

Create Your Own Fantastic Website Today – It's Dead Easy !

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This will walk you through everything you need to create your own website

In this report I will be exploring with you the different steps needed to create your own website. I will also highlight why it is important to follow a working system when creating a website and finally, I will direct you to the places where you can obtain help and advice.

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1. BEGINNERS - WHY YOU SHOULD CREATE YOUR VERY OWN WEBSITE



Emerging from the Internet era, I fully appreciate its importance in our daily lives.

It provides us with an abundance of opportunities which were not attainable 10 or 15 years ago.

So why should you jump on the bandwagon. What are the advantages of creating your own website?

The internet is Open round the clock - all year round

As I am sure you all know by now, the internet never shuts down. Once your website is online it will be available at any time day or night. This implies that your products, services

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and contact information will be available to any prospective customers without them needing to directly speak to you. If they have any queries, they will be able to send you an email to which you can reply at a time that suits to you.

The World Wide Web is truly Global

Your website will be accessible by every single nation anywhere on the globe. In a fraction of a second you will be able to communicate with someone on the other side of the planet!

Unlimited information

You are not constrained to a limited number of words and space. Unlike a physical information sheet, the internet gives you virtually endless quantity of online space to showcase your product or services. Your website could be just one single page or 10,000 pages. It's down to you!

Easily update your content

In the old days, once a brochure was printed, any new changes necessitated a brand new one to be created. Nowadays with a few clicks of your mouse, you can change whole sections of your website and update crucial information like email addresses or phone numbers.

A website is easy to create

If you are a newcomer to the Internet, I strongly advise you to create your own website and not hire a professional developer.

Don't worry if you think that you don't have the technical knowledge or sufficient experience. Creating a website is a lot easier than you might think. There are hundred of ebooks and [online courses](#) which will teach the basics of website building.

Following in the footsteps of someone who has been there and knows what works and what doesn't is the best way to start.

You must be in control of every single aspect of your website and not leave its destiny in the hands of others. Think about it for a minute. Do you really want to ask for help (and be charged heavily) every time you want to change some text or insert a new picture?

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2. CREATE YOUR OWN WEBSITE EASILY – HOW TO START ON THE RIGHT FOOT



Making your own website isn't as complicated as you might think. It could soon be up and running without forcing you to frantically learn a complicated jargon of computer codes!

There are 2 options. Creating a website can be a very simple task or it can involve mastering and applying difficult computer languages, then writing the raw HTML codes from scratch. I am going to assume that you are choosing the easy option and don't want to spend time learning a long list of complex HTML computer codes.

Essentially there are two things you must have to build a website:

1) Domain Name

A domain name is simply the name you will choose to identify your website. It is also known as a "web address" or "URL". For example mybaby.com. It is therefore important when choosing your Domain name that you select a relevant keyword that people will use to search for your site. Ideally your domain should be a reflection of your site, its products or services. For an annual fee paid to a registrar, you get the exclusive right to use your chosen domain name.

2) Web Host

The next step is to get an online presence. This is provided by a web host. It is basically a company that has extremely powerful computers connected permanently to the internet. For a monthly fee, the web host will rent you out a small amount of online server space to host your web site. Once your website is placed on their server, internet users worldwide will be able to access your site.

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Web Building Tools

Once you have acquired your domain name and web host, the next step is to design the web site. Although there are many considerations during the process of designing your website, as a beginner, you must concentrate on getting "an online presence". The precise adjustments can come after you've worked out how to get a basic web page onto your website.

The easiest way is to use HTML Editors like Komposer or CoffeeCup. (I personally use these to make my own website). They are free and can be easily downloaded from the internet. Such editors allow you to design your site without having to worry about the technical jargon. They are very easy to use and function like a word processing software.

Cross Browser Testing

Although you might have created an attractive and functional website, you cannot control which internet browsers will be used to view your site. As each browser performs differently it is necessary that you test your website in a multitude of browsers.

Thankfully, in most instances the variation from one browser to another will be negligible, but sometimes a particular browser could prevent visitors from being able to view and properly navigate your site. The only way to make sure that your website can be viewed correctly in different browsers is thorough testing.

Internet Browsers like Explorer, Netscape and Mozilla Firefox can easily be installed on your PC to test your web pages.

3. HOW MUCH DOES IT REALLY COST TO CREATE YOUR OWN WEBSITE



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Prior to starting the process to create your own website, I am presuming that you currently own a working computer, which is connected to the internet, together with some elementary software programs like Microsoft Office.

One of the main questions raised by many newcomers to the world of Internet Marketing is "**how much does it cost to create my own website?**"

The greatest thing about the online world is how relatively low cost it is to set up a website, compared to a "brick and mortar" shop.

In essence there are actually 2 main expenditures:

1. Acquisition of a domain name

The initial purchase is the domain name. This will become the actual name of your site. Internet users will need to key it in their web browser to obtain access to your site. It can also be referred to as a "Web address" or "URL". For example, Yahoo.com or americanexpress.com

You should really buy your own domain rather than using a free web hosting service. Pretty much all free web hosting suppliers won't put a guarantee on a website life expectancy. This means that your website could suddenly be deleted with virtually no notice.

The price of a domain usually starts from \$7 per year.

2. Select a Web Hosting account

Internet hosting is the online place that holds your website and connects it to the World Wide Web. You need both a domain name and a hosting account for your website to appear on the Internet.

... A word of warning...

Make sure that you purchase your hosting from a reliable, trustworthy, large firm. You certainly shouldn't buy it from some mysterious, unheard of company simply because of their cheap rates. You might find out that they abruptly close down not long after you've signed up. Unfortunately, when they shut down, your website will shut down with them!

The monthly price of web hosting is typically \$10 per domain name.

So altogether, supposing you already possess a computer connected to the internet, the initial cost for putting your website online would be around \$17.

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4. MAKE YOUR OWN WEBSITES FROM SCRATCH - DON'T USE FREE HOSTING



Make your own websites wisely - Don't fall in this trap

Many people seeking to make their own websites are money conscious and try to spend as little as possible. Whilst this is understandable, it often ends up being a "false economy", and can actually be quite detrimental to their website.

If you are seriously thinking about making your own website, pay close attention to this advice: **DON'T USE FREE HOSTING!** Most people do not recognize the huge drawbacks of free websites. I am only talking from my own experience, but hope to help newcomers avoid a lot of wasted efforts and trauma!

Problems associated with using free web hosting

1. Restricted web site space
2. Unable to include interactive functions (discussions boards, video games, chat rooms, etc.)
3. Not search-engine friendly which in turn will limit your traffic
4. Does not look trustworthy: unfortunately if your web address reads as myfreewebsite+free domain name, your site won't look credible to most visitors
5. Might have pop up ads or banners on your pages (sometimes solely concentrated on your home page) - many people find these irritating and this in turn will cause them to quickly exit your site
6. You might be forced to use the host generic templates - your website won't have its own identity and might look unprofessional

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7. Long winded URL address - your domain name will be attached to your host web address. This makes it difficult for your visitors to remember your website's name
8. Very poor (or non-existent) technical support
9. Main problem - Your site could be removed unexpectedly without any notice.

Near all free web hosting providers will not guarantee your site longevity. What it means is that your site can be shut down at anytime (most of the time because the web hosting company runs out of money and goes bust!).

When this happens, to add insult to injury you will find that it is extremely difficult to transfer the site to a paid hosting provider.

Why you should own your domain name and pay for web hosting?

- Much shorter url address and easier to remember eg: vintagecar.com
- No pop-ups ads or banners
- Search engines friendly
- You can design your website as you wish instead of using the host templates
- No web space restriction
- 24 hour technical support
- **Peace of mind** - You will not be living in fear of your website being suddenly shut down!

Paying for web hosting is quite inexpensive (from \$8 per month). Additionally you can buy your own domain name for as little as \$5 per annum.

This small investment is well worth your peace of mind.

6. WHAT IS HTML? – CREATE YOUR OWN WEBSITE BASICS



Making websites is becoming more and more popular. In that section I will try and respond to one of the most commonly asked question by newcomers attempting to build their first website. **"What exactly is HTML"**?

The dictionary definition of HTML is HyperText Markup Language.

Basically it is a computer language created to enable web sites creation. When transmitted to a web host, a series of computer codes will permit your website to be seen by any internet users. With HTML you can create your own website.

How long will it take to learn?

Basic HTML is relatively easy to learn. You can learn the basic codes within an hour. Once you know the tags you can easily create HTML pages.

The majority of HTML tags incorporate a beginning and an ending tag. For example:.

`this text is bold` and this text is not

Learning more in-depth HTML will only necessitate a few days of reading and learning advanced codes. A good online guide to assist you is: 3schools.com/html/default.asp

Why using an HTML Editor?

Although it is helpful to know some HTML, when building their first website many people do not want to spend time learning even basic computer codes and choose to bypass writing HTML altogether. In order to create a website they use an HTML editor.

The fantastic thing about an HTML editor is that it works exactly like a word processing software. You can simply write text and format it as you type. This type of software is referred to as WYSIWYG ("**What You See Is What You Get**"). It simply means that What You See on your computer screen during editing will look very similar to the final online web page.

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You don't have to worry at all about coding. A piece of software equipment converts whatever you are creating writing into HTML. For novices who are just starting out it is a real godsend as it allows them to get a new web page up quickly!

Which HTML editor should you choose?

There are many systems available. Personally I always tend to go for the "FREE" option.

Free Editors

Below is a list of some FREE WYSISYG editors. I have highlighted the easiest to use and most popular ones.

KompoZer
Amaya
Nvu
AceHTML Freeware
Trellian WebPage
WordPress
Netscape Composer
Web Weaver EZ
Microsoft Visual Web Developer
Seamonkey

Of course more experienced users will want to use more sophisticated systems. Their prices vary but they are a lot more difficult to master and are not really suitable for beginners. The most popular ones are Dreamweaver - \$400 and Exite Pro - \$300.

I made my own website using Kompozer and found it extremely easy to use.

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