

“How To Setup A Simple Yet Powerful Website For Your Business Step-By-Step”

This quick-start guide assumes you have basic working knowledge of computers and the internet.

Let's get started:

1. Decide on a domain name. Considerations – what is your market, what will your prospects search for online, where is your business located, keywords or business name, integrate location name, short, memorable, .com or .co.uk, competitive research, branding, trademarks, availability. See what people are looking for [here](#) or use [WordTracker](#).
2. Create account with [Namecheap.com](#). Search for and register your chosen domain. Choose your name carefully.
3. Get website hosting. [Hostgator.com](#) sign up for account (reliable, feature rich, good support). Select 'use existing domain' save or print off all e-mails and correspondence regarding user names, settings etc.
4. Set up nameservers in Namecheap.com account. Go 'manage domains', click on domain name, 'domain name server setup', insert domain name server (DNS) information found in [Hostgator.com](#) welcome e-mail and save.

Type into your browser, yourdomain.com/cpanel, enter your username and password to access your cPanel (control panel).

You now have two options, create a blog (easy) or build a static site (not so).

1 – A blog: [Wordpress](#) is a powerful blogging software included with Hostgator.com. Many free designs are available and with customisation can be made to look like a regular website, e.g <http://tcpphysio.com> –Tutorials can be found [here](#). To install from your Hostgator account:

1. Log into cPanel, scroll down and click Fantastico Deluxe, select Wordpress from sidebar, new installation, enter (and save) admin access details. Click install Wordpress.
2. Find and download new themes using Google, search for 'wordpress themes'.
3. Upload themes to correct directory using an FTP client (e.g. Core FTP). This allows you to upload files from your computer to your hosting account.
4. Log into your Wordpress admin area and select theme. Add plug-ins to improve functionality and usability. Edit template code to customise and design header graphic.

2 - Build your own site: Lots of options here. You can use Hostgator.com's inbuilt SiteStudio (accessible from your cPanel), get a free template from oswd.org and customise, or build your own site from scratch using a web editor.

Use a web building/editing software to design, edit and create web pages. Dreamweaver is popular among web designers. Less functional web editors include Kompozer, Frontpage, and NVU. [XSitePro 2](#) is the choice among many online marketers who build sites for maximum response and conversion rates. It's also feature rich and doesn't require coding knowledge.

Build your site, making sure not to make any of the [nine critical mistakes](#); no interaction, no response device, no capture tools, [no follow up mechanisms](#), no changes, no reasons to return, no confidence, no attractiveness and no clear purpose.

Upload site using your FTP client or using built-in upload feature in web editor. Congratulations you now have a domain name, hosting and website. Now it's time to [market it!](#)

About the author:

Ian Canaway is a freelance internet marketer, specialising in direct response internet marketing. Ian would like to give you a free report titled, “7 Ways To Generate More Leads & Sales From Your Small Business Website”. To download it now, visit: <http://iancanaway.com/>

Information Products For Small Business Owners:

By Ian Canaway

[The Autoresponder Time-Saver:](#)

How to use the power of autoresponders to slash your workload by up to 70%, put your lead generation on autopilot and follow up with your customers and prospects for little or no cost.

[Web Traffic Strategies:](#)

Proven, powerful methods to generate a flood of targeted buying traffic to your websites.

[Permission E-Mail Marketing Exposed:](#)

How to lower your marketing costs, increase your profits - ethically, legally and in a 100% non-intrusive way, using permission e-mail marketing.

Where to go from here?

The 20 Minutes Small Business Website Tune-Up

I have developed a “20 Minute Small Business Website Tune-Up” which we conduct over the telephone with you. Here is what we accomplish together in this fast-paced, zero-nonsense session:

No Sales: If your website is not generating any sales it could be due to a few problems. These usually can be quickly and easily corrected – so long as you know what critical steps to take (and which not to take). I’ll walk you through my three-step process (which takes literally about six minutes) and show you exactly how to carry this out in no more than 1-2 weeks. This will immediately enhance the effectiveness of your website.

No Traffic: Lying awake at night worried why nobody is visiting your website? I dispel the myth of ‘hits’ and will tell you the real ‘factor’ you should be worrying about. I’ll give you a proven strategy for developing a tidal wave of traffic to your website.

No Website: Don’t have a website? Not sure where to turn? We will discuss your options and come up with a simple and effective strategy for building a profit-pulling website, without killing your budget.

The Free 20 Minute Small Business Website Tune-Up is conducted by the Ian Canaway, who runs numerous profitable websites. Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Ian Canaway can supply in a twenty minute time span. Please be advised the call is strictly limited to 20 minutes.

This consult will typically take place within 1-2 weeks of your request. To secure a time for this consultation, please completely fill in this [pre-consultation questionnaire form](#) that will prepare both you and me to get maximum value in the shortest amount of time. Once I’ve received this form and assessed your situation I will advise you regarding available time slots.

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