Create Your First Website
By 3:45 This Afternoon

Beginner's Guide
Complete Step by Step Instructions

FREE! Take One

By Chris Farrell

The Essential Step-by-Step Guide to Creating Your First Website (now with free 'follow-along' videos)

This eBook is proudly brought to you by
Justin Dravsnik
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This book is created and written by Chris Farrell.
Chris Farrell began Internet Marketing in Feb 2008. Within 6 months he was having his first $250/days.
Within 9 months Chris had his first $1000/days (all figures verifiable).
Chris is now a full time Internet Marketer and Product Developer.
In order to let others know of this eBook – please direct them to the website above.

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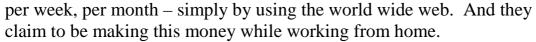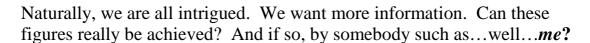
PART 1

Introduction

www.

Three little letters.

One massive opportunity.

The World Wide Web. Surely the most incredible invention we will witness in our lifetime.

What is just as incredible however, are the jaw-dropping incomes that many are claiming to make, per day, per week, per month – simply by using the world wide web. And they claim to be making this money while working from home.

Naturally, we are all intrigued. We want more information. Can these figures really be achieved? And if so, by somebody such as…well…*me*?

In the last few years in particular, there has been a web explosion of eye-popping headlines of earning potential, simply by working from home with your own website. And what's even more incredible is that– YES! – it would appear that anyone can do this.

Come on? Anyone? Really?

Mmmmm….

Ready for the truth?

A personal note

Never in my wildest dreams did I expect to be writing an eBook about creating a website. Yet without hesitation I can tell you why I have written this – FRUSTRATION.

Not-knowing-where-to-start, hair-pulling-out, going-to-bed-at-2am, kicking-the-computer…
frustration.

For a long time I wanted to set up my own home based business, selling products on line. I had researched the subject matter tremendously, and understood the concept and that a great income could indeed be made.

I also understood that vital to my success, was a website. I was more than happy to pay for a professional to help me with this, but before I did, I wanted to understand the basics myself.

Should be easy enough, I thought. That was my first mistake. Trying to locate a SIMPLE beginner's guide to creating a website was like trying to squeeze wine from a rock.

I was amazed. Such a product did not seem to exist. Sure, there were lots of so called 'beginners' guides out there, many in fact, but even these – without exception – became too complicated too quickly. Before I knew it I was reading about html coding, DNS server settings, FTP programs…

This was a foreign language to me.

What I wanted was a real *beginners* beginners guide. But I couldn't find anything close. Even the 'Computers for Dummies' series went into far too much detail and information.

My initial enthusiasm began to slowly seep away, and was replaced instead, by frustration.

Maybe you have experienced this for yourself. I know a lot of people have.

But I refused to be beaten.

So I set about on a mission to educate myself. I invested in having a few one-to-one lessons, immersed myself with many different tutorials, downloaded various courses, and over time – at last – I taught myself the BASICS of how to get a website created and online.

Since then, I have had many people ask me the same question – 'how do you do it?' And it is for that reason, that I have written this eBook.

This is my PROMISE to you:

By the end of this eBook, you will have a working website with multiple pages, including a main page, and links to other pages and other sites. More importantly, you will know how to create, design and publish your site so that you can design new sites any time you want.

·· Before we begin - a few facts.

FACT! The majority of people setting up a web based business do not make any money.

Although-

FACT! Fantastic incomes on the web CAN be made. But - and it is a BIG 'but' – just like any business, to reach these dizzying heights you will have to be prepared to put in the hard work.

Simply put, you are NOT going to make (let's say) $15,000 a month by clicking your mouse a few times….

However…you COULD make $15,000 a month by clicking your mouse a few times…<mark>IF YOU SPEND SOME TIME SETTING UP YOUR BUSINESS CORRECTLY.</mark>

Most people don't. The reason? Most people get blinded by other people's income. We all see these fantastic headlines, and want a piece of it. We sign up for information, maybe purchasing a product or two (or three or four) along the way.

And then, slowly but surely, we get caught up in **information overload**. Suddenly we are receiving 14 emails a day, all from different companies, all sounding too good to be true, all offering similar sounding products that we must BUY NOW.

It's easy to find yourself in this situation.

Type in 'home based business' in Google. I found 75 million sites when I did! 75 million!! No wonder people get lost.

Information overload. What do you **literally do** next when faced with so much information?

Where do you turn?

We all know what happens when we find ourselves in this situation. Our original enthusiasm disappears and is replaced by… FRUSTRATION.

Have you been there? I certainly have.

FACT! Establishing an Internet Business is a slow process.

FACT! Not everyone can make money online.

FACT! A lot of people suffer from the misguided belief that the web is a magic wand. It isn't. However –

FACT! Let me re-iterate my earlier point and say that is that $15,000 a month (even a week) <u>can</u> be made, but <u>only</u> when you have spent time (and money) understanding how this business works.

The best advice I had about setting up my online business was as follows:

"…treat setting up an online business as seriously as setting up an offline business.."

Like any business, the amount of hard work you put in now, will be proportionate to the dividends it will pay later. You reap what you sow.

There are fundamentally four elements all vital to the success of your online business.

> - **Possessing the right attitude**
> - **Having a website**
> - **Having a product/products to market**
> - **Being knowledgeable of how to market your product(s)**

This eBook is designed to address the second element – your website.

Ok. Ready? Good. Let's begin.

PART 2
Do I Need My Own Website? Can't I Use A Free One?

A question I get asked often is – do I need a website of my own?

This is a GREAT question. When I started in this business I asked exactly the same. I had precisely ZERO knowledge of how to create a website. The thought terrified me. I had the attitude 'I can't do that' (an attitude incidentally that I had to change and so will you).

It would be so much easier – so I thought – to use a website that I could get for free, and that was already set up for me. Particularly as there are so many free websites available.

Let me be blunt here.

Your website is integral to the success of your business. **YOUR** website, not somebody else's. If you don't spend at least a little time getting to learn the basics (which is the point of this eBook) you will be constantly nervous when working from home, as there will be a huge part of your business that you 'don't really understand.' Clearly you cannot operate like this.

What happens when something goes wrong, or you want to make a very simple change to your site? Will you call up your technical person or your web buddy every time? Will you out-source all your web questions to someone else? **Your website is the life blood of your business**. Get used to it. If you really are serious about making money from home, you need to get over your web fear. You will accomplish that with this eBook.

> By the end of this eBook, you will have created a basic, fully functioning, uploaded, published ON LINE website.

Let me repeat that. ***By the end of this eBook you WILL have created a basic, fully functioning, uploaded, published ONLINE website***. It will not have the bells and whistles of advanced sites; to do that you will need expert help. But by following my **step-by-step** instructions in this eBook, you will create and upload your own 3 paged website. It's quite an amazing feeling the first time you publish something on the web for the world to see!

So, back to the question – **do I really need my own website? Can't I use a free one?**

It's true, you can get free websites. Many fully operational with products ready to sell already included. So why on earth would you bother going through all the work to create your own website, when you can get a professional looking one – for free?

What I am about to tell you, nobody in the business explained to me.
I have one thing I want you to be clear on. The only 'free' website you will ever be offered is a 'free' AFFILIATE website.

Let's look at exactly what this is:

Free AFFILIATE websites.

Please do not be put off by the word affiliate. I was when I began.

An affiliate – quite simply – is somebody (you) who promotes an existing product.

An affiliate will sign up to a certain programme, and will sell the products(s) from that programme (be it books/clothes/seminars etc).

As an affiliate you will be paid a commission on every sale you generate.

An example. Amazon.com. A hugely successful business. But did you know you can get involved and sell their products if you want, by signing up to be an Amazon Affiliate (they call it an Associate – but it is the same thing). Then, through YOUR own website, you will sell whatever products you like of Amazon's.

You may well have seen the Amazon logo on other people's website. If you click on this logo you will be sent to Amazon.com, and if you purchase the product that the website you were viewing was advertising, Amazon will pay you a commission.

This works well for both parties; Amazon benefit because they have thousands of other sellers (affiliates) marketing their products. And the affiliates benefit because they have quality products to sell.

Of course however - **right now -** as you read this eBook, this is of little help, because you do not actually have your own website. I can hear you saying 'all very interesting but how does this help me?'

Let me tell you.

A lot of affiliate programs have realized that people do **not** want to go to the trouble of creating their own site, and so a lot of affiliate programs now give away a free website when you sign up to become an affiliate.

This sounds great! Your own site already set up, fully operational and stocked full of products, and – what's more - the facilities to take credit card payments. No need to design a site yourself, source your own products etc. It sounds ideal!

Well, just hang on a moment.

There are pros and cons.

Let's go through both quickly – as it is important you understand this.

Pros.

Online Affiliate Marketing is HUGE. In 2007, the affiliate industry worldwide earned $9.5 billion.

Tens of thousands of affiliates make money everyday, and thousands of people have quit their day jobs to become full time affiliate marketers.

It is a good business to get into, because you do not need any experience to start, and you can make good money by selling other peoples products.

Another good side about using an affiliate website for the complete beginner - is that it will give you a 'web presence' immediately. This is vital to build up your CONFIDENCE (trust me on this – in this business you will need as much CONFIDENCE as possible, as there will be plenty of frustration coming your way too).

It is very easy to get a free affiliate website up and running. Type in 'affiliate' in Google and just see how many offers there are.

Cons.

No affiliate site will tell you what the BIGGEST problem of affiliate marketing is. To be fair – it is not their responsibility to tell you– but I want to flag this up for you immediately. The clue of what the biggest problem is - can be found in the title. It's called affiliate **MARKETING.**

'MARKETING'. A lot of people forget this. So you sign up for an affiliate program, and now you have a fantastic looking site stacked full of hot products ….***now what? What next?*** The affiliate program does NOT help you market their products – you're on your own for that.

This is why the majority of people do not make ANY money as an affiliate. Note I say the 'majority'. Sure – some people do make fantastic incomes purely as an affiliate, but these people work hard, marketing their site ruthlessly and taking their business very seriously.

The problem is – most people believe that simply *having* a site full of great products – is enough. It isn't. And it's for this reason that most people fail as affiliates. Nobody tells you this. It took me two years to learn.

Getting a site stocked with products is only the half of it. And it's the easy half. It's the MARKETING of your site that takes the hard work. It's all very well having a nice site that looks great, but you need to master the skills to market your site (remember the four elements needed for success in this business).

Another thing – that a lot of successful affiliate marketers do not tell you – is that they have spent years ***building a database of customers***. They will market their new products direct to this list.

As a newcomer, you will not have this list. You will have to build your own list. And building a list is a HUGE (and fascinating) topic in itself (but not covered in this eBook).

Summary of using an affiliate website:

For the complete beginner, affiliate marketing is a good way to get your feet wet – a good way to learn the ropes. If you are offered an affiliate program for a product you like, and you are offered a free website, I would suggest signing up if only to get a feel for how the business works.

However - be warned. I know a lot of people who have made next to **no money** through affiliates. Sure, **it can be done**, but be prepared to put in the hours. Although this is an online business, you have to treat it as an offline business.

The real way to make money through affiliates is to be the person who **creates the product originally**. By sourcing affiliates to work *for* you and sell *YOUR* product – you can make a very handsome income. Most affiliates do it the other way around, and sell OTHER PEOPLE'S products.

Being an affiliate selling someone else's product, can be tough. There could be thousands of other people selling the same product. And for the complete newcomer to make some serious money doing this, it can be very daunting. BUT, to learn how an affiliate program works, it is invaluable EXPERIENCE. (The money will follow if you get the nuts and bolts right).

Whereas there VERY MUCH **IS** a place for free affiliate websites, hopefully by now you will realize that those who are successful in this

==business have created a site **of their own**==. And if you want to be taken seriously in this business, so should you.

You owe it to yourself. This is your business we are talking about. You have to know how your website works, after all, it will eventually become your own personal ATM.

PART 3

HOW TO START CREATING YOUR OWN WEBSITE

If you are an absolute beginner, this is where you should start. Having an encyclopedia in your hands is not much use if you don't know which articles you should read first.

If you already have your own domain name and web hosting, you can skip this section and go straight to Part 4. If not, please read below.

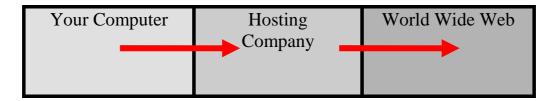**The Essential Step by Step Guide**

1. **Get Your Domain Name.**

   The first thing you need to do is get yourself a domain name. This is the name you want to give to your website. For example, the domain name of my site is www.chrisfarrell-online.com. To get a domain name, you will have to pay an annual fee (average cost $10) to a domain registration company for the right to use that name. This does not get you a website, just the name.

   The companies that register domain names are called **registrars**. Geographically it doesn't matter where your registrar is, although I always feel better if they are based in the country I live in. I have lived in the US and the UK, and therefore have used registrars in both. I tend to use www.godaddy.com or www.namecheap.com But have a search on Google, and ask friends and colleagues who they use

2. **Choose a Web Host.**

Once you have your own domain name, you will need to choose a hosting company (also called a web host).

What is a hosting company? Basically a hosting company is a company that connects your website to the World Wide Web. Every website has a hosting company.

Your Computer	Hosting Company	World Wide Web

There are thousands of hosting companies. So how do you choose a good one?

Well, when you purchase your domain name, you will also be offered the option of purchasing hosting. You do NOT have to buy hosting from same company you bought your domain from, although for simplicities sake, it is often easier.

Hosting packages vary in cost – but expect to pay not much more than $10/15 month for a good host. If you want to shop around for better rates, do a Google search for 'hosting companies'.

Or better still, ask around. Speak to people who have a website and ask them which hosting company they use. I strongly recommend www.hostgator.com

Creating a hosting account is very easy, just provide a few details on line and you will have your own hosting package with minutes.

Once all set up, you will receive an email with all your web hosting details. ˙ **Do not lose this email** ˙ A lot of people do! It contains important information that you will need later to publish your website.

Once you have a domain name and web hosting set up, you are ready to create your own website.

Remember....
...by the end of this eBook you will have a working website with multiple pages, including a main page. Your pages will contain links to other

PART 4

DOWNLOADING AND INSTALLING

Are you ready for this? This is exciting!

CREATING a Simple First Web Page

By now, you have your domain name and web host. Your next step is to design your webpage itself.

As discussed in detail earlier, we are NOT going to use an affiliate website. Instead, I want to show you how easy it is to create your own website. As a beginner, the important thing now, is to actually get something onto the web.

To create a web page, you will design it on your computer at home. You will then upload it to your hosting company. And then they will transfer it to the World Wide Web.

So how do we do all this?

When you design your web page at home, you will need to use what is known as a **web editor**.

A web editor is a piece of software that all hosting companies recognize. Simply put, a web editor is the software program used to create web pages. It converts the text and content that you will write on your computer – into 'computer language' for your web hosting company to understand.

So therefore, the first thing you will need – obviously - *is* a web editor.

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