How to Create A Blog With Your Own Domain in 45 minus even if you have ZERO web design experience?

If Carol can do, so do you.

By Carol Chan

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TABLE OF CONTENT

AUTHOR'S PREFACE 5

INTRODUCTION 7

1. What is Blog? 7

2. Why blogging is now an important tool for YOUR online business? 7

3. Why You Need to Purchase a Domain Name and Avoid "free" Domains? 8

SECTION A : HOW TO CREATE YOUR PERSONAL BLOG 9

1. Choose And Register A Domain Name 9

2. Choose the Web Hosting Services Plan 9

3. Install the WordPress 10

3.1 What is WordPress 10

3.2 How to Install the WordPress to your Lunarpage WebHost 11

3.3 WordPress Installation 12

4. Register the WordPress for your blog 12

5. Choose a WordPress Theme to Design your Blog 13

6. Add a new theme to your WordPress installation 14

6.1 Download WordPress Theme 14

6.2 Select the Active Theme 15

7. Congrats! You can Start Blogging now 16

SECTION B : HOW TO EARN $ FROM YOUR BLOG 17

1. Opt-in Email Marketing Strategy 17

1.1 Opt-in Email Tools 17

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1.2 How to add the script to your blog 18

2. Join Reader Community (mybloglog) 18

3. Slide.com 19

4. Google Advertising Programs 19

5. Affiliates program 20
5.1 What is Affiliate Program 20

6. Submit to blog directories and search engines 21

SECTION C : RESOURCE 22

1. Blogging Free Tools 22

2. You can use these resources to teach yourself some HTML 22

3. Internet Marketing Bible (Strongly Recommended) 22

4. How to earn from eBay 23

5. E-book Pro 24

CONCLUSION 25

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AUTHOR'S PREFACE

Thank you for reading this ebook right now.

When blogging has become so popular in 2006, I just realized that most of my friends have their own blog. They share their insight into their day-to-day existence at work, at home or their insights into topics of interest and current events in blogs. And some of my friends who is doing freelancing, they became "famous" because of their blogs. All for a sudden, a lot of customers called from all over the world and their business are booming. Amazing, huh?

I feel that I was so outdated because I don't have a blog. Although I have a degree in I.T, but I didn't really ever get into that field since graduated. So when I started learning how to create a blog, I also started from scratch. Every day, after work, I scarified my TV times, happy hours, sitting in front of my laptop surfing internet, doing research and learning from mistakes.

As a saying goes, to do what you love to do, you will never feel work again. I feel exactly the way. The more I learned about internet marketing, the more it intrigued me to learn more and do more. Finally, I launched my own very first personal blog – www.carol-chan.com in November 2006.

To my surprise, after I launched my blog, a lot of friends came to me and asked me how to create a blog like mine. *hikhikhik* I am not so "outdated" now. ☺

Therefore, I decided to write this ebook to share with you how I created carol-chan step by step and I believe, in one way or another, this ebook can be a good reference and help new starters to take **ACTION**. If Carol can do, so do you!

I dedicate this ebook to you, the reader and learner. You are my inspiration.

This ebook is suitable for those who very **GREEN** on internet marketing; don't know what to do and how to start from scratch to add a blog to website to BOOST your online and offline business, if you are:-

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- Business Owners; Entrepreneur
- SOHO (Small Office, Home Office)
- Author
- Blogger

I believe if I help enough other people get what they want, I can have whatever I want. Happy Reading....

Carol
www.carol-chan.com
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INTRODUCTION

1. What is Blog?

A blog is basically just a web site. There are three key differences between traditional website (homepage) and blog:-

- Blog is extremely easy to add information to it. A blog is like an online journal, so you just log in, type what happened today, post it and it is done.

- You can add a simple little feature that automatically tells a whole bunch of other website that you have made an update to your blog – every time you make a change.

- There is a “comments” system that allows bloggers to have “conversations” with their readers by allowing visitors to post their own comments or views on the topic of discussion.

2. Why blogging is now an important tool for YOUR online business?

- Reach a **wider audience**
- **Boost your revenue**
- Generate **better search engine ranking**
- Develop **relationships with your audience** through open communication
- **Build a community** of interested followers
- **Humanize your business** and let your potential customers feel comfortable buying from you.
- Establish yourself as a **leading expert** in your industry
- Blogs offer **easy-to-use, cost-effective** web publishing and content management tools.

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3. Why You Need to Purchase a Domain Name and Avoid "free" Domains?

Your domain name will be your blog's address on the Internet, so it is crucial that you choose the right one. A domain gives the public a hint of what they will find at your site. If the domain name relates to your or your company's name or brand, it makes your site that much easier to find.

That is why you MUST get your own unique domain name, like www.[YourName].com; www.carol-chan.com . If you get it free from a web hosting company, your domain name will includes the company's name (e.g., www.YourWebHost.com/yoursite).

I don't encourage you to use "Free" domain unless your objective of creating a blog is just to create a platform to share your journal with your offline friends.

The reasons to avoid "Free" domain and started with your own domain are:-

- Your domain name is **easy to remember**; Your customers always know how to get to your site;
- It can **entice people** surfing the Web to visit your site before someone else's.
- You can **easily move** your site to another host while keeping your domain name;
- **No** web host company's **advertisement** on your website;
- You can **easily customize** your look and web template at your wish…

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SECTION A : HOW TO CREATE YOUR PERSONAL BLOG

1. Choose And Register A Domain Name

One of the first steps of designing and building a website/blog is choosing and registering a domain name like www.[Yourname].com

However, you have to check if your domain name is still available before you can register it. You can check **HERE**

"Is Available!" Good! You can register it now.

2. Choose the Web Hosting Services Plan

There are many companies provide web hosting service. When you choose a web host provider, the service is always the key factor you should look at. . I have done a lot internet research before I chose Lunarpages.

The reason I choose Lunarpages is because of their reliable service, they have great customer service available 24 hours a day. Their uptime is 99.98% and they have super-fast connectivity and made my webpages were loaded quickly. Secondly, their price is also compatible.

In 2006, I signed up the Lunarpages' Basic Hosting plan for 2 years at USD166.8 (USD6.95 per month). Today, the price still remains as same as it was in year 2006. However, they offer more benefits for their customer.

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For new starter, **Basic Hosting Plan** is more than enough.

You get (Basic Hosting Plan):-

- Free Domain Name for Life *(i.e. www.[YourName].com)*
- 350GB Storage *(has been upgraded from 250GB to 350GB)*
- 3500GB Bandwidth *(has just been upgraded from 2500GB to 3500GB)*
- Includes 10 Free Add-on Domains
- Unlimited Databases
- Unlimited Email / FTP accounts
- Blog, Forum & Photo Gallery
- Free Web Design Templates
- Webmail
- …..

Recently, Lunarpages offers **$700 CoffeeCup Software for Free** for new sign-up. CoffeeCup provides simple to use solution for you to create very cool website. I didn't get this offer when I signed up a year ago. But all my friends who use the software said, CoffeeCup is really a powerful software package and super easy to use.

To learn more about their offer, you can check it out at http://www.lunarpages.com/id/136688

Once you sign up their web hosting plan, they will send you an email to confirm your order along with your username & password.

3. Install the WordPress

3.1 What is WordPress

WordPress is recognized as one of the most popular and powerful blogging tools. It is an "open source" application that anyone can download for free.

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