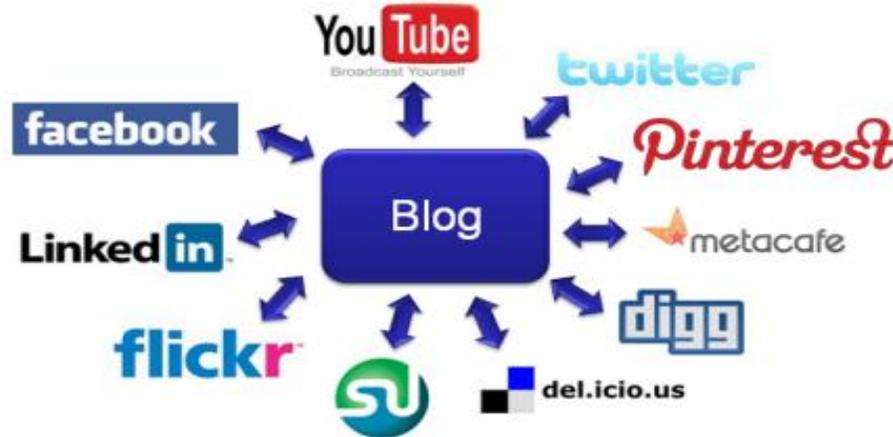


Every time someone asks what they should do to start an online business, non-profit or a hobby, I think about writing out simple instructions on how to start a BLOG. Whatever your reason for wanting an online presence, you are smart to want your own website... and YES a BLOG is just a type of website.

Some people jump into the free websites like Wix, WordPress or Blogger and that is great if you are starting a blog strictly as a hobby and you never plan to make any money from it. Many of those websites have restrictions on businesses and you should read all the rules before you invest your time in a website you cannot ever turn into a business.

I tend to have an entrepreneurial mind. If I am going to invest my time in something, I would like that effort to reward me by putting money in my bank account. I have several websites that I get income from... and I don't have a real job. My job is helping people and for that I earn a pretty good living.

I hear some people who say you can have a business without a website: just use social media. Facebook, Twitter, Pinterest, LinkedIn and similar sites are great for businesses and you should be using them to promote your business... your blog is the hub of these social sites.



When you write something on social media, it's there for a moment. If you put it on your blog, it is there forever. You can continue to add and build on your blog to make it more user friendly, make it easier for people to connect with you and give away free information. There are no limits to what you can do with a blog – as long as you set it up the correct way. That's what I am going to show you.

Whether you want to supplement your current income or replace it completely so you can quit your J.O.B. (Just Over Broke) and live the life you always dreamed of... creating a blog that you own and can customize and attract followers (and customers) is a great start.

Step One: Buy a Domain Name

- What do you want your blog to be called?
- What is your Brand?
- What are you trying to accomplish?

Some people use their name because that is their brand. If you have several businesses or hobbies – then a domain name that is your name is a great idea. Check to see if your name is available. If it is, I would buy it, even if you are not going to start using it right away, you may want to use it later.

I buy all my domain names from GoDaddy.com – it's a central place to have them, their prices are competitive, and their customer service is excellent.

Note: If you are going to get hosting with BigScoots (Step Two) then you do get a free domain with your hosting – do your research on availability and order your domain name when you purchase your hosting.

[Here is a coupon for \\$0.99 .com domain names with GoDaddy.com](#)



I always buy my domain names for 2-3 years. You can skimp out and purchase a domain name for one year but a patent application shows that the algorithms of at least one major search engine looks at how long the domain is purchased for and this can contribute to where your site ranks in the search engines.

I own several domains – some I use for niche blogs, some are for lead pages, and some are not even used yet. Buying domain names is like investing in real estate – you can sell the domain name for more than you paid for it. I had one domain name I bought for less than \$10 a year, held onto it for a few years and sold for over \$1,000. There are domain names that sell for much more than that.

When purchasing a domain name, keep these things in mind:

1. Your domain name should be your website name.
2. Keep it as short as possible – short domain names are not always available, but keep looking for something fairly short that fits your brand.
3. Dot Com is still the ending people think of first when it comes to websites. If the dot com is not available, I rarely, if ever, buy another extension without the .com – sometimes I purchase multiple extensions for one idea if I am sure it is a winner and I don't want copy-cats.

4. Make your domain name/business name brandable – Amazon has nothing to do with selling, it makes a great brand. Apple does not scream electronics, but it is a great brand. Think outside the box. Some tools for domain name brainstorming include:

Bustaname.com

DomainTyper.com

Impossibility.org

Domainsbot.com

NameMesh.com

DomainPuzzler.com

5. Use keywords to help your customers and/or followers find you.
6. Hyphens do not communicate well when telling someone your website. I had total-nutrition-today.com and every time I told someone my website I had to say “total, hyphen, nutrition, hyphen, today dot com” or “total nutrition today dot com with hyphens in between” – it was not fun. I let that domain go.
7. If your short domain name is not available, try adding “the” “a” “shop” “store” and other words to the beginning or end of your domain.
8. Make sure your domain name is not trademarked. Do your research before you purchase to avoid problems later. Trademarkia.com and U.S. Patent and Trademark Service

Step Two: Buy Hosting

Hosting is how your domain name and the content of your website is accessed on the web. Your host is the housing for your website and ultimately, your business.

You could go out and find cheap hosting... and you may have a slow site and times when your site is unavailable on the Internet. I have had trouble with several hosts that I will not name individually.

I will recommend the host that I currently use. First, let me tell you how I found them. I was hosting hundreds of websites on another host and was having significant downtime. I was getting calls from customers saying they could not get to a site and I set up [alarms to let me know when a site was down](#).

I was surprised to learn just how often my sites were down!

Then, I started asking other people who were marketing online who they were hosting with and if they were happy with their host. I did site download time testing on the sites that were hosted with different companies to see if there was a difference in service with similar sites.

The company that I found to be the best and have been using since 2014 is BigScoots.com and if you do sign up for a service using the link above you can get \$7 off your order by putting this code in the “Use promotional code” box on the “Order Summary” page. Copy and paste: C3W629GWHW58

I suggest the 155C package if you are going to be building a business – it offers a high-speed starter package that works well. As your site grows, you may need to upgrade to a larger package. [BigScoots](http://BigScoots.com) support is very good – if you have any questions, contact them through the support desk in the member’s area after you purchase hosting or through the chat on their website.

You can host unlimited websites with this service! You are not limited to one. This is essential for creating niche websites and experimenting with domain names. You also get one free domain name with this package – so if you have a domain you have been wanting to buy, do it now!

Step Three: Point Name Servers to Hosting

This may sound like a foreign language but not to worry. All you are doing is telling your domain name where your hosting is. It's really quite simple and you will have tons of help along the way.

When you get your hosting through BigScoots they will send you an email with your nameservers.

If you got your domain name through BigScoots when you purchased 155C hosting – you can contact BigScoots support for help or the name servers may be pointed for you already.

There are instructions and graphics walking through changing name servers with most large domain registrars, you can find this at community.bigscoots.com

If your domain name is registered with GoDaddy, here is a link to instructions on [how to change your nameservers in GoDaddy](#). Here is the [directions for changing nameservers on GoDaddy from BigScoots](#).

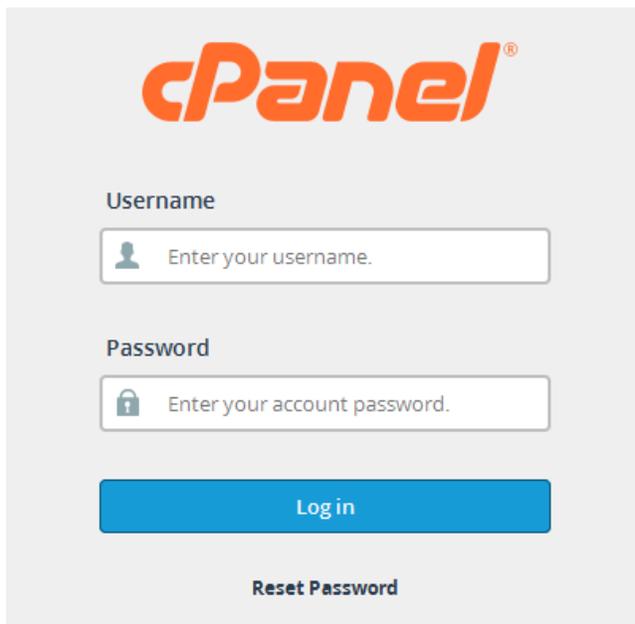
Step Four: Installing WordPress

Once your hosting is set up, you will have access to your Control Panel or “cpanel” – this is where you can install WordPress. Let's just clarify here. WordPress is a platform that is free to use on a hosted blog and it is installed via the cpanel in you BigScoots hosting.

To sign into your cpanel – go to <http://yourdomain.com/cpanel>

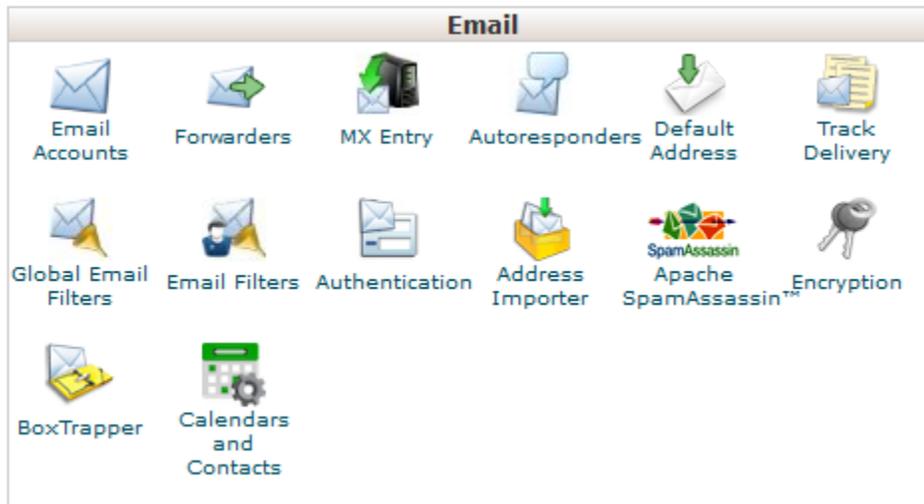
Where yourdomain.com is the domain name you purchased from GoDaddy or got free from BigScoots

The sign in page should look like this:



Enter your Username and Password

The first thing you want to do is set up at least one email address. You will need one for your WordPress install. You can forward that email to an email you check regularly, or you can check your email online through the cpanel sign in or through <http://yourdomain.com/webmail>



Click on “Email Accounts” and create an email – whatever you want it to be (yourname@, info@, etc)

Make sure you up the quota to ∞ (infinity) so your mailbox is never full

Next, go to “Forwarders” and send that email to an account you check regularly.

Now, you are going to go back to the cpanel home page and scroll to the bottom of cpanel where it says, “Softaculous Apps Installer” – the first one you see should be “WordPress” – if, for some reason you do not see WordPress, use the arrows until it comes into view.

Click on the WordPress Icon

On the next page you will see a blue button that says “Install” in the upper left corner.

Click on the Install button.

Choose Protocol If your site has SSL, then please choose the HTTPS protocol.	<input type="text" value="http://"/>
Choose Domain Please choose the domain to install the software.	<input type="text" value="agoodhealthadvocate.com"/>
In Directory The directory is relative to your domain and should not exist . e.g. To install at http://mydomain/dir/ just type dir . To install only in http://mydomain/ leave this empty.	<input type="text"/>

Leave the Protocol on http://

Choose domain should be set to your main domain

And In Directory will have “wp” in the box – ERASE IT AND LEAVE THIS BOX BLANK

Site Settings

Site Name	<input type="text" value="My Blog"/>
Site Description	<input type="text" value="My WordPress Blog"/>
Enable Multisite (WPMU) ⓘ	<input type="checkbox"/>

Enter the Site Name, the description and do not check the box for WPMU

Site Name and Description can be easily changed later, so don't fret too much over these.

Admin Account

Admin Username	<input type="text" value="admin"/>
Admin Password	<input type="password" value="pass"/> Hide 
	<div style="background-color: #f4a460; padding: 2px; text-align: center;">Bad (18/100)</div>
Admin Email	<input type="text" value="admin@agoodhealthadvocate.com"/>

Choose a username and password – do not leave the username as “admin” this makes hacking into your site far too easy! Choose something you can remember but fairly secure.

Enter the email you created in cpanel the one that ends in @yourdomain.com

Leave everything else alone. The theme selection is not necessary at this time as you can choose a theme inside WordPress – scroll down and press “Install”



In just a few minutes, WordPress will be installed and you can sign in and start editing using this link:
<http://yourdomain.com/wp-admin>

Use the Username and Password you chose during the Install

That's it. You have successfully installed a WordPress blog.

Now, you can get started customizing your blog!

If you are interested in seeing instructions on how to customize your blog, build a list of people who are interested in what you say (and sell) and other blogging tips, [sign up here for more tips here](#)