

# REDTIGER

## TRAINING

Special Report:

# CHEAP WEBSITES

Building Your Website for (Nearly) Free

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## iPad 2



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We've broken down this report into **10 steps**. Building a website doesn't have to be expensive, that is why we put together this report - to show you the most cost effective ways to build a website.

## Step 0: What You **Shouldn't** Do

- ▶ Build and setup your main website on one of the free platforms like [BlogSpot](#), [Webs](#), [Wix](#), [ActiveRain](#), and others
- ▶ Those platforms can be useful but not if you're trying to generate leads and revenue for your business

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## Step 1: Name Your Site - The **Domain** Name

- ▶ Choosing the best domain name is easy, use one of the ideas below
  - ▶ *YourName.com*
  - ▶ *YourName**Keyword**.com*
  - ▶ *Keyword.com*
    - ▶ “Keyword” is a term a potential reader might search for in Google, could be related to your industry
    - ▶ “Keyword” can be 1-4 words, but the shorter the better
- ▶ Remember:
  - ▶ Always go for the “**.com**” version, if it’s not available then keep searching
  - ▶ Hyphens “-” are okay in a domain name, but never use more than one (1)
- ▶ Buy Your Domain Name
  - ▶ [Godaddy](#) is the most popular, it will cost about **\$12/year** for a domain name
  - ▶ We use [Name.com](#) because they provide the same level of service as [Godaddy](#), but only cost **\$10/year** for a domain name

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## Step 2: Choose a **Foundation**

- ▶ Traditionally, websites are built using HTML, CSS, Javascript and other technologies, but these have a big downside: they're too complicated for an average user to edit and modify
- ▶ That's why **we recommend using the self-hosted [Wordpress CMS](#)**, because it's very easy to manage, update, edit, and change things on your website
  - ▶ More reasons to choose Wordpress
    - ▶ **It's 100% free**
    - ▶ Huge support community
    - ▶ Lots of **free** plugins
    - ▶ Lots of **free** website designs
    - ▶ Integrated blog
    - ▶ Totally SEO friendly

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## Step 3: Choose a Website **Host**

- ▶ It might be tempting to use [Godaddy](#) or [Name.com](#) as your website hosts but **RESIST** the urge! You'll get better service and better website performance by choosing one of these hosts:
  - ▶ [Page.ly](#)
    - ▶ [Page.ly](#) is awesome because it makes installing and running Wordpress **completely automatic** - requiring nothing of you
  - ▶ [HostGator](#)
    - ▶ [HostGator](#) is the better choice for the more tech-savvy user who would feel comfortable installing Wordpress on their own
    - ▶ We use them to host our sites - excellent support, and near 100% uptime

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## Step 4: Decide on a Website **Design**

- ▶ Another reason Wordpress is the best option: finding website designs is very easy and website designs can be changed on a whim
- ▶ Note: in Wordpress a website design is called a **'theme'**
- ▶ Finding website designs/themes
  - ▶ **Option 1: Free**
    - ▶ Head over to [wordpress.org/extend/themes/](http://wordpress.org/extend/themes/)
    - ▶ Search Google (or Bing) for "Free Wordpress themes"
  - ▶ **Option 2: Nearly Free (under \$40)**
    - ▶ [Click here](#) to find a theme that suites your tastes
  - ▶ **Option 3: \$79+**
    - ▶ Drag and drop ease of use, [click here](#)
    - ▶ Built for real estate agents: [Studiopress](#)
  - ▶ **Option 4: Over \$100**
    - ▶ [Thesis](#): they make a theme that is very easy to setup and has a number of video tutorials that show you how to use the theme and set it up
  - ▶ Custom Designs
    - ▶ *Option A*: head over to [oDesk](#) to find a designer
    - ▶ *Option B*: go to [99Designs](#) and submit a design project
    - ▶ **Note**: you will need to have the design "coded" as well, we recommend the Wordpress package from [these guys](#).

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## Step 5: Website **Content**

- ▶ Critical First Step: decide what you will promote on your home page!
  - ▶ **Don't promote too much**, try to limit it to 1-3 items
  - ▶ Most common items to promote
    - ▶ Specialized service
    - ▶ Home search
    - ▶ Your blog posts
- ▶ Next: decide what pages will be in your **navigation bar/area**
  - ▶ Limit this to 3-6 pages
  - ▶ The most common pages are: Home, Contact, and About
- ▶ Make a spreadsheet (or use your notebook) to plan out what pages your website will have
  - ▶ **Be thorough** because it will save you a lot of time down the road
- ▶ Don't forget to add links to your Twitter, Facebook, and other social network accounts

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## Step 6: Website **Images**

- ▶ No website is complete without images
- ▶ **You will need images in the following areas**
  - ▶ Header image (or banner image)
    - ▶ This is usually where you place your logo
    - ▶ Can be small or large
    - ▶ If you need help creating an image, consider [oDesk](#) or [99Designs](#) to find a graphic designer
  - ▶ The rest of your website
    - ▶ Try to place at least **(1)** image or graphic on each page
    - ▶ **Finding images**
      - ▶ Free 1: your own photos and images (avoid using old clip art)
      - ▶ Free 2: [Flickr Creative Commons](#)
      - ▶ Near free: [GraphicRiver](#)
      - ▶ Somewhat expensive: [Shutterstock](#)

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## Step 7: Define Your Website **Goals**

- ▶ Whether or not you are selling anything on your website, **it should always have a goal** (one or two goals at most)
- ▶ Most common goals for your website:
  - ▶ Request to view homes, save home searches
  - ▶ Give away free “market reports” or similar downloadable file
  - ▶ Offer visitors to **sign-up to your email list**
  - ▶ Offer visitors to subscribe to your blog’s RSS feed
- ▶ Whatever you decide to offer, make sure the offer appears:
  - ▶ **Prominently on the home page**
  - ▶ On every other page (*this is usually accomplished by placing it in the sidebar*)

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## Step 8: Do You Need a **Blog**?

- ▶ **YES!!**
- ▶ Not only do people want to know more about you, it's a great way to get your site ranking higher in the search engines, thus bringing in more traffic
- ▶ Blogging doesn't have to be time intensive, **two (2) posts a month is a good number to get started**
- ▶ Blogging sounds hard, but it's not hard if you **write for yourself** (i.e. what problems are you trying to solve)
- ▶ If you are currently blogging on another platform then switch gears and start placing those posts on YOUR blog **where it helps you** (not someone else)
- ▶ Another reason we recommend using the Wordpress CMS, because it has an integrated SEO friendly blog

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## Step 9: Spice Up Your Wordpress Site With Plugins

- ▶ Here is a list of the BEST (and free) plugins
  - ▶ [Akismet](#)
  - ▶ [All in One SEO Pack](#)
  - ▶ [Google XML Sitemaps](#)
  - ▶ [Login Lockdown](#)
  - ▶ [Robots Meta](#)
  - ▶ [Secure Wordpress](#)
  - ▶ [WP-DBManager](#)
  - ▶ [WP Super Cache](#)
- ▶ Finding more plugins:
  - ▶ **Free:** [Wordpress Plugin Directory](#)
  - ▶ **\$2+ Premium Plugins:** ([click here](#))
- ▶ **Note:** the fewer plugins installed on your site the better, because having too many will slow down your website for visitors, so be picky in which plugins you install

## Step 10: More Resources

- ▶ Ebook: Protecting Wordpress ([click here](#))
- ▶ Ebook: Learn Everything About Wordpress ([click here](#))

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