you will pay just 3,96$/month.

2) Instead, if you choose to buy an entire year from the beginning, you'll get a better discount in the long time period. In fact with this code:

25offyou100

you will get 25% of discount for each month.

If you can't afford a small investment, consider using the first discount code to get the first month of the hosting for just a cent. On the other hand, if you have some money to invest in the hosting, choose the second option to get a better discount.

These coupon codes should work because I've usedthem. However, in case you encounter an error, please contact me in my blogger home page:

http://ebook-how-to-create-a-website.blogspot.com

Setup the hosting

Now that you own both the domain name and the hosting, you have to link them each other.

First visit Godaddy.com, log in and go to your Control Panel. Then select the domain name you have registered and click on *Nameservers* and *Manage Ds Records*.

If it's not clear, see this video:
http://www.hostgator.com/tutorials/dns/godaddy/changing-your-nameservers.htm

Now put the DNS records that Hostgator sent you in the DNS field of Godaddy's control panel. The Hostgator DNS records are placed in the mail Hostgator sent you when you bought the hosting. They are something like "ns1827.hostgator.com", "ns1828.hostgator.com".

Now save the DNS records and wait for some hours. It takes some time to GoDaddy to update them, usually about 3-4 hours. If they are not updated, contact GoDaddy support.
After they are updated, everyone who visits your domain name see

the files contained in your web hosting.

Now it's time to put some files in the hosting, like a nice Wordpress blog.

Post Scriptum: while waiting for your DNS records to be updated, you can work on your hosting space without issues. So in the meanwhile don't be lazy and install your Wordpress blog :)

Install a Wordpress Blog

Visit Hostgator.com and log in. You see the User Control Panel (CPanel). Click on *Quick Install* , and then on *Wordpress*. Don't put nothing after the character "/" in order to install Wordpres in your root directory (people visiting your website will see Wordpress homepage). In the registration form put your mail, name and surname. Then click on Install.

If you have not understand some step, see this video by Hostgator: http://www.youtube.com/watch?feature=player_embedded&v=Dey oVxSK1yI

Congratulations! You're Wordpress website is alive! :)

Other resources
Here some useful resources for your Wordpress website.

Wordpress plugin: http://wordpress.org/plugins/

Wordpress free theme: http://wordpress.org/themes/

Wordpress premium theme:http://tinyurl.com/pwckzfq

Seo for wordpress:http://yoast.com/wordpress/seo/

Support

Do you have some troubles in some steps of this tutorial? Feel free to contact me in the form you find at my blogger website:

http://ebook-how-to-create-a-website.blogspot.com

Ok guys, this tutorial ends here! I wish you good luck with your website!

Ps: feel free to share this tutorial (.pdf) on the web ☺