

Powerful Professional Websites In An Instant

“Build your own professional looking website, with more bells and whistles than you'd ever need, without having to pay out £1000s for a designer.”

If you've read my [Quick Website Set-Up Guide](#), you'll have an idea what this is about already. This guide expands on it.

Wordpress Revisited

Wordpress is a powerful blogging software included with [Hostgator.com](#). You can install it directly using Fantastico Deluxe. My [Quick Website Set-Up Guide](#) showed you how to install it. Now you'll learn how to customise it, by changing the theme (template) to give it the professional look you want. For example this website was built solely using wordpress: [Jan Canaway Art Work](#)

You can find and download new themes using Google, search for '[wordpress themes](#)'. There are hundreds of free Wordpress themes in almost every business category. Free themes are usually licensed under the Creative Commons Act, so you have to leave a link to the authors' site.

1. Upload your favourite themes to the correct directory using an FTP client (e.g. Core FTP). Usually: [www.yourdomain.com/wp-content/themes/](#) ..if you installed it in the root directory.
2. Log into your Wordpress admin area and click the 'Design' tab, then 'Theme' tab. You can then simply switch themes by clicking on the image of the theme you uploaded.
3. Add [plug-ins](#) to improve functionality and usability, there are hundreds you can use to enhance you site. The key plug-ins you need are the *All-In-One SEO Pack*, *Google XML sitemaps*, *contact form*. If you need help getting to grips with Wordpress, you can invest in some [comprehensive tutorials](#).
4. To add pages or posts, select 'write' and choose page or post. Pages are the key navigation pages, such as contact, about, products etc. Posts should be tips, articles, or other info.
5. To change the way the content is displayed, so you only have one post on the home page, select in the admin area 'Settings', 'Reading', and chose “Front page displays a static page”. This gives you more control over how the content displayed.

Spend some time getting to know [how to use wordpress](#) and you have a powerful web building, content management tool at your disposal.

What You See Is What You Get

The quickest other way to build powerful, effective websites is to use a piece of kit called [XsitePro 2](#). It has quite a learning curve, but is affordable for any serious small business owner. It's not designed for eCommerce sites, but is better for lead generation, or selling a handful of products.

The key benefits, are no coding knowledge required, in-built professionally designed templates, easy navigation and interlinking. You can see a video of [how it works here](#).

The important thing is that you can easily add lead capture pages, for example you can quite simply add a [Getreponse](#) sign up form, so you can use [permission e-mail marketing](#) to keep in contact with your prospects (this is powerful, you should always collect names and e-mail addresses). This takes the hassle of messing around with placing HTML code for your autoresponder into your web pages.

Remember – Your website should be, clean, nothing distracting, easy to navigate and have a clear purpose (don't leave your visitors guessing), include a client capture form (use an ethical bribe to get them to sign up to your newsletter or [autoresponder](#)) and fast loading.

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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