

really easy Neil's [^] Guide to Building Your Own Website

How to get yourself,
group or business a place
on the web... fast



www.NeilsToolbox.com

This is a free guide. Please send it to anyone you think it could help.

E-mail it. Facebook it. Tweet it. Enjoy it!

Conditions of Use

I'm giving you this free, but I have to set some ground rules because there are some poor people with lawyers out there and I need to protect myself.

1. **Don't sell it** (you can give it away for free, though)

If someone charged you for this, try and get your money back. If that doesn't work, put a curse on them or something. Most major credit card companies now offer this.

2. **Don't edit** the file

You are free to send it as it is, but don't change the cover or any of the contents.

3. Use at **your own risk**

The advice contained in this guide was right when written, but the web is a fast changing environment where things that worked one day may not the next. Also, remember that the web is accessible in most countries, but there are different laws all over the place. You agree not to hunt me down if something bad happens to you.



4. Links in this guide will likely **stop working** over time

Especially after the apocalypse in 2019. If something breaks, try Google. If they've gone broke by then, then try asking a human like back in ye olden days.

5. **Don't blame other people/companies** mentioned in this guide if something goes wrong

I don't work with or for the different services mentioned in this guide (although some of the links are affiliate links) and they haven't approved any of the content of this guide. If there's a conflict between what I say, and what they say... they're the ones to believe.

6. There are **no guarantees**

Everything is at your own risk. Use your own common sense, only spend what you can afford to lose. And don't eat yellow snow.

Got all that? Then let's get started...



Why I Wrote This Guide

I started designing websites back when it was hard.

It would take months to get your site coded by hand, then hours to make basic changes once it was online. At most, you could only put a few small graphics on your pages – or else it would take too long to load.

It used to cost you a fortune just to get your site online, and if you got anything more than a few hundred visitors a day your site would crash.

Just in the last couple of years, there have been some big changes that have made it easy - embarrassingly easy – for people that have never learned anything about web design to build their own sites.

And I'm not talking about basic sites, either. Some of the things you can do now are incredible, and would take a professional web designer weeks to program by hand. All you have to do is click a few buttons.

I'm often asked by people to set up sites for them. When they explain what they want to do, I usually find that they could do it themselves with a little bit of guidance from me.

That's what this guide is for. It will teach you how to build your own website that will look exactly like you paid good money for someone else to build it for you.



I've come up with a simple system that anyone can copy to build a site in almost no time, for very little money.

But, more than just saving you money, or making it (if you want to charge for your skills) you'll have something that you will cherish. Web design is the ultimate way to unleash your creativity, and share it with the World. Even a pretty small webmaster can build sites that get more visitors than listeners to your local radio station.

My advice is to get something up quickly, then build on it. Don't wait for months thinking about it, or waiting until you have the perfect idea for how your site will be. This guide will teach you how to get your site up within an hour or two. In other words, **you can do it today**.

Once you get started, you will become addicted to your site very quickly. Your head will be buzzing with ideas to expand it, and we're going to be using a system that allows you to develop your site easily once your knowledge and confidence grows.

Don't get stressed out if you can't do something. Try searching Google, as someone has probably had the same problem before. (Note: I'll mention Google a few times in this guide due to laziness – there are other search engines available, so you can substitute with Bing, Ask or Yahoo!)

Most of all... have fun!



Why Having Your Own Website is so Great

If you've read this far, you are already open to the possibility that being able to create websites might be useful. Here are some more things to motivate you...

- It's something extra to put on your CV/Resume. Web skills are now sought after in the job market.
- People think that those that have their own websites are smarter (please DON'T correct them).
- It's fun. Unbelievably good fun. And rewarding too. The joy of seeing floods of visitors from all over the planet coming to see your own little creation is something that can't be matched.
- You can work at all hours of day or night, from anywhere on the planet.
- You can design sites for other people... for money!
- Your website is your own little world, which you can make your own and invite people into.
- Although many people have a Facebook/Twitter account, these are limited in what you can do with them. With a website, you can make it any way you want.



What We Are Going To Do

Let's take a look at the main steps we are going to take to get up and running.

Firstly, we've got to get you a hosting account. This is where your website files are stored, so people can access them from their own computers. We'll see how you go about setting this up, and how to choose a domain name. It takes a few minutes, and is very easy to do.

Next, we'll install your website manager software. This will let you run your site without knowing any programming.

Once your control panel is installed, we can then choose a theme. There are thousands to choose from – most are free, but you can pay if you want a really flashy one.

We'll create some pages, and add some text and images.

We'll also take a look at: adding things like YouTube videos and image galleries. Setting up an e-mail address for you - you can have as many as you want in the form: *anything@yourwebsite.com*. Visitor statistics, so we can see who is visiting your site. How you can get lots of visitors from the search engines.



1. Getting a Domain & Hosting

You're going need a **domain name** – e.g.

www.mywebsite.com - so people can enter that into their web browser to visit your site.

You don't "own" a domain name, as such - it's more like renting one. You register it for a specific period of time (1-10 years) but have the right to renew it indefinitely. If you don't renew it, someone else can take control of it.

You'll also need somewhere to store (or "host") your website, so people can access it. A **web host** is a company that provides you with a **server**, which is really just a computer that serves web pages. You're going to manage your server through your web browser, and it's all run through a control panel.

Hosting packages come with a lot of features, but we're just going to keep things simple by sticking to what we need. If you are adventurous, you'll be free to explore the extent of your hosting package to see what it can do.

Hosting packages come in all shapes and sizes, and there are people offering them for all price ranges. You don't need to spend hundreds of pounds a month, since this level of service is designed for businesses. Equally, avoid very cheap packages (e.g. £12/\$20 a year) since they can be unstable, and their promises of "unlimited space and bandwidth" prove to be untrue as soon as your site takes off – and they just shut your site down without warning because they can't handle it.



For this course, we're going to be using a hosting company called [Hostgator](http://www.hostgator.com). They are one of the largest, and have a good balance between features, cost & customer service. They are ideal for people starting out, while they can handle sites getting hundreds of thousands of visitors a day.

There are two packages that are recommended... the **Hatchling** or **Baby Package**. The only difference between the two is that the Baby package allows you to run **multiple websites** on the same hosting account. If you are sure you only want to run one website (e.g. with one web address) then go for Hatchling. However, if you think you may want to set up other websites in future (including for friends, clients, groups, etc) then go for Baby.

Normally, when you set up a hosting account, they'll register a domain at the same time, and tie this to your hosting account.

To set up your hosting account...

1. Visit the site from here: <http://www.neilstoolbox.com/hosting>
2. Click on the "**Web Hosting**" link at the top of the page
3. Choose either **Hatchling** or **Baby** and use the drop down to select your payment terms. Obviously, the more you pay in advance the less you pay per month.
4. Enter a **domain name**. This will be your web address, so choose carefully.
5. Fill out your details on the next page, and click **Create Account** at the bottom.
6. That's it! You'll be emailed your accounts details once it is set up. Usually, it just takes a few minutes.



2. Your Server Control Panel

Once you've received your login details for your server, you can usually login by going to:

<http://www.yourwebsite.com/cpanel>

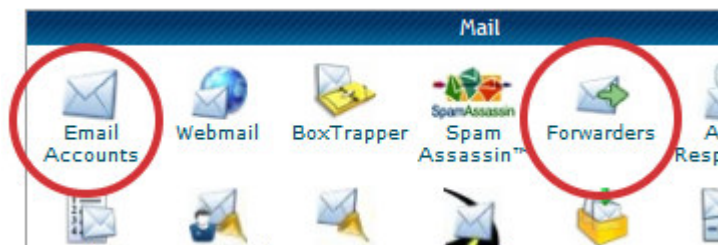
And then entering your username and password.

You'll then find yourself in the control panel (**cPanel**).

Don't worry about the amount of icons... you won't be using most of them.



Some of the ones you should take note of are...

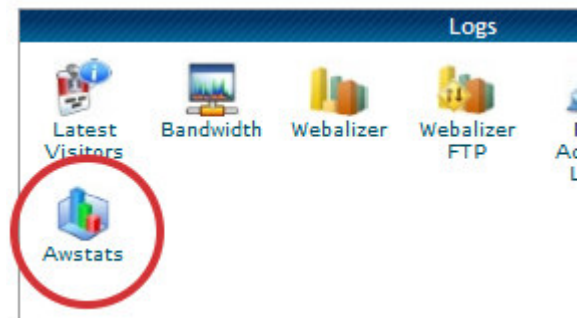


E-mail Accounts lets you set up POP accounts, so you can send and receive mail from **anything@yourwebsite.com** through a program like Microsoft Outlook, Windows Mail, etc.

Forwarders allow you to direct any mail sent to **anything@yourwebsite.com** to an existing e-mail address. These are very simple to set up, and (unlike POP accounts) you don't need to configure anything on your computer.

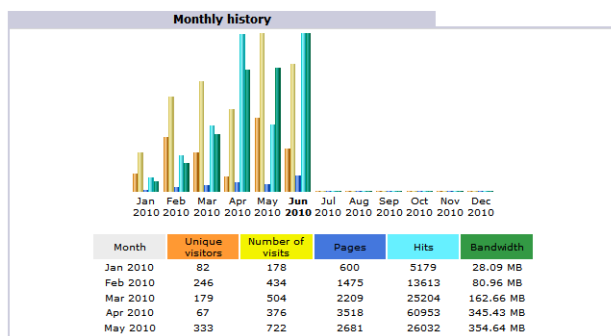


You'll probably also want to keep an eye on your visitor statistics/logs. You are given a number of packages to check these, but the recommended one is **Awstats**.



Summary					
Reported period	Month Jun 2010				
First visit	01 Jun 2010 - 01:16				
Last visit	24 Jun 2010 - 18:41				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	195	582	6106	61116	450.16 MB
(2.98 visits/visitor) (10.49 Pages/Visit) (105.01 Hits/Visit) (792.03 KB/Visit)					
Not viewed traffic *			820	2223	15.51 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

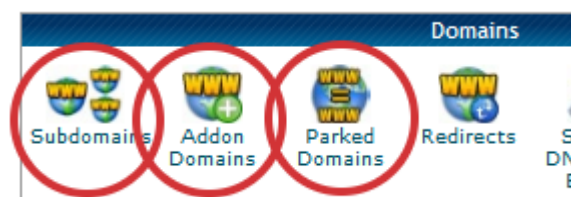


As well as the actual number of people to your site, you'll also get information like which pages they are visiting, what other websites are linking to yours and what search terms they entered into Google to find your site.

An important thing to remember with web stats is that not all the visitors to your site are humans – a lot of visitors are actually other computers, so don't get too excited too quickly!

The last icons to pay attention to are **Addon Domains** (which let you run multiple websites on your same hosting account) **Parked Domains**

(allows you to have multiple web addresses which take visitors to the same website, such as mywebsite.com and mywebsite.net) and **Subdomains** (such as music.mywebsite.com, news.mywebsite.com)



3. Setting Up Wordpress

We're going to be using a **Content Management System** (CMS) to run our site. This allows you to manage things like your site theme/template, as well as all the text and images on your pages, without having to write or understand any code. You manage it all online.

Wordpress started as a blog (online diary) system but grew to become a full CMS.

The advantages of Wordpress are:

- It's **free**. You just need your existing hosting account
- It's **simple**, and easy to use for beginners
- You run it through a web browser, **anywhere** in the world
- Takes seconds to **add or update** text and images.
- There are thousands of **themes** available. Most are free, but there are premium ones out there if you want something special
- Supports lots of "**plugins**" – meaning it's a piece of cake to install photo galleries, videos, calendars. All easy to install
- There's a large **support** community out there if you get stuck

There are two ways to install Wordpress through cPanel.

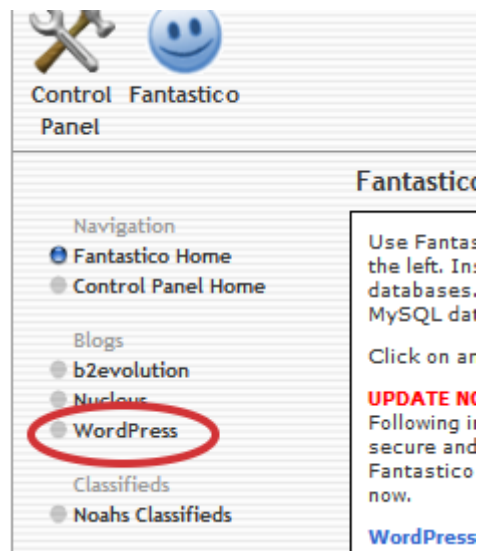
The first way is through Fantastico. This is a set of installer programs that lets you install all sorts of free software in just a few steps.



From the homepage of your cPanel, click on the **Fantastico De Luxe** icon.

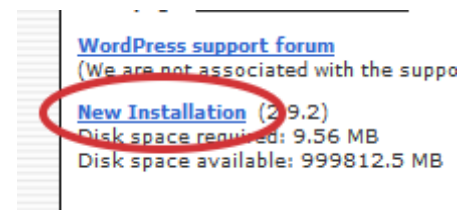


You'll then be taken to the Fantastico page.



Click on the Wordpress item on the left hand side menu.

On the next page, click on the New Installation link



Next, make sure your website is selected. If you have multiple (addon) domains set up on your hosting account, you would choose the site you want to use here.



Leave *Install in directory* blank, so that Wordpress will run your whole site.



Choose a username and password. Make your password difficult to guess, as anyone will be able to log in to your site and make changes if they find it out.

Admin access data

Administrator-username (you need this to enter the protected admin area)

neil

Password (you need this to enter the protected admin area)

iT45rcat

Finally, choose the details that will appear on your site. You will be able to change these later, but it's a good idea to try and get them right first time.

Base configuration

Admin nickname

Neil

Admin e-mail (your email address)

me@mywebsite.com

Site name

My Amazing Website

Description

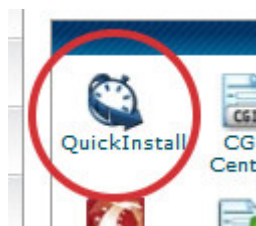
The world of me... in on

Install WordPress

Hit the Install Wordpress button. It will run a check to see if anything is okay, then ask you to confirm your happy to install.

Once Wordpress is installed, you can access your control panel by visiting www.yourwebsite.com/wp-admin through any web browser.

The alternative way to install is through **QuickInstall**, which (at the time of writing) was in Beta testing. It's designed to be a bit faster than Fantastico, so you may want to try this way if you have problems following the way outlined above.



From the cPanel, click on the QuickInstall icon and follow the instruction from there.



4. Using Wordpress

Wordpress is easy to use, and it's not difficult to learn how to do just about anything through your admin centre.

To login in, go to:

<http://www.yourwebsite.com/wp-admin>

and enter the username and password you set when installing Wordpress.

You'll then see the main page of the Wordpress Manager. Before we get into details, there are a few terms Wordpress uses that you need to understand.

Themes: These are the “look” of your site. It involves the template that surrounds your page content, including the banner at the top, as well as things like the default font and colour scheme your site uses. These are easy to change.

Plugins: These are small programs that you can activate on your site to modify or add to the functions of wordpress. For example, you may want add an image gallery, or make your site more friendly to search engines. You might want to pull the headlines from a news site you like, and display them at the side of your site. Or what about a contact form, that e-mails you the results. There are thousands available.

Widgets: These are small blocks that are added to your theme's sidebars (the right/left column of your pages).



You can use these to display your page names, a short profile of yourself, an image. Plugins often use Widgets to display their output.

Users: While you may be the only one that is going to update your site, you can allow other people to help. Depending on how much you trust them, you can limit what they can do. You may want them just to add new pages, or you might want them to be able to make substantial changes – such as switching the themes.

Okay, let's get started configuring your site. I'm going to keep some of this short, as we want to get on with actually adding text and content as soon as possible.

First Look of your Site

Firstly, we're going to take a look at your site as it is. To do this, click on your site title – at the very top left of the page.

Tip: in most web browsers, if you *press* the scroll wheel on your mouse (as if it were a button) when hovering over a hyperlink, it will open in a new tab. Alternatively, right-click on the link and choose “open link in a new tab”.

It's a good idea to keep your site open in one tab, and your Wordpress control panel in another. When you make changes, flip to the other tab and hit F5 to refresh the page and see the changes.



Upgrading to the Latest Version

You should always keep your version of Wordpress up to date, as security and feature upgrades are added frequently.

If a new version is out, there will be a line at the top of your control panel that says something like, "WordPress 3.0 is available! Please update now."

Click on the link, and follow the instructions. There is no need to make a backup the first time you run the upgrader (as you've not added anything to your site yet!)

Note that this guide uses Version 3.0, so other versions may differ in how you do things from this point on.

Site Address

Look at the menu on the left hand side, and hover your mouse over "**Settings.**" A down-arrow will appear when you do this, so click on this to reveal the sub-menu. Click on "**General**".

Your website address will appear on two lines, but will be missing the "www". e.g. **http://mywebsite.com** rather than **http://www.mywebsite.com**. Change this so that includes the **www.** at the start.

You should also change to your local **timezone**. Scroll up to find your nearest city.



When you click the **Save Changes** at the bottom, you'll have to log in again (since you changed the web address to include www).

Privacy Settings

By default, your website will *not* appear in Google, or any of the major search engines.

To change this, go to **Settings>Privacy** on the left-hand menu.

Make sure that the first option is selected: *"I would like my site to be visible to everyone..."*

Permalinks

We also need to make sure our page URLs (the address in your browser bar) is human-readable. This is important for your search engine rankings. Wordpress calls these addresses "Permalinks"

Go to **Settings>Permalinks** on the menu. Then select **"Month and name"** and save.

Common settings

<input type="radio"/> Default	http://walkmydog.mcurl.info/?p=123
<input type="radio"/> Day and name	http://walkmydog.mcurl.info/2010/07/24/sample-post/
<input checked="" type="radio"/> Month and name	http://walkmydog.mcurl.info/2010/07/sample-post/
<input type="radio"/> Numeric	http://walkmydog.mcurl.info/archives/123
<input type="radio"/> Custom Structure	<input type="text" value="//year%%monthnum%%postname%"/>

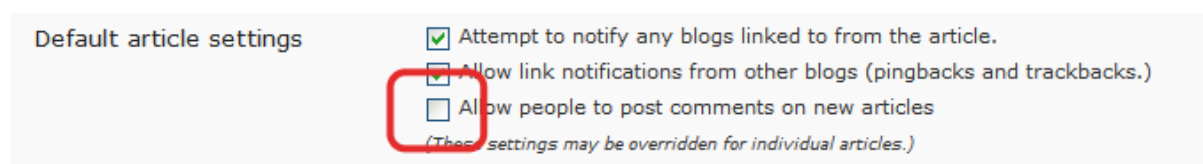


Disabling Comments

By default, a comment box will appear beneath each of your pages. This isn't relevant for us, so we're going to take it out.

To prevent this from appearing, go to **Settings>Discussion**.

At the top of the page, make sure you **untick** "Allow people to post comments on new articles"



Default article settings

- ☒ Attempt to notify any blogs linked to from the article.
- ☒ Allow link notifications from other blogs (pingbacks and trackbacks.)
- ☐ Allow people to post comments on new articles

(These settings may be overridden for individual articles.)

Note that this is the *default* setting – you'll be able to add comment forms to individual pages on their respective edit forms. We'll learn about editing pages later.



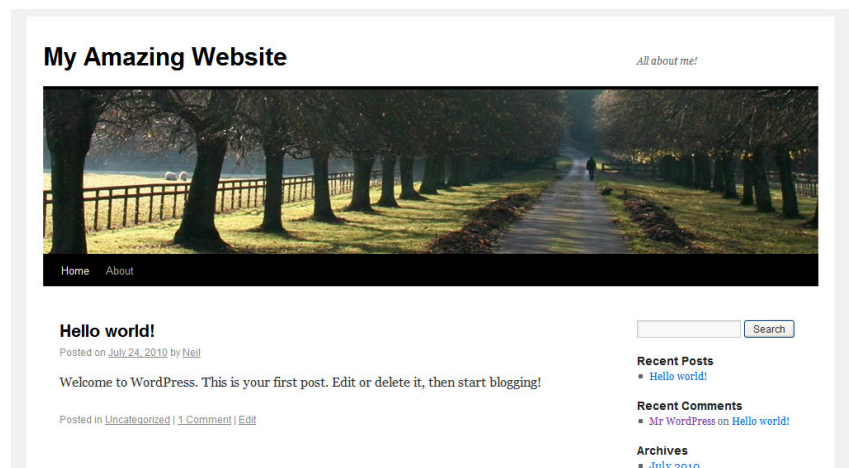
5. Choosing a Theme

One of the best parts of Wordpress is the massive number of themes (templates) available. Most are free, while there are some excellent paid-for themes out there as well. They are all very easy to install.

In addition to uploading new themes, Wordpress let's you modify them from within the control panel. If you understand just a little bit of HTML and/or PHP, you can make changes to the look of your site. This is great if you want to get your website up and running without knowing any coding, but are interested in learning it over time. There are lots of tutorials online to help you do this.

By default, the Wordpress theme your site will have when you first set up is called **Twenty-Ten**. This is a huge improvement on the old default theme (prior to version 3) which was very

basic – and designed in the days when Wordpress was only used for Blogs. Twenty-Ten lets you make modifications to the banner at the top from within the control panel, and has a drop-down menu system at the top. Previously, you'd have to understand code to make these changes.



It's a good idea to start with Twenty-Ten to learn the basics, but you'll probably want to change theme at some point to make your site more unique.

There are two ways to change theme. Firstly, the Wordpress control panel has its own database of hundreds of themes. You can search and install with a couple of clicks.

Secondly, you can download themes from other independent sites (search "Wordpress Themes" in any search engine). They'll give you a .zip file, which you then upload in your control panel and activate it.

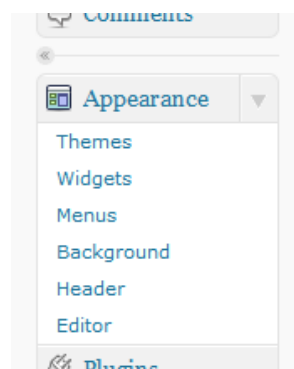
Once you've uploaded a theme, it's kept on your server – even if it's not the one you are actually using. So, you could have several themes – and change them once a month by selecting them from your list.

For the purposes of this guide, we're going to stick with the **Twenty-Ten** theme – which should already be enabled. However, let's see how easy it is to change themes...

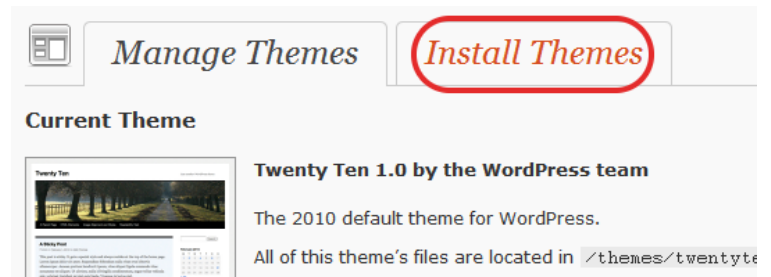
Using the Wordpress Theme Database

On the left-hand menu, hover over **Appearance**. Then, click **Themes**.

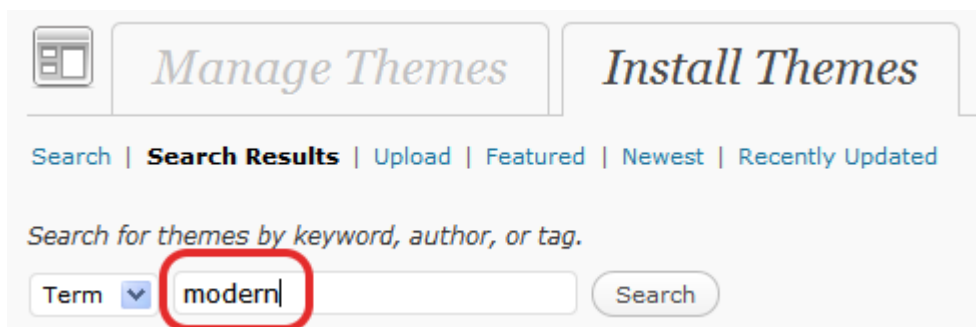
The themes section will then open. This will show your currently installed themes, and the one you have active just now.



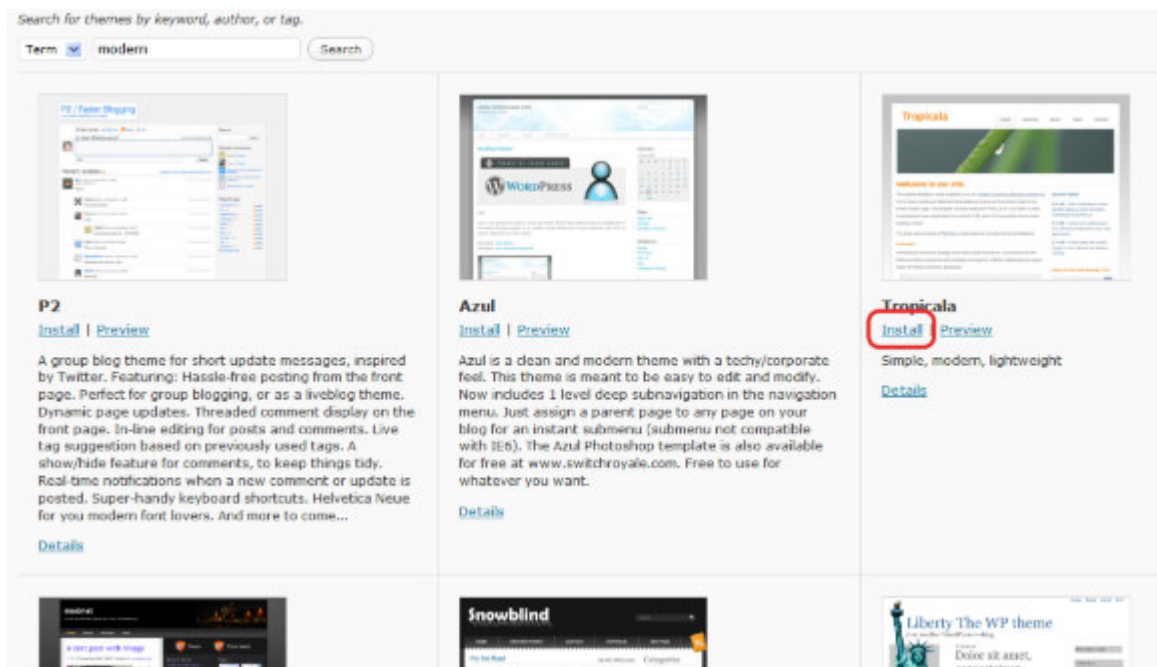
Look at the top, and you should notice two tabs. Click on "Manage Themes"



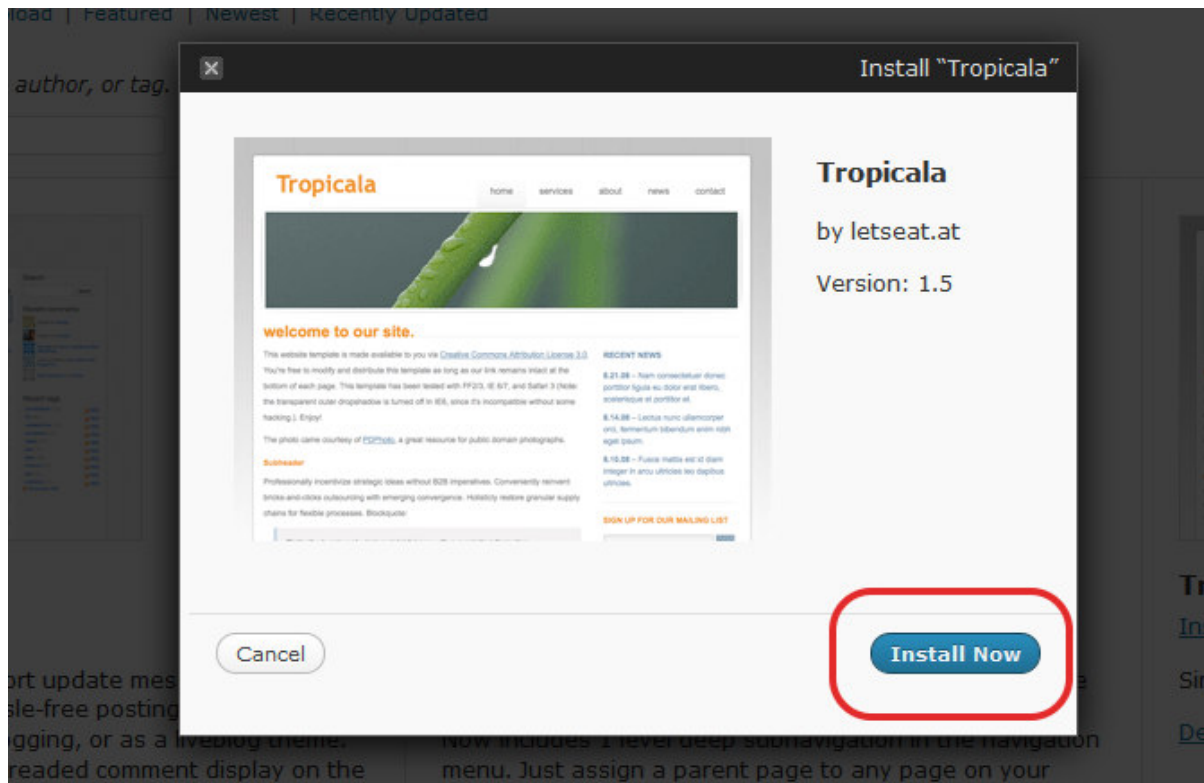
Enter a search term, and click the button.



You'll then get a snapshot of all the themes that match your term.



You can either click on “Preview” beneath the snapshot to see a full-screen version of the theme, or you can install it straight away. A pop-up window will open – just click the Install button at the bottom.



This will download and install the theme on your server, ready to use. Remember that you still have to “active” the theme to make it the one your site uses.

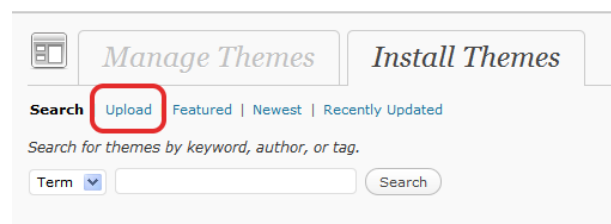


Using External Themes

You can also upload your own themes that you can get from other sites. They should provide you with the .zip file, which you should download to your hard drive.

Click on Appearance>Themes on the left-hand menu again, then choose the Manage Themes tab at the top again.

Now, click on “**Upload**” at the top.



Upload the file from your hard drive on the next page, then remember to active it once it installed on your server.

Remember that not all themes work across all versions of Wordpress – older themes may not work on version 3, and newer themes may take advantage of the latest features that will break your site on earlier versions.

Also, one other thing to point out with in using “free” themes from other sites is that they will often contain links to other websites that you cannot remove in sidebar and bottom (copyright) section of your pages.

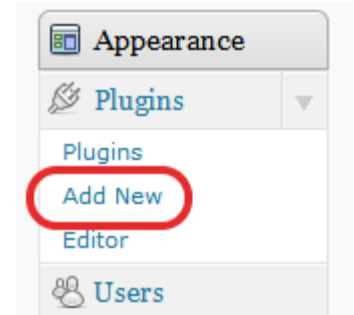
We’re going to stick with Twenty-Ten. So, if you have changed themes, go back to **Appearance>Themes** and “Activate” Twenty-Ten again.



6. Plugins & Widgets

We're going to install some plugins to make our website more powerful.

To install plugins, go to **Plugins>Add New** on the side menu.

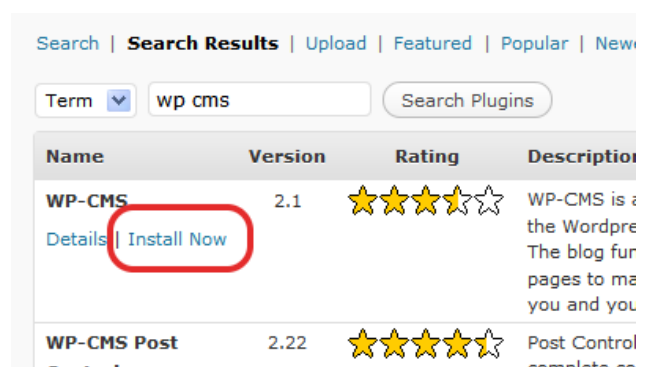


We're going to start by making the Wordpress control panel a little easier to use. Remember that Wordpress was set up as a blogging platform, so more prominence is given to "posts." We want to use "pages" to build our site, so need to make a change.

Search for "WP CMS"



A set of results will be returned. Click "Install Now" on the first result. Then "Activate Plugin"



You should now notice some changes to the side menu.

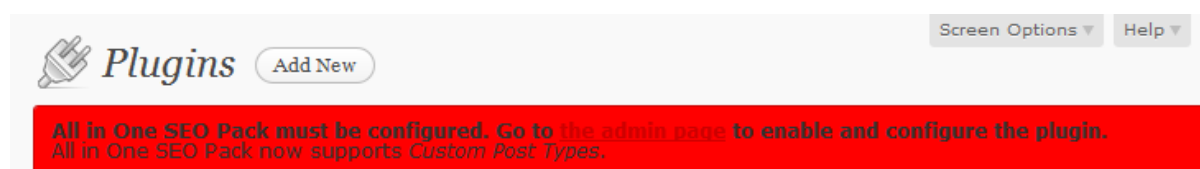


For one, “Pages” is now at the top of the list – rather than “Posts”.

The next plugin is the “**All in One SEO Pack**” This configures your site for the search engines, and means you don’t need to understand much about them to rank highly.

Install the plugin, as you did above. Notice, though, that the menu has changed – **Plugins** now appear under **Settings**.

Once installed, you should notice that a red bar appears at the top of the page once you’ve done this.



Click on “the admin page” link in this red box. This will then allow you to configure the plugin.

The only thing to do is make sure it is “enabled” then fill out the next three boxes.

The “Home Title” section is what will appear in big blue writing above your Google listing, so make attractive. It will also appear on the tab in your visitors’ web browsers.

Be careful to keep your description and keywords relevant to your site topic. Using misleading words to get more hits is liable to backfire.



Plugin Status: ☒ Enabled
☐ Disabled

Home Title:

Home Description:

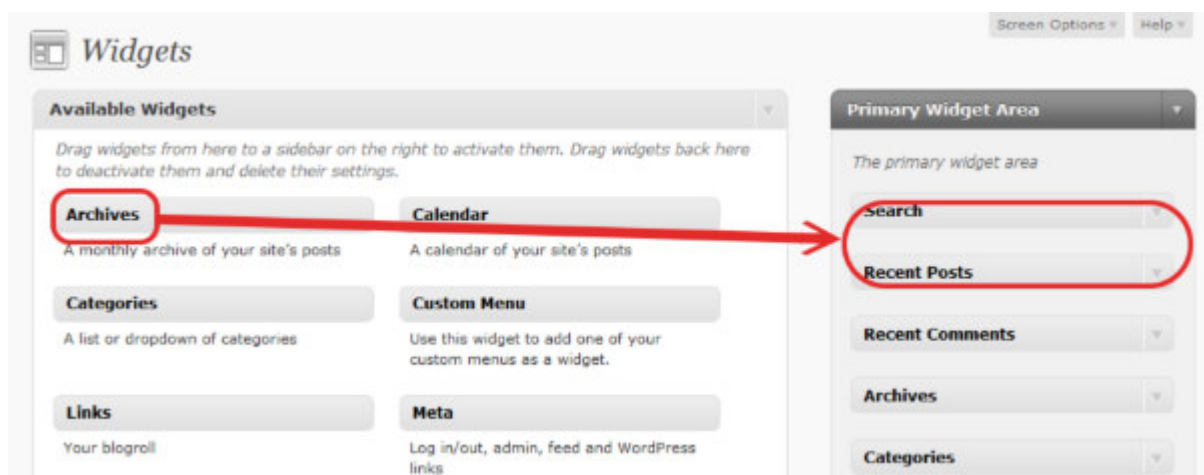
Home Keywords (comma separated):

Scroll down to the bottom and click on the "Update Options" button to save them.

Now, let's add some widgets.

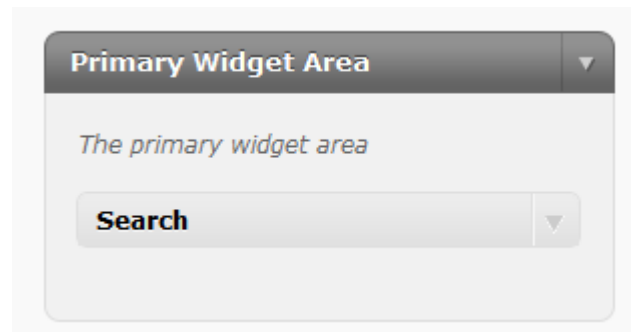
Widgets appear at the side of your page. Go to **Appearance>Widgets** on the left-hand menu.

To modify your widgets, you need to click and hold on them, then drag them to and from the box on the right. Anything here will appear on your site.

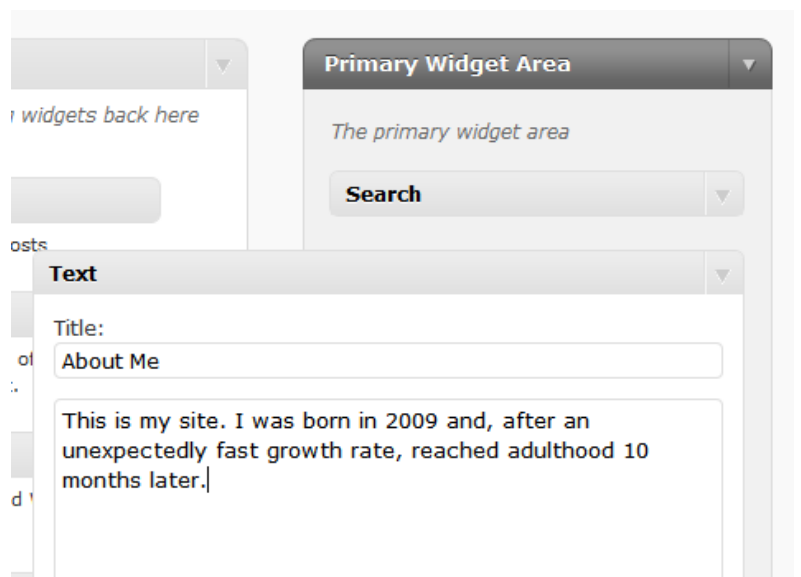


We're going to take off most of these (since the default options are set up for blogs).

Drag the items in the “**Primary Widget Area**” pane across to the “**Available Widgets**” area to clear them. Leave the Search one, though.



Next, drag the “**Text**” widget into the Primary Widget Area.

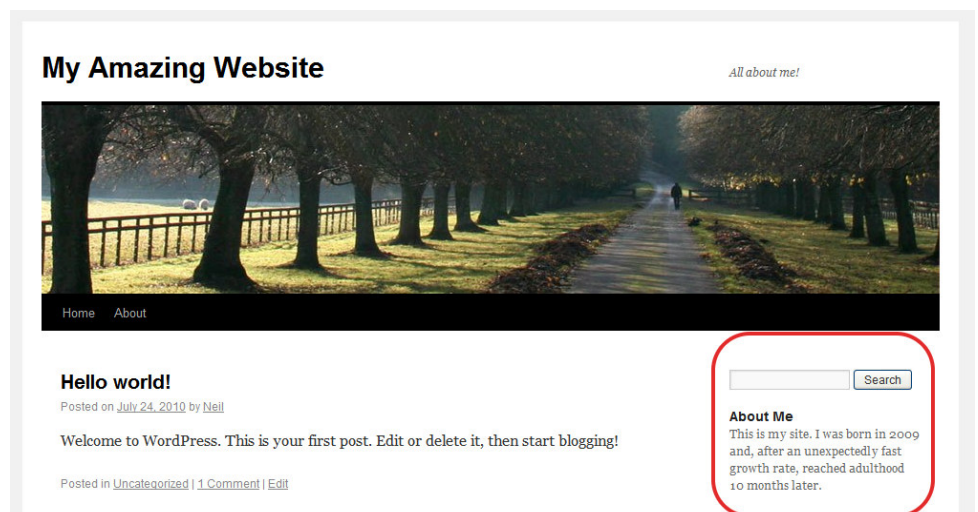


Click the down arrow to reveal the options for the widget.

Enter some a title and some text here.

Click the Save button below to apply the changes.

If you check your site, you'll notice the difference.



7. Images and Graphics

The web would be a pretty dull place if it weren't for all the graphics. But you need to be careful when adding images to your site – use someone else's image without permission, and you could find your website shut down... or worse (the owner's lawyer may get in touch and "offer" not to sue you... if you pay £1,000+ for the rights).

So, do not just go to Google Images, save any photos you like the look of and upload them to your site. That'll land you in trouble.

There are three main ways to get images for your site legally:

- 1) **Create them yourself.** Got a digital camera? That's all you really need.
- 2) Find free images online. Search for "**public domain images**" These are images where the copyright doesn't apply – either because the creator has volunteered to make them free, or because the copyright has expired.
- 3) Buy images from other people. You can either buy **royalty free stock images** (you pay a single fee to download, but can then use it however you like) or you pay a licence fee (e.g. 1p every time it is shown). Royalty Free is easiest way to go to get access to millions of high quality photos in a simple way.



Don't be put off at the idea of spending money – royalty free images cost a few pounds/dollars at most, but give you access to professional photos that would cost hundreds for you to commission yourself. With just a few stock photos, you can make your site look like it costs thousands to develop.

Here are some places to find images (Double check the rights they offer before using them):

Free (Public Domain)

- <http://search.creativecommons.org>
- http://en.wikipedia.org/wiki/Public_domain_image_resources

Paid (Royalty Free)

- <http://www.istockphoto.com>
- <http://www.bigstockphoto.com>

Once you've got the images, you may want to manipulate them before adding them to your site. Remember that photos from a typical digital camera are huge (4000+ pixels across) whereas the typical web page is still only around 1000 pixels in width.

You don't need expensive software like photoshop to edit your pictures. The Gimp (<http://www.gimp.org>) does a lot of what photoshop can, and it's free. You can even edit them through a web browser, using sites such as Pixlr (<http://www.pixlr.com>).





Pixlr.com Image Editor

Make sure you save your images as **.jpg** files. Alternatively, **.gifs** are good for basic graphics, such as logos, and **.pngs** are now coming more into use.

Let's look at changing your banner image. With the Twenty-Ten theme, you're given an easy way to change this.

Go to **Appearance>Header**.

Make sure you have an image that's cleared for copyright on your hard drive.



Choose the file from your computer, and click the Upload button.

Upload Image

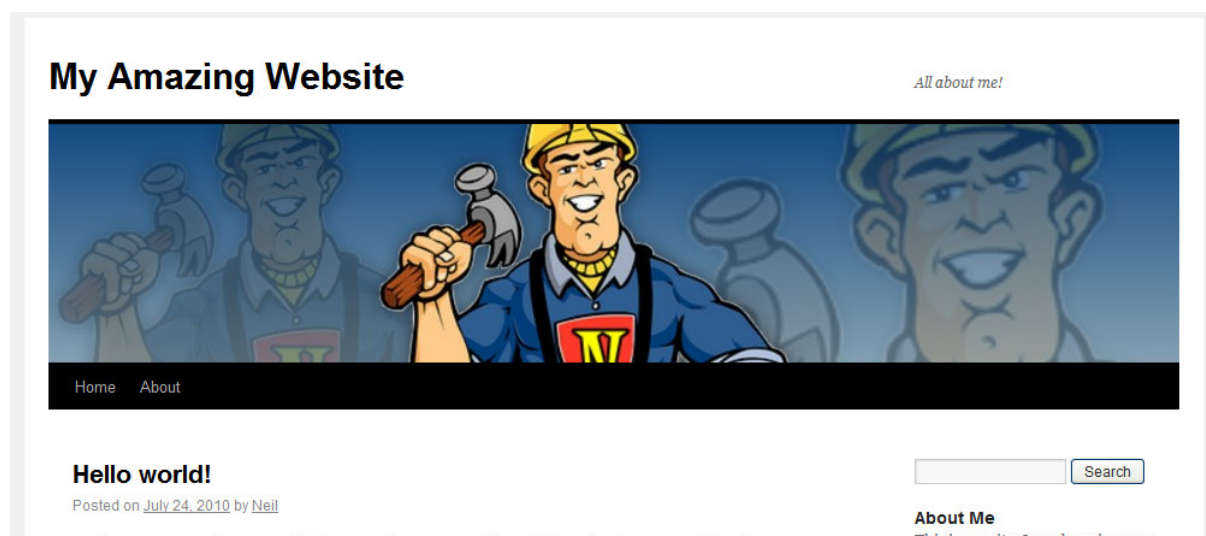
You can upload a custom header image to be shown on the next screen you will be able to crop the image. Images of exactly **940 x 198 pixels** will be used.

Choose an image from your computer:

My Documents\ntb.jpg **Browse...** Upload

If your picture is not the right dimensions, you'll have the option to crop it on the next page.

Once it's applied, check your site to see the difference.



You'll also have the option of adding a background image – this will be tiled, so try not to make it too distracting or your site will end up looking like one of those awful myspace pages.

We'll learn how to add images to individual pages in the next section.



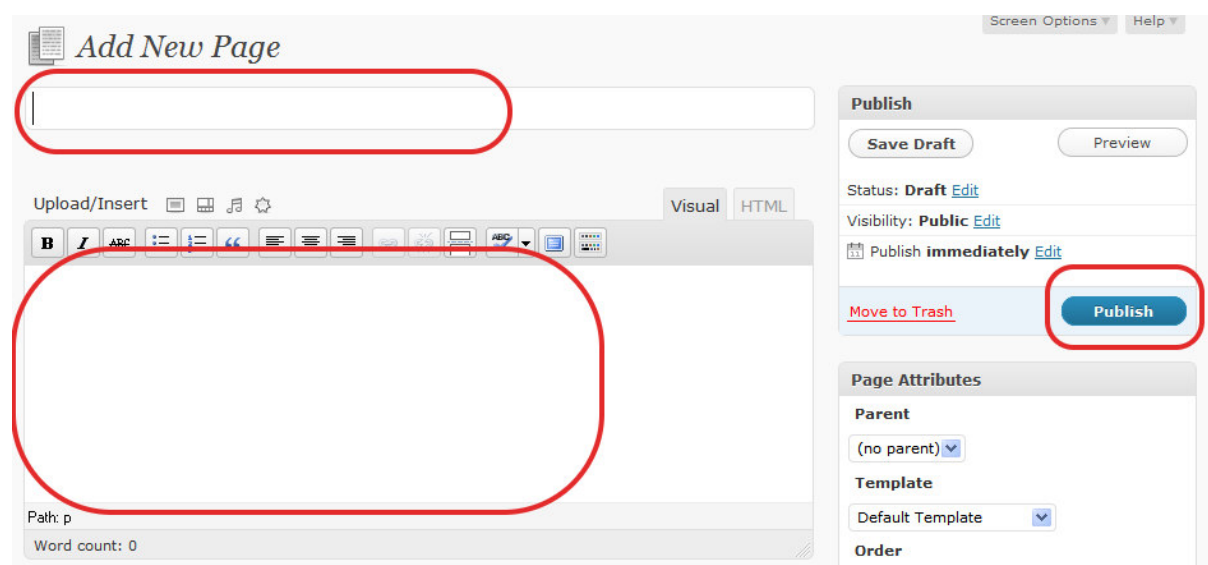
8. Adding Pages & Content

We've got our site set up. Now we need to put something on it. As a general rule, the more text you have on your site, the more visitors you are going to get from the search engines.

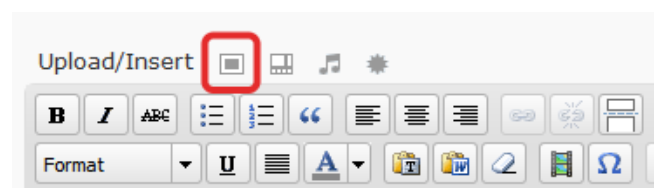
What you add to your site is all down to what it is about. The process of adding pages is very simple, though.

Go to **Pages>Add New**.

The only things that you *must* fill out are the **title** and the **contents** of the page. You click **Publish** to make it live on your site.



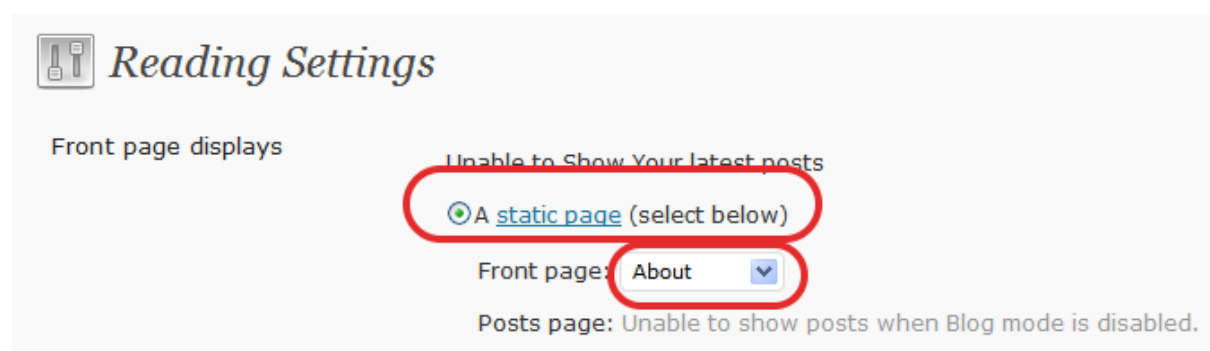
Adding images to your pages is easy in Wordpress. Just click the icon above the page editor toolbar.



A window will pop up allowing you to upload an image from your computer or use an existing image you've already uploaded.

You have to choose one of your pages to be your home page.

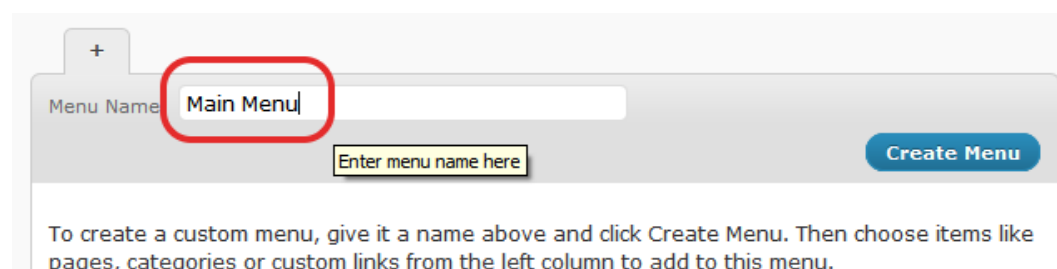
Go to **Settings>Reading**. Make sure **Static Page** is selected, then choose the page you want to appear on your home page from the drop-down list. Click the **Save** button at the bottom to apply.



Menus

Now, let's set up our main menu at the top of our pages.

Go to **Appearance>Menus** at the side.



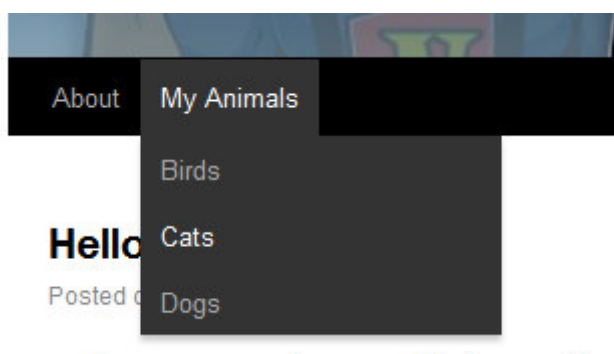
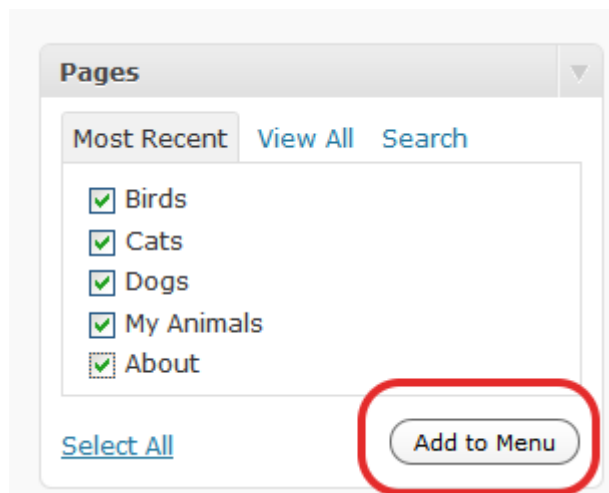
Create a new menu called "Main Menu"

Select the pages you want to appear on the menu, then click **Add to Menu**.

The pages will now be listed on the right-hand side.

You can now drag the items to sort the order. If you indent them they will become a sub-menu of the item they are below. e.g. when you hover your mouse over the menu item, a drop-down will appear.

Now, when you visit your site, you should find the menu in place.



9. Final Thoughts & Ideas

Believe it or not, that's it. This is all you need to know to get your own website up and running.

Of course, this is really only the beginning. There are infinite directions to take your site, and there are many things you can do to add to your site.

A few things that we haven't really gotten into...

Linking

You need to get other websites to link to yours. This is one of the main keys in getting high search engine rankings. You can do this by commenting on other people's websites, with a (respectful) link back to your own.

You **don't** need to submit your site manually to the major search engines for them to include you. They prefer to find sites themselves, and do this by using links. Hence, one of the reasons you want to make sure other sites are linking to yours.

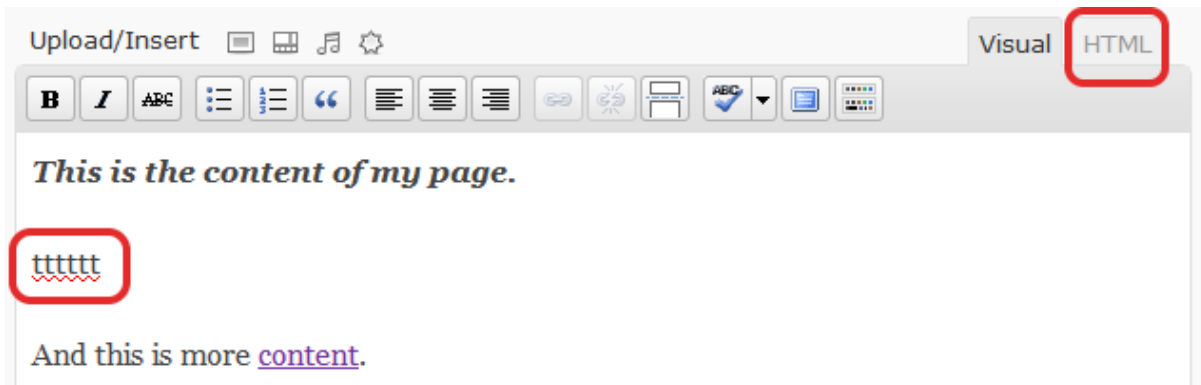
Embedding Tools From Other Sites

Other websites often provide you with small tools that you can embed in your own site. They'll usually give you some code to copy into your page.

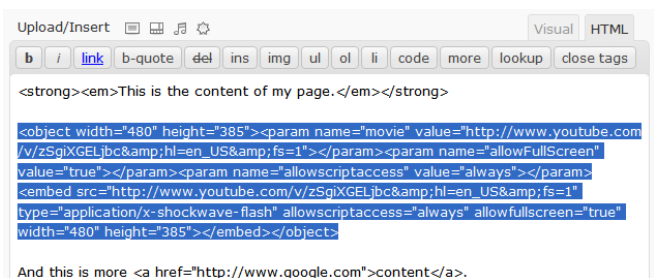
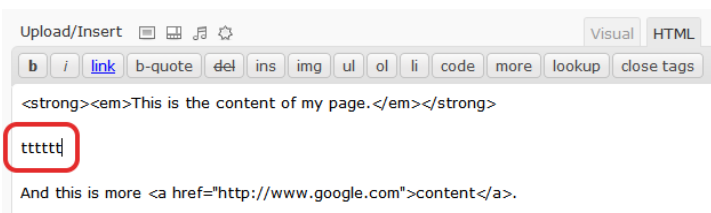
To use this kind of feature, you'll need to edit the raw HTML of your pages.



When editing your page contents, put a placeholder when you want the item to appear. Something you'll be able to spot in the code, such as row of t's: **tttttt**.



Then, click on the HTML tab. Find the placeholder, and replace this by pasting the code the other site gave you. Then, click on the Visual Tab to return to the normal editor window.



This is a simple way to add things like YouTube videos to your pages, without actually understanding the code.

Building More than One Site

Once you've got your first site up, you may want to add another to your server. If you set up [Hostgator](#)'s baby package, all you need to do is to buy an additional domain from domain registrars such as Namecheap.com.



or Godaddy. When going through the registration process, you need to make sure you set the **Nameservers** (sometimes called DNS settings) to those of your server.

Nameservers look like this: `ns331.hostgator.com`. You'll have two, and the second one will be one higher than the first one (e.g. `ns332.hostgator.com`).

This information will have been sent to you in your welcome e-mail from hostgator, but is also on your cPanel's left-hand column.

Account Information	
Package	Baby Croc
IP Address	174.120.236.202
Server Name	gator1241
Name Servers	
ns2231.hostgator.com	
ns2232.hostgator.com	

Once your domain is registered (it takes a few minutes to become active) click on the Addon Domains icon in cPanel.

You only need to enter the domain name (without the **www**) and the passwords – the rest will autofill.

Create an Add-on Domain

New Domain Name	<input type="text" value="mywebsite.com"/>	✓
Subdomain/Ftp Username:	<input type="text" value="mywebsite"/>	✓
Document Root:	<input type="text" value="public_html/mywebsite.com"/>	✓
Password	<input type="password" value="....."/>	✓
Password (Again)	<input type="password" value="....."/>	✓
Strength (why?):	Strong (69/100)	Password Gene

When you go to Fantastico to install Wordpress, you should notice your new domain in the drop-down menu.

I'll now pass it over to you. If you've come this far, well done – most people give up too easily, and never get to experience the benefits you'll now enjoy as a webmaster.

Good luck with your own projects

