

The Perfect Site Guide for Starting a Website

**Discover what you need to begin and
what to ignore so you start out on the
right foot!**

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How to Start a Website

Starting a website is no longer the intimidating task it once was. Thanks to WordPress, your site can be up and running in a flash.

All you need is a [domain name](#) (yoursite.com) and [hosting](#).

Once you have those two items, you are ready to begin!

Next, just install “WordPress” from the control panel and you’re ready to go.

Seriously, that’s it! No programming experience needed or software to download.

If you choose [WebsitePalace.com](#) to host your site, you will get access to a FREE video (link is on the order confirmation page so don’t miss it!) and it will give you GREAT guidance on how to start with WordPress.

Why WordPress?

I recommend WordPress because you can create any kind of website you want. You can build a blog, ecommerce site, membership site, you name it.

The secret to getting your site to behave how you want it is **PLUGINS**. They are amazing!

Plugins are scripts/programs you can install on WordPress (many are free) to give your site additional functionality.

So if you'd like to sell products, you'd add an Ecommerce plugin like [WooCommerce](#) and BOOM, you can begin selling.

If you want to build a membership site, you'd look for a membership plugin and so forth.

Whatever function you need, I guarantee there's a plugin for it. That's what makes WordPress so powerful.

Once you install the plugins, you will simply customize them to your liking right through the WordPress control panel.

WordPress is certainly becoming the standard platform for website building. So don't question your decision to start here.

It is, without a doubt, one of the most flexible platforms around.

What Topic Should I Choose?

Topic choice is going to be one of your most important decisions.

I always choose topics that I have a great deal of interest in. That way I never run out of ideas and I'm most creative.

I also like to choose topics that help solve people's problems or teach them something new.

Remember, building a successful website is a marathon, not a sprint. It will take you months to build up a following so think hard about your topic.

Ask yourself...

1) What area do I know a lot about and how can my information help others?

2) Can I see myself still writing about this one year from now? What about three? Five? If the answer is "no" then you might want to go back to question #1.

3) Am I choosing a topic that will attract people in a buying mood? If so, what would they buy and is this a product I will create or will I make money with affiliate programs?

Affiliate programs are usually free and you get paid when someone purchases as a result of your referral.

So you link to the products from your site and a commission is paid. See this article for details...

<http://www.2createawebsite.com/money/affiliate.html>

4) *What problems can I solve in this niche?* Problem-solving sites make GREAT candidates for successful sites because you can build credibility by helping people.

5) *What sites exist on this topic and I how can I make mine better?* Capitalizing on holes in your competition's content is a great way to set yourself apart.

Don't try to copy someone who has already captured a great deal of the market. Look to set yourself apart!

How Do I Build Traffic?

Building traffic is going to be your most challenging task.

Don't let that discourage you, though. It's great you found my site because I will keep you from wasting a lot of time on strategies that don't work.

You've already got an advantage because most websites don't tell you what I'm about to reveal...

Start Small

Most people overwhelm themselves by trying to be popular on every platform in the beginning (Twitter, Facebook, YouTube, Pinterest, LinkedIn, etc.)

The reality is most people have success on one or two networks max, so it makes sense to pick the ones that are most relevant to your audience and begin there.

Listen to my podcast where I discuss what my hair site taught me about starting a website.

<http://blog.2createawebsite.com/2014/09/15/topic-direction-strategies/>

You can subscribe to my podcast on iTunes. Go here...

<http://www.2createawebsite.com/podcast/>

Ignore The Shortcuts

You may be tempted to buy traffic from these services that will promise you the world and deliver nothing but low-quality or even fake (bot) traffic.

Remember, not all traffic is created equal. TARGETED traffic is what you're after.

These are people who are interested in YOUR topic and they are most likely to convert (buy, sign up, join, etc.)

They may find you in Google or on YouTube because they searched for keywords related to your site. This kind of traffic takes work and is not easy.

So be careful of these shady services that promise traffic when they don't explain how TARGETED the traffic is.

If it sounds too good to be true, it is!

If you are going to buy traffic, only go to reputable places like Google AdWords or Facebook advertising.

Just beware, there is a learning curve to buying traffic. Remember, if you don't get that traffic to convert into sales, you could be out of a lot of money quickly.

Just paying for visits can get tricky because it's hard to know if you're getting a return on your investment.

That's why I recommend you start by trying to build free traffic through Google, social media, YouTube, podcasting, etc.

How Search Engines Work

In order to get found in Google and Bing/Yahoo (the only engines that really matter), you need to understand what they look for.

The more you know, the less likely you are to get scammed by SEO (search engine optimization) services who prey on people who don't understand how rankings work.

How well a website ranks for the keywords targeted depends on the following things...

1) Popularity: (Links from other relevant sites, social media shares, etc.) The more credible the sites, the more the links count.

2) Freshness: Google loves sites that are updated often.

3) Relevant Content: Your pages should target the keywords you want to rank for. Having said that, just writing about your topic is not enough. You need to build popularity and that takes time.

You should also go after phrases that are less competitive. See this link...

<http://www.2createawebsite.com/traffic/poor-google-rankings.html>

In other words, it's much better to narrow down to a specific niche. So instead of trying to rank for "skin care tips" (too broad), you would go for "homemade acne recipes" or something like that.

There are other ranking factors, but the three above are BIG. And if you don't earn those links, #2 and #3 won't matter as much.

Now hopefully you are starting to see why it's easy to get scammed by SEO services. Since Google now favors big brands over small business sites, it's much harder for someone to legitimately move your site up the rankings.

You have to work hard yourself by building up popularity.

Start with what you're good at and where your audience is likely to be.

For example, if you are building a career-oriented site and you love presenting, you might begin with creating a YouTube channel to talk about topics related to your niche. Then you could promote your site/channel on LinkedIn since that is where your audience is likely to be.

It's much easier to build up popularity focusing on one network than spreading yourself too thin trying to master them all.

As you slowly begin to build up a following, you will discover people will voluntarily link to you or share your content via social media.

The search engines pick up these signals and begin to rank you for relevant keywords. That's the best way to earn those rankings.

It takes time and work so be patient!

If you want an in-depth guide on ranking your site on Google then download it for free here...

<http://moz.com/beginners-guide-to-seo>

It's the only guide you'll ever need!

Why You Must Collect Emails

My biggest regret was ignoring the “collect email” tip.

I originally looked at email marketing as spam, but it doesn't have to be that way.

I use my list to notify my subscribers of my new blog content. You can do this very easily by using AWeber's Blog Broadcast feature. Sign up here...

<http://www.2createawebsite.com/aweber>

Every time you publish a new WordPress post, your subscribers receive an email with a snippet of the post and a link to the full post on your site.

This is a great way to keep your subbies informed of your latest content, and keep them coming back to your site.

Then of course you can also use your list for your product announcements and other major promotions.

The key is to have a balance of promotional and informational content in your emails.

Don't make the mistake I did. Contrary to what some say, people still do sign up for email lists in the world of social media, especially if they value your content!

Wrapping It Up

Success doesn't happen overnight, but if you choose the right angle with your topic and remain consistent with your content publication, you can do very well out here.

The other thing you must have is credibility. And you earn that by building content that connects and helps people in your own unique or entertaining way.

Take time and think of ways you can stand out. It will be worth it in the long run because 90% of people rush into this and they end up with no unique angle, so their sites never get noticed.

Be patient and have fun! And if you need guidance, here is where you can get help...

1) Join my forum

<http://www.websitebabble.com>

2) Subscribe to my podcasts

<http://www.2createawebsite.com/podcast>

3) Always start an email list

<http://www.2createawebsite.com/aweber>

4) Start your site and access my free WordPress video from the order confirmation page

<http://www.websitepalace.com>

5) Follow me on YouTube

<http://www.youtube.com/lisa3876>

6) Keep up with my blog by subscribing to my list

<http://www.2createawebsite.com/subscribe>

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<http://www.ThePerfectSiteGuide.com> **Thanks!**

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