

made simple.

THE
COMPLETE
FIRST
WEBSITE
MANUAL

ELLIOT MATTHEWS

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Introduction

Many people believe that starting an online business is an expensive and long-winded process and that you either need to have hardcore coding skills or enough money to pay someone who does. The truth is, it's never been easier to start your own online business. Whether you want to start your own blog and earn advertising revenue or simply give your business that digital edge over your competitors. Why pay hundreds if not thousands of pounds to have someone do it for you, when you have the skills to do it yourself.

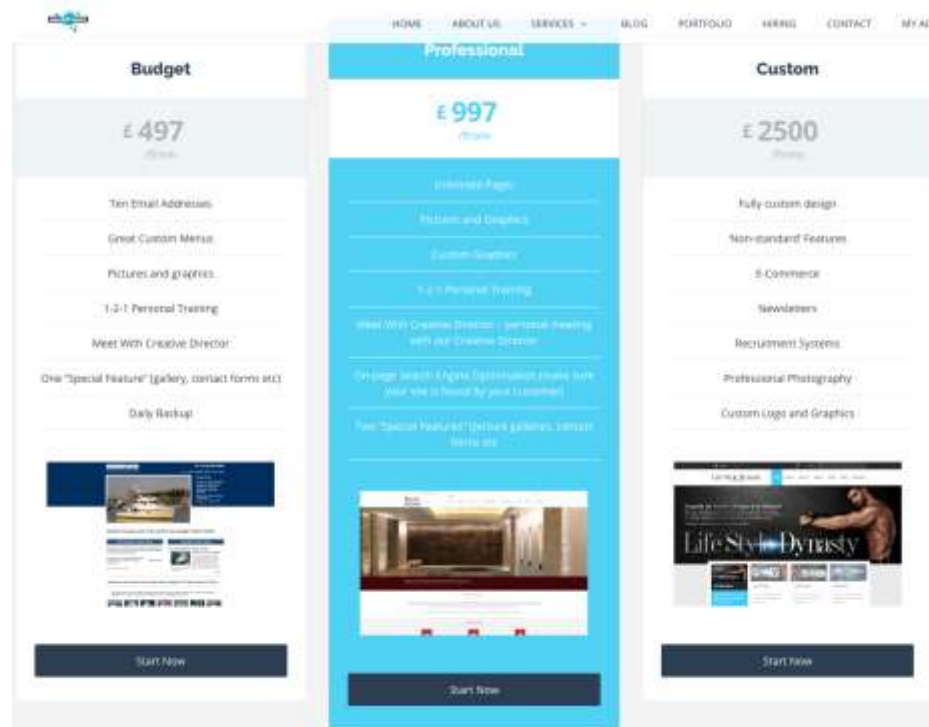
This book will showcase the simple process of creating your first website from start to finish for a variety of purposes and help you understand what you are doing step by step. The book will cover essential topics such as choosing the right domain, search engine optimization (SEO), creating a logo, social media marketing and much more. But not only that, we will be going into the finer details that many other books miss, to ensure your online business is one step ahead. No prior experience is required and your website will be up and running in no time.

Because of its large directory of plugins, simple content management system, theme marketplace and SEO support, we will be using WordPress to build and manage our website. WordPress was used by more than 26.4% of the top 10 million websites as of April 2016 and is the most popular blogging system in use on the Web with more than 60 million websites. WordPress allows users to create almost any type of website with ease and is revolutionizing the way businesses and individuals are succeeding online.



Throughout this book, we will be creating a professional looking feature rich blog. But that's not all, once you've finished this book, you will have the knowledge and confidence to take what you have learned and apply it to create any website you want. We will be creating the website where this book will be available called Emaptus and you will be able to see the progress from start to finish.

How much does a web designer cost?



The price of web design varies from company to company, but you can expect a price anywhere from £400 all the way up to £3000 depending on your requirements. An example of a professional website from the image above would include your domain (www.yourbusiness.co.uk), custom graphics, simple SEO and not many more exciting features. After reading this book, you will have not only the skills to create your own website, but the expertise to create websites for others, opening up a potentially high earning revenue stream.

Choosing a Name

For those that already have an established brand identity, you can skip over this section.

If this is your first online business, you should consider choosing a unique name that will reflect your industry, help you rank for the keywords you're looking for and that will not clash with popular search results. For example

- Using words in your name that will help you rank higher for your keywords: if your keyword is 'web design London' then it will be beneficial to include one of these words in your name.
- Do research to avoid clashing with other popular search results: using words that belong to popular businesses in your name.

You can research Google keywords at:

<https://adwords.google.com/KeywordPlanner>

Simply sign into your Google account (sign up if you haven't got one, as this will be used later on). Fill in details in the 'About your business' section and continue to the 'Your first campaign' page. This will be where we set up Google pay per click (PPC) ads later on, but for now we will use the Google keyword tool to give an impression on how popular our intended search results will be.

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend
2. Choose a target audience

Your budget £10.00 per day

Locations London, England, United Kingdom


Networks Search Network, Display Network

Keywords Select your keywords

Daily potential reach
Search Network only

5+ clicks
210+ impressions

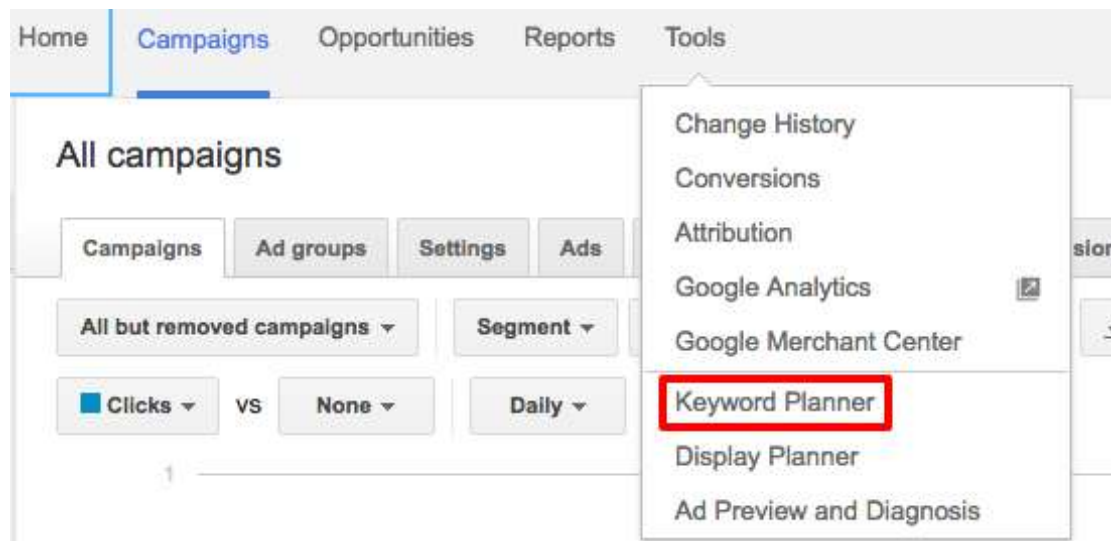
Fill in a random budget, add your location if your business will be location specific, and then choose 'Select your keywords'

Keyword	Search popularity ?		
plumber london	 5400	More like this	×
web design london	 6600		×
vintage clothes london	 1000		×
pizza london	 3600		×

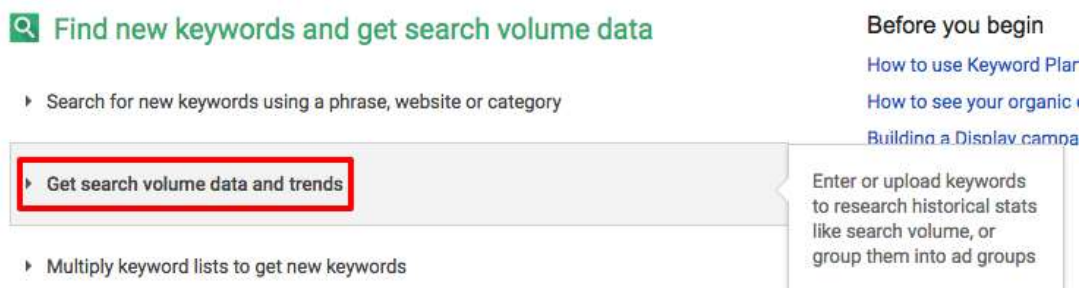
This is where you will add keywords that will relate to your business or the service/products you provide. This will give you an impression on how popular or niche certain keywords are. By clicking on the 'More like this' button, you can view related keywords.

To view advanced keyword data, you will need to create a campaign initially. You can enter a small budget and proceed through the steps until

you get to the Google Adwords main page. Delete any campaigns you created to get to this stage then go to Tools → Keyword Planner



Click on 'Get search volume data and trends'. This will provide you with information on how many searches a particular word or phrase receives.



Type in the keyword you want to research and click 'Get search volume'

Option 1: Enter keywords

A screenshot of the keyword input field. The text 'web design london' is entered into the field. The field is a simple text input box with a light gray border.

This will then return data on that keyword including monthly search numbers, the competition and the suggested bid if you were to start a Google Pay-Per-Click campaign.



When you have a rough idea for a name, research it to see if any similar businesses or websites exist. If you think of a niche or unique word that you would like to use as part of your name, you can visit the page

<http://www.dailyblogtips.com/200-prefixes-and-suffixes-for-domain-names/>

This page has a selection of prefixes; suffixes that you can use before or after your intended name to make it more unique and in many cases reduce the cost of your domain name.

Useful links in this chapter

Mashable - 16 tips for picking the perfect startup name:

<http://mashable.com/2012/10/04/startup-naming/#030LKuyY5aqo>

Startup Company Name Generator - Enter main keywords to generate names and check domain availability:

<https://www.namemesh.com/company-name-generator>

Fortune - 10 rules for picking a company name:

<http://fortune.com/2011/12/15/10-rules-for-picking-a-company-name/>

The Next Web - Before naming your startup read this:

<http://thenextweb.com/entrepreneur/2012/04/22/before-naming-your-startup-read-this/#gref>

To create a unique name, I decided to combine my initials *EM* with the Latin word *aptus* that means connected. This will be the name of a web design blog that will be a product of everything learned in this book. By doing a simple Google search, *emaptus* returns only 341 results, meaning the website could easily become the top hit on Google when we're finished.

Keyword	Search popularity ?
emaptus	0

Google emaptus

All Maps Images Vídeos Shopping More Search tools

About 341 results (0.45 seconds)

Did you mean: **emaptis**

Booking.com: Hotéis em Aptus, Estados Unidos da América. Reserve ...
[www.booking.com](#) › Estados Unidos da América ▾ Translate this page
 Grandes descontos on-line em hotéis Aptus, Estados Unidos da América. Boa disponibilidade e excelentes tarifas. Sem custos de reserva. Reserve on-line ...

Booking.com: Hotéis em: Aptus, Estados Unidos. Reserve já o seu hotel!
[www.booking.com](#) › Estados Unidos ▾ Translate this page
 Grandes descontos online para hotéis em: **Aptus**, Estados Unidos. Boa disponibilidade e tarifas espetaculares! Sem custos de reserva. Reserve on-line e só ...

Hospital em Aptus - Centro Médico em Washington County - Missouri ...
[pt.hospitalby.com](#) › ... › Missouri › Washington County ▾ Translate this page
 Um centro médico de alta qualidade em **Aptus** é a melhor escolha que você pode fazer para o tratamento de qualquer doença, conhecer os lugares é essencial ...

If you're looking for a name that has a meaning behind it and like the idea of Latin words, you can visit

<https://www.math.ubc.ca/~cass/frivs/latin/latin-dict-full.html>

for a full list of Latin words.

Creating a Logo

Many people believe you need to hire an expensive graphic designer to create an effective and attractive logo. This is often unnecessary, and there are free tools available which will enable you to create a professional looking logo in no time.

Creative Bloq - 65 expert logo design tips:

<http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221>

Design Shack - 10 tips for designing logos that don't suck:

<https://designshack.net/articles/inspiration/10-tips-for-designing-logos-that-dont-suck/>

Mashable - 7 killer tips for logo design:

<http://mashable.com/2014/04/30/logo-design-tips/#agxfZLlqjiqJ>

Awwwards - 99 creative logo designs for inspiration:

<http://www.awwwards.com/99-creative-logo-designs-for-inspiration.html>

Using GIMP

GIMP is a useful piece of free software which boasts much of the functionality of its expensive equivalent; Adobe Photoshop.

Download GIMP - <https://www.gimp.org/downloads/>

GIMP logo tutorial - <https://www.gimpshop.com/tutorials/how-to-create-a-logo>

Free fonts - <http://www.1001freefonts.com/>

<http://www.dafont.com/>

Free Icons for Logos

<http://www.flaticon.com/>

<http://www.freepik.com/free-icons>

To install a font, double click on the .ttf or .otf font file and proceed to install it to your system.

If you'd prefer to skip this step and purchase a professionally designed logo, there are a number of different websites that offer cheap logo design

BrandCrowd - <http://www.brandcrowd.com/>

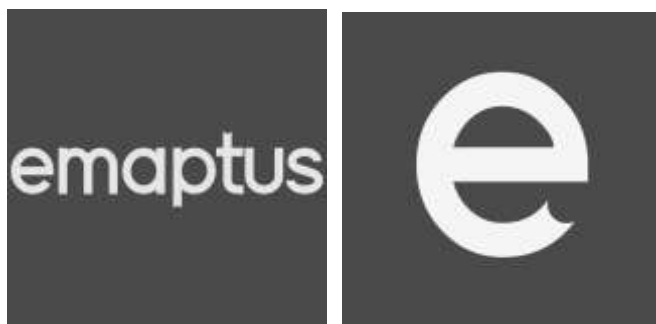
LogoGround - <http://www.logoground.com/logos.php>

Alternatively you can use the popular freelancing website fiverr to hire a professional to create a logo that won't break the bank.

Fiverr - <https://uk.fiverr.com/categories/graphics-design/creative-logo-design/#filter=rating&page=1>

Once you have your logo, make sure it is in a .PNG format for maximum quality.

Emaptus Logo



To create a simple logo, I downloaded a font called Elevation from

<http://www.dafont.com/elevation.font>

I increased the horizontal tracking so the letters are closer together and cut out a curve on certain letters to give it a sharper look. The logo on the left will be the general logo which will be placed at the top of the website. The logo on the right will be used for the **favicon** for our website. The favicon is the little icon that appears next to the website name in your browser. We will discuss how to upload this later on in the book.



Your Domain Name

Your domain name is probably the most important part of your business. It is what customers/users will be typing into their address bar as they search for your website. In the past, we were limited to *.com* and *.co.uk* domain names, but now, a whole new selection have been made available. Securing a domain is very straightforward and inexpensive nowadays. To get your domain, navigate to a domain purchasing website. Throughout this book, we will be creating a website through GoDaddy as they offer reasonable pricing and managing additional services such as increasing server space and creating professional email addresses are straightforward.

Domain Websites

GoDaddy - www.godaddy.com

Names - <http://www.names.co.uk/domain-names>

123-reg - <https://www.123-reg.co.uk/domain-names/>

BuyDomains - <http://www.buydomains.com/>

NameCheap - <https://www.namecheap.com/>

List of all domain extensions available at GoDaddy -

<http://www.dnselect.com/list-of-all-domain-extensions-available-at-godaddy/>



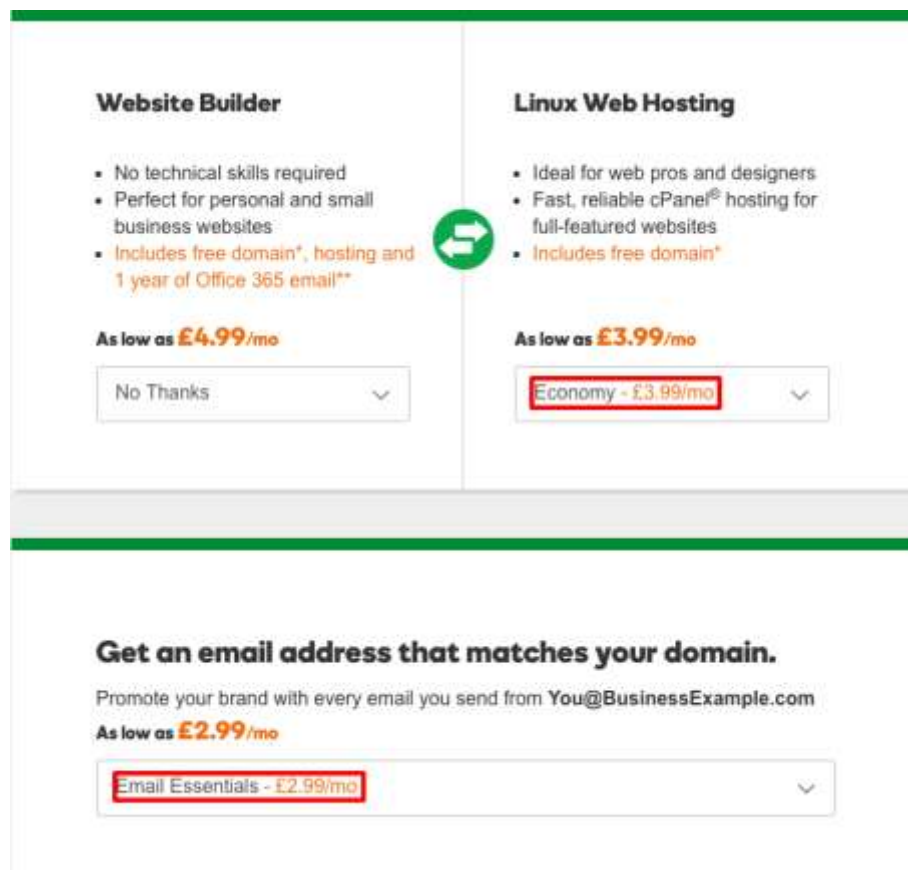
Enter your business name or preferred web address here and click 'Search Domain'. The shorter your domain name and more popular the keyword means the more expensive the domain name will be. The .com domains tend to be the most expensive, but a .co.uk domain can be very reasonable.







When you find the domain you're looking for, click the select option to add it to your cart. On the following page, you will choose the extras you want. The *make it private* and *website builder* extras are irrelevant at the moment so just leave these as 'No thanks'.

To set up hosting on your website so that visitors can actually access your web address, select Economy from the Linux Web Hosting option.

To set up a professional email for your website such as hello@empatus.com or info@mybusiness.co.uk through GoDaddy, select the email essentials package from the dropdown as shown below. This will cost £2.99 per month as it is hosted with Microsoft Exchange. **Alternatively**, you can set up your own free email addresses through the cPanel.



Press continue to cart and you will see a summary of your products, the price may be overwhelming at first as it calculates it as a one off payment. If you would prefer to pay monthly for your website then change the options from 12 months to 1 month. This does work out to be more expensive in the long run but if you do not want to commit to a website for a long period of time, it's definitely worth it to pay monthly, as you can cancel your services at any time.

Product	Term	Unit Price	Subtotal
 emaptus.com .COM Domain Registration 27% Off <small>*Plus ICANN fee of £0.15/yr</small>	1 Year	£7.99/yr* Save £3.00	£7.99 Remove
Protect your personal information. ⓘ <input checked="" type="radio"/> Keep my personal info public <input type="radio"/> Make my domain private for £5.99/yr! SAVE £1.00!			
 Matching Domains Available (.net, .co, .info)			
 Office 365 Email Essentials	1 Month	£3.99/mo	£3.99 Remove
 Economy Linux Hosting with cPanel	1 Month	£4.99/mo	£4.99 Remove

Subtotal	£16.97
Estimated Taxes & Fees	£1.91
Have a promotional code?	Add
Total (GBP)	£18.88
Proceed to Checkout >	
Questions?	
Call Us: 020 7084 1810	
Chat Now	

The total cost to set up emaptus is only £18.88. The domain name is now registered for a year and the email essentials and economy hosting will be charged for each month. This is the **final** and **only** cost unless you to choose to purchase premium themes or plugins, or have to upgrade your server space to handle more visitors. Click 'Proceed to Checkout' and continue to enter your payment details.

Creating Your Email Address with cPanel (Free)

To create up to 15 emails for your domain, on GoDaddy, head to

My Products → Web Hosting → Manage (Your Domain) → Email Wizard

Email



Select Email Wizard and enter a prefix for your email address. Enter your passwords and select Create Account then select Windows Live.



To view your emails from this location, select the Login In to Webmail option. Enter your password and continue. Select horde and you will be taken to your inbox.

To set up this email account on a desktop or mobile mail client, keep note of the SSL settings

Secure SSL/TLS Settings (Recommended)

Username:	hello@emaptus.com
Password:	Use the email account's password.
Incoming Server:	n3plcpnl0061.prod.ams3.s ecureserver.net
	IMAP: Port 993
	POP3: Port 995
Outgoing Server:	n3plcpnl0061.prod.ams3.s ecureserver.net
	SMTP: Port 465

Authentication is required for IMAP, POP3, and SMTP.

When selecting email type, press Other

When prompted for a username and password, your username will be the email address and password the password for the email address.

For incoming mail settings, select IMAP and copy the Incoming Server address. Use the IMAP port for the port option.

For outgoing mail settings, make sure a tick box for authentication is ticked. Copy the outgoing server address and port number. Enter all this information and your email address should be up and running.

Creating Your Email Address with GoDaddy (Paid)

On the following page select Office 365 that will take you to a separate page. Select your domain and continue. Enter your details for the email and 'Create my own password'.

Username [Change domain](#)

First name

Last name

Share contacts and files with ⓘ

Administrator permissions ⓘ

Yes

No

Create a password

 [Show](#)

[Use a temporary password](#)

Send account info to ⓘ

Up to 5 email addresses, comma separated

[Cancel](#)

Accessing email on desktop

Navigate to My Account (top right) → Click on My Products → Office 365 login



Accessing email on iPhone

Navigate to Settings → Mail, Contacts and Calendars → Add Account → Exchange

Then enter in your login details. This process is similar for android and other smart phones, simply select Exchange when prompted for email type.

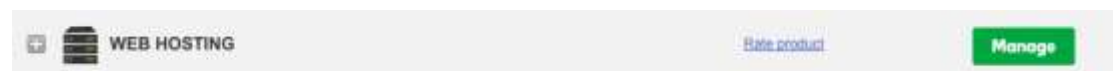
Adding additional emails

Navigate to My Account (top right) → My Products → Office 365 Manage → Add user → Office 365 email Get Started → Add email essentials to cart

Installing WordPress on your website

This is the last step before your website is up and running.

Navigate to My Account (top right) → Click on My Products → Web Hosting → Manage



Under 'New cPanel' select Set Up, follow the steps, choose a data center (Europe). Create a cPanel login. When prompted to install WordPress select Yes.



Create a WordPress website

Use WordPress to build your website.

<p style="text-align: center;">Yes</p>	<p style="text-align: center;">No, not now</p>
---	---

Create a WordPress username and password. This is what you will enter at

www.yourdomain.com/wp-admin/

Click Finish and that's it! Your website is now live. You will be taken to a summary page that will show you your websites usage.



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