



WORDPRESS WEBSITE

FOR
ASPIRING
ENTREPRENEURS

Made Easy

*Your Quick Solution for an Online
Presence in 4 Easy Steps*

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Introduction

A lot of aspiring entrepreneurs often get their websites live as soon as possible. Though it does offer some benefits, it has its own drawbacks as well.

For one, first impressions matter a lot in the online world. Therefore, if you roll out a website that's not even polished yet, your visitors will most likely hate it, and for that, they may no longer return regardless of how much you overhaul your website.

Needless to say, as an aspiring entrepreneur, part of your success hinges on establishing your personal brand with the help of your website. Big brands were able to achieve massive success and reputation with the help of professional designers in their team.

If you're aiming to compete with them, then you need to establish a strong reputation and online presence for your brand as well.

There's one problem: establishing a website isn't easy. You have to decide on which platform you want, and that's just the tip of the iceberg.

Fortunately, you can start with a solid foundation through the help of the WordPress platform. And this is exactly what we're going to talk about.

About The Author



Hi my name is Lester Reandino. I'm a Web Developer and Designer. I'm also the Founder of Onlinetrepneur.com. I help small business owners and aspiring online entrepreneurs about their online presence by having their own website. Helping them understand the technicalities of it.

I'm a loving father and a husband to my family. I love to have fun and dance around sometimes. I'm just an ordinary simple guy helping other people with the knowledge and experience that I have

When I was starting out, I didn't know anything about Wordpress. I avoided Wordpress because I thought back then that it was complicated.

So It took me years before I decided to learn it. But when I've learned it, I finally realize it's really a good fit for any business out there and it's easy to do.

If I can do it, you can do it too!

WHY DO YOU NEED A WEBSITE?

"BECAUSE MAJORITY OF YOUR
CUSTOMERS ARE
ONLINE"

-Lester Reandino



Purpose of This eBook

This eBook is written to help aspiring entrepreneurs set up their own WordPress website. If you're one of them, then this book will guide you through everything you need to start your own website, provide you with an in-depth step-by-step guide, and provide you with all the essential information you need.

The book also aims to make such a technical process a lot easier even for someone who has no prior WordPress experience.

I know WordPress can be daunting for those who haven't tried it, but by reading through this guide, you'll be able to learn how to set it up on your website by just learning the fundamentals and a few important aspects.

Apart from that, it also tackles some of the most common problems that people run into when setting up their WordPress website for the first time.

We'll also talk about the average cost of making a website and provide some tips on how you can make your own using only a \$50 budget or under P2000. This guide is designed for small businesses and aspiring entrepreneurs who, instead of forking out huge funds for a web design service, decide to save time and money by doing it themselves.

I highly encourage you to read this book from start to finish as I aim to go in-depth into the process while still making it fairly easy to understand.

Common Problems when Setting Up a Website

Setting up the right website isn't done overnight. It involves a lot of planning, using the right tools, and properly optimizing it to attract visitors and turn them into customers.

However, for aspiring entrepreneurs, it's easy to fall into a number of problems when it comes to setting up their own WordPress website.

If you're new, then perhaps you're struggling with these challenges:

1. Not Techy (No Technical Background)

To be fair, this has been one of the most common problems experienced by people back then when they had no other choice but to hire someone with technical expertise to create a website for them.

Besides, if you want to make any changes, you'll have to be patient with their schedule, and it often involves paying another amount again.

Fortunately, those days are long gone. Now, almost every technical skill that you want or need to learn can be easily achieved online.

In fact, you don't really need that much technical skill to put up a website at all. You just have to understand the basics and you're good to go.

2. Not Enough Budget to Hire a Freelancer

A lot of people, especially those who are new to the online world, often think that the cost of hiring a freelancer to set up their website is quite high, often in the thousands. However, while this actually sounds true on some accounts, it doesn't mean that there are no alternatives to choose from.

These days, if you don't have enough budget to hire the services of a freelancer, you can set up your website on your own instead. This way, you'll be saving a lot of cash, and you'll be able to learn some new skills as well – exactly what this guide is all about.

3. No Coding Knowledge

Setting up your own WordPress website has been made a lot easier than it was in previous years. Even if you don't have prior coding knowledge and experience, you'll still be able to learn everything you need to set up your own.

4. Too Old

They say learning never stops, and the same can be said when it comes to learning how to set up a WordPress website. Besides, making your own website nowadays is made easier than ever. Even our moms can easily learn how to set up her own website, so what's really stopping you?

5. Overcharged Pro Web Developers

This is one of the reasons why a lot of people believe that paying for a web design service is costly. The truth is, there are lots of experienced web developers out there who offer their services for way less than what a lot of pro developers charge.

On the other hand, you can even have a website without spending anything at all by simply learning how to do it yourself.

That way, you'll be able to avoid a lot of frustrations and save a lot of money at the same time.

Just keep in mind that these days, designing and developing a website can be done in as easy as clicking your mouse.

As long as you're willing to learn, you'll surely be able to make your own website without having to deal with those pro developers who overcharge their services.

6. Not Enough Exposure

Perhaps one of the biggest problems you might run into when setting up your own WordPress website is the lack of exposure in the online world. You may not see the whole opportunity online exposure brings, but it actually means a world of difference, especially if done right.

Gone are the days when marketing a business is restricted by traditional means. You can now enjoy global reach and maximize more opportunities, and you can start your journey by creating your website. Coupled with the right digital marketing approach, you'll see the difference.

How Much Does a Website Cost

There are several factors that affect the cost of a website. A few of these factors include:

- Domain and hosting
- Type of website
- Maintenance
- Components
- Setup, design, and development
- Basic technology

On average, you can expect to pay around \$100 up to \$600 (P5000 - P30000) or even more for a web design service. The price can vary depending on the features you want to be included.

However, if you choose to use a drag-and-drop builder, you'll only have to pay around \$5-15 per month, and depending on the functions or features you want to add, the rates can increase a bit.

Then there's the domain and hosting costs. On average, domains will cost you around \$10-20 (P500-P1000) every year while hosting services are available for as low as \$2 up to \$300 (P100-P15000) per month.

Why do you need a Website

The constant evolution of the world's technology has revolutionized various sectors, including but not limited to the business industry.

This is due, in part, of the ever-changing behavior of consumers to which entrepreneurs need to adapt if they want their businesses to flourish.

This is evident especially now, with the widespread accessibility of the internet and the ever-growing emphasis on the convenience presented by this new technology.

To keep up with the demand, entrepreneurs now need to work with the present technology and build their own websites.

As an aspiring entrepreneur, you might be wondering why you need a website for your business or your brand. Having your own website can offer many benefits, especially if you're only starting out.

5 Amazing Benefits of Having a Website

In this section, we will be breaking down further the various purposes or uses of a website and the reasons why it can be beneficial and crucial to the success of your business venture.

1. Cost-effectiveness - Saves you time and money

Aside from providing you with an avenue to sell your products and/or services, a website will also save you a lot of time and money, especially when compared to conventional brick-and-mortar stores.

With a website, you no longer have to spend a lot of time chasing down leads and prospects just to make a sale – the convenience presented by your site will allow them to flock to you instead since they can easily get all the information they need from your website.

Aside from that, since pretty much everything is automated, you don't have to close down your shop at certain hours – you can operate 24/7 and customers can avail of your products and/or services from wherever they are and at whatever time they wish.

As for the costs, it's undeniable that physical stores tend to have higher costs than an online business. For one, a physical shop will need a physical location where you can set up your shop. With a website, you will require less manpower and reduce the costs you will have to shoulder.

2. Increase Traffic and Generate More Leads

Different from road traffic, website traffic refers to the number of internet users who visit your website. As such, it's usually utilized by many as an effective measurement of how effective a business is at attracting an online audience. It can also refer to the number of visitors your business has.

Aside from being a measurement of your business's effectiveness at attracting its target audiences, increased traffic can also symbolize having more opportunities.

What kind of opportunities?

Increased traffic presents various opportunities to convert those visitors, or potential customers, into actual paying customers. So, where does a website fit into all of this, you ask?

Well, a website doesn't just increase traffic directed to your business, but it also eliminates the limitations presented by physical locations such as brick-and-mortar stores. This is because physical stores can only accommodate so many people before you overload the location. A website, on the other hand, can accommodate a lot more visitors, especially if the server you're using is great.

With a website, you can accommodate hundreds and even thousands of visitors, both potential and current customers, all at the same time. Although websites do have their limitations as well, they're not as restrictive as physical stores.

Moreover, aside from driving more traffic to your business, a website can also generate more leads. A lead, or sales lead, refers to someone who might eventually turn into one of your paying customers. In short, they are people who have shown some interest in your brand but haven't committed yet.

Lead generation, on the other hand, is the process of gaining the information of those potential clients such as their name, phone number, email, etc.

This information is important as it can help you better understand who your audience is and utilize the gathered information to help convert those potential customers into actual paying customers.

With a website, anyone interested in your brand can simply access the information they need on your site. However, how can you use websites to generate leads?

Well, you can make use of several tools and integrations for websites that can allow you to build your potential customer database. On your site, you can utilize and incorporate things like social media buttons, newsletter sign-up forms, and a live chat feature that will allow you to collect data from visitors and potential clients.

Building your database of potential clients' information can help you personalize your marketing strategies so they can be eventually converted into paying customers. To do this, you will need to have a website.

3. Increase Brand Awareness and Popularity - Promote Business

Brand awareness refers to the degree of how much people recognize and recall your business' brand. As an aspiring entrepreneur, this should be a key aspect of your marketing strategy as creating better brand awareness and increasing its popularity can help make people more interested in your products and/or services.

As such, having your own website is a vital component in increasing people's awareness of your brand and therefore, promoting your business. The more people recognize your brand, the more likely they are to patronize it.

Your website will be at the core of your marketing strategy as it will be where you place most of your content. The more engaging your content is, the higher the chances of you reaching a wider audience and driving more traffic to your business.

As a beginner in the industry of entrepreneurship, it's crucial to the success of your fledgling business to have somewhere you can promote your products and/or services without it being too costly that it burns a hole in your pocket.

As the backbone and foundation of your online presence, your website plays a vital role in the promotion of your business. It serves as the headquarters where your potential clients can go to in order to check out what your brand has to offer.

With a website, you can create unique content that distinguishes you from your competitors and incorporate various integrations and software, allowing you to leave a positive impression on your site visitors. You can place everything you need to convince potential clients and visitors to patronize your business.

As your business's "home base," you can incorporate your marketing strategies to help promote your business and what it has to offer.

It's also the easiest way for your current customers to spread to their family and friends the news as they only have to give the link to your website to let them check it out. As such, having a website can, therefore, make it more likely for people to remember who you are and what your brand represents.

4. Sell Your Products or Services and Earn Money

Everything I have mentioned above, of course, leads to this particular purpose. With a website, not only will you have somewhere you can display your products and services, but you will also have somewhere your customers can avail it.

Moreover, using a website for selling your products and/or services will give you more flexibility and freedom compared to selling them in a physical shop. It can also save you on several operational costs and effort needed for your business but I will be delving deeper into that later.

Aside from offering you more freedom and flexibility, selling online will also give your customers a more convenient alternative where they can avail of your products. This is especially important nowadays where convenience can become a deciding factor in one's purchase.

With this, you get to earn more money in the end. A website will provide your fledgling business with more opportunities for sales that are less of a hassle than a business without one.

Moreover, when you have an official website for your business, consumers are more likely to trust your brand – something that can greatly benefit the further growth and development of your business as well as help you generate income and make a profit.

After all, it eliminates many of the limitations posed by selling only in a physical store. A website will give them a convenient place where they can view all your products and/or services as well as their information which can help them make a more informed buying decision which will help you earn money eventually.

5. Make the Whole Process Automated

Having a website saves you a lot of time and resources. There's a whole opportunity for more automation and efficiency in developing your own system and processes within your platform.

Instead of hiring manpower to do tasks that can be automated, you just have to invest time in conceptualizing the flow and money in investing in the right automation tools and systems.

How to Plan Your Website using Wordpress

Planning your website using WordPress can be done in as easy as 6 steps. They're as follows:

1. Start by defining your site's content. This will depend on what you want to write about, who you want to write for, and how you want to connect to your readers. Try to consider what your readers might be looking for, and strive to offer them something of value.
2. The next step is to purchase a domain for your website. Then again, your domain name should reflect what your website is all about. It's also advised to pick a .com domain since it's a classic choice that most people trust.
3. After that, look for a reliable hosting service then install your WordPress platform into your hosting provider's control panel. Fortunately, most hosting services have automatic WordPress installation features to make this process a lot easier.

4. Pick the right theme for your website. There are actually tons of WordPress themes you can use, and most of them are even offered for free.

However, if you want more customization options and a more professional look, paying for a custom WordPress theme is ideal. Customize the design of your website to fit its content. This process will mostly take time, but it's a really essential process to ensure that the rest of your website will run smoothly upon launching.

5. Choose which plugins you want then install them. Plugins are one of the major selling points of WordPress. They basically add extra functionality to your website, and your choice for plugins will depend on the features you want to include on your site.

6. Once you're done, you can then publish your written content. At this point, your WordPress website has already launched. You also want to schedule your posts in order to slowly build up your audience.

Apart from that, you should also include social media sharing buttons so your potential readers can share your content with their social media networks.

Everyone, at least the majority of the population, is on the internet. This is one of the major reasons why it's necessary for businesses nowadays, especially newly established ones, to have an official website for their business.

Not only will it make it more accessible for consumers everywhere, but it will also make your brand more visible and help it reach a larger audience, extending the scope reached by your business.

In this section, we will be discussing several aspects regarding this topic such as how to stand out from the crowd and the reasons why everyone is turning to the internet for their business.

Let's begin with the strategies on how to stand out from the crowd and differentiate yourself from your competitors in the industry.

How do you stand out online

From communicating with loved ones that live miles away to shopping for everything you need, like for me, I work for clients from all over the world, the internet has become so integrated into our lives, with the primary reason being that it makes everything convenient.

For businesses, the internet and, by extension, websites now play a huge role in their successes. Nowadays, businesses must adapt to the times and adopt new practices if they want to keep up with their competitors and make a profit. This is why many, if not most, businesses now have official websites.

However, because of this, it can be hard to stand out from the crowd and distinguish yourself from your competitors.

To help you with this, here are some strategies you can employ for your business's website to make yourself stand out from the crowd online and help consumers to easily remember your brand.

- **Invest in good web design – or designer**

The existence of websites like Weebly and Wordpress has made it easy for anyone with a computer to create their own website, including the website's design.

However, unless you're knowledgeable about web design, you're most likely going to use their preset templates – most, if not all, of which have been used by countless others before you.

Although they are convenient, templates can make standing out difficult. Therefore, if web design isn't your forte, and if you have a budget for it, then it might be best to hire someone to do it for you. That way, you get a high-quality design that will help you reel in those customers.

- **Utilize social media platforms**

Aside from promoting your site itself, why not utilize the various social media platforms available nowadays to spread awareness of your website and in turn, your brand?

With social media, you can direct more traffic to your site, especially since these platforms make it easy and convenient to share content with others.

- **Create high-quality content**

Part of an effective SEO or search engine optimization is having high-quality content. If you want your website to be up there on the search pages, then make sure that not only will Google's algorithm push your website upwards, but that the influx of your content is regular and of high-quality.

After all, a good ranking on search engines is what will lead your potential customers to your website but good content is what will make them stay and continue patronizing it.

- **Optimize your website for mobiles**

With almost everyone owning a smartphone nowadays, it's essential that your website is optimized for use on mobiles if you want to stand apart from your competitors.

Optimizing your user interface to make it mobile-friendly will make it more accessible to a wider pool of potential clients and make you more visible in the world of entrepreneurship. Although this may require hiring an expert to ensure that everything runs smoothly.

Reasons Why Everyone is Online

With the boom in easily accessible and convenient technologies like smartphones and other devices, you can now find everyone on the internet.

However, more than it being just convenient and easily accessible, there are other reasons why many people, entrepreneurs included, have taken their businesses online.

In this section, we will delve deeper into the reasons why the majority of entrepreneurs have built a solid online presence or at least, continue to invest in one. With that said, check out the reasons below.

1. You can make money online

Of course, one of the major reasons why businesses are taking their shops online is that you can make money on it. While this is also true for offline businesses, it's easier to do so online and it poses less risk and hassles compared to investing in a physical store. After all, if your business doesn't take off, then investing in a brick-and-mortar store would've just cost you without having any significant returns. Moreover, as I mentioned, setting up and running a business online costs significantly less than starting an offline one.

2. Opportunity to be creative

Unlike physical shops, online businesses have more flexibility and wiggle room to channel their creativity and become more innovative – something which is vital to any business's success. Physical shops, on the other hand, tend to have more limitations when it comes to being creative and innovative.

For one, they can employ more creative and unique marketing strategies that can help improve the general public's interest in their products and boost their company's sales and therefore, profit.

3. Expand your business

If you want your business to be successful, you will need to have a large database of clients and an extensive reach. Sticking to physical brick-and-mortar stores will pose challenges and limitations on this front as your reach will only go so far.

However, an online presence will help you reach more people and, therefore, expand and develop your business.

4. You can be an influencer

An influencer is a person who has an extensive social media presence because their expertise and knowledge about a particular subject matter have allowed them to build a solid reputation online. As the name suggests, influencers can help sway or “influence” consumers’ decisions when it comes to purchases.

However, to become one, you will need to solidify your online presence first and extend your brand’s reach. Once you manage that, it will be easier for you to convince people and influence them.

5. No coding anymore

Unlike the old days when only programmers can access the internet due to their expertise, nowadays, you just need a device such as a laptop or a smartphone that has the capacity to connect to the internet and you can already access everything online.

With the development of our technology, it has become progressively easier to access the internet and build an online presence.

While some aspects still need some coding, such as creating a comprehensive website, it’s still significantly less complex than how it was before.

6. No need to pay expensive fees

The rate with which our technologies have advanced is astounding. In just a few years and decades, we have made it possible to reach out across oceans and even access the collective knowledge of mankind with a simple touch of a button on devices that can fit in our pockets.

However, aside from that, these advancements have also made it incredibly affordable to create and build an online presence – an important aspect for many people, especially for entrepreneurs such as yourself.

With the affordability the advancement of technology has presented, anyone can now take their business online and reap the benefits the online world has to offer.

04 CHAPTER

Requirements for a Website What You Need Before Building One

As mentioned, a website is invaluable to an entrepreneur, especially for someone who is just beginning to start their business such as yourself. Now that we have highlighted all the benefits of having your own website, let's now move on to how to build your own.

However, before we go about the specifics of building one, we first need to learn the requirements needed to do so and this includes the domain name and hosting.

In this chapter, we will delve deeper into what these two are and how important they are to your business and the success of its online presence.

We will also highlight here the typical costs of domain names and hosting as well as a guide to choosing the right service providers for your needs.

Domain Names

What is a domain name?

Simply put, a domain name is your website's name and address and it's what your clients will type into the address bar or URL of their browsers if they want to reach your business's website.

Think of it as something similar to the concept of your home address – your website is your “house” while the domain name is the “address” with which visitors can locate your home.

Aside from this, domain names are also stand-ins for IP addresses – strings of numbers that are unique to each computer and are used to identify them while online (127.0.0.1).

Because numbers are more difficult for us humans to recall, that's the reason why the concept of domain names was developed.

It's easier to remember onlinetrepreneur.com than 156.67.222.117. :-)

For businesses, domain names typically end with .com, .biz, .net, etc. and your domain name must be registered so your business is publicly recognized. However, once you register your website's domain name, your information as the owner will be available to the public.

To avail of a domain name for your website, you will need a domain name registrar, or sometimes identified as a DNS (Domain Name System) registrar.

A domain registrar is a business responsible for selling and providing other businesses with available domain names and is the one that registers them. However, they can't just provide you with your preferred domain name and register it – there's a process behind it.

A registrar is required to register any domain they sell to clients with the appropriate registries so that they may update their records and list down the domains that have been claimed as well as the information of the domain's owner.

These registries are databases that are vast and centralized, keeping all the necessary information about the various domain names online.

Aside from having to register your chosen domain name with the proper registry, your DNS registrar also needs to be accredited by the Internet Corporation for Assigned Names and Numbers or ICANN for short.

ICANN is the nonprofit organization responsible for the coordination and maintenance of various databases relating to the domain names of various websites. They ensure that everything is working as it should and is doing so smoothly and with no issues.

With that said, choosing the right DNS registrar for your business is just as important as having a unique and memorable domain name for your website. However, how do you go about it? This is something I will be discussing in the next section.

How to choose the right registrar?

Since a DNS registrar is your direct way to acquire a domain name, it's important that you consider them carefully, especially since they won't just be providing you with your domain name – they can also provide you with your DNS hosting, a concept we will be discussing further later on.

Therefore, when choosing a registrar, you need to consider several factors before you make a decision.

- **Availability of your desired domain**

Before approaching a DNS registrar, you should already have a domain name in mind and chances are, you already do. Once you already know what you want your website address to be, then it's time to find a DNS registrar.

However, not all registrars have access to top-level domains like .net, .com, .io or even .ph so before you decide on a registrar, it's best if you check if they can provide you with the domain you need. They should be able to provide you with a user-friendly and easily discoverable domain name that your clients can easily recall and look for online.

Moreover, a good registrar should also have a convenient search feature you can use to confirm if they are able to provide you with your desired domain name.

- **Transfer fees**

A domain name can be transferred to another registrar once it has been registered for around 60 days or more. Before you decide on a registrar, make sure to be aware of their transfer fees should you decide you want to transfer to another provider as some registrars have incredibly costly transfer fees.

This is how they discourage their clients from switching registrars – something that can put you in a difficult position should you wish to switch your provider but still keep your current domain name. Therefore, it's best if you go with a registrar that imposes minimal to no transfer fees. That way, should you decide to switch, it won't burn a hole in your pocket and add to your business expenses.

Why transfer? As for me, as a web developer, I like my registrar and hosting separate. For organizing purposes and automatic renewals. But for a start, you can go with the same registrar and hosting.

- **Competitive and honest pricing**

When looking around for your DNS registrar, make sure to read the fine print, especially if they're offering lucrative deals and promotions on their registrations for domain names.

This is because while the introductory prices may be low, it might eventually become unreasonably costly when you factor in the renewal fees and extras like private registration which is a feature you can avail of should you want your information to remain private and out of ICANN's registry.

With that said, it's important that the DNS registrar you choose offers not just competitive deals but is also transparent with their fees.

- **Grace periods**

While many, if not all, DNS registrars have auto-renewal policies, not all of them have offer grace periods for websites with expired domains. A grace period is helpful for businesses who missed renewing their domain names on the deadline if they're not on an auto-renewal policy.

This can also be helpful if the payment method used for the renewal has expired as well, giving their customers a chance to change the payment method such as the credit card on file. Finding a registrar that offers grace periods for their clients is important as it ensures you keep your domain even when you fail to meet the deadline.

Just as one of my experiences, one of our domain names expired because the credit card failed to pay the renewal fee. A good thing is the registrar offers a 30 day grace period from it's expired date. And because of that, we were able to renew the domain name.

- **Expired domains**

For clients who fail to renew their domain names on the deadline and within the grace period, a standard practice for registrars is to auction off those domains. While this won't be much of a problem if the domain name isn't highly sought-after as the previous owner can usually buy it back at a reasonable price.

However, some registrars try to capitalize on highly sought-after domain names by putting a high price tag on them. If the registrant wants to buy back the domain, it can be extremely costly and set them back thousands of dollars.

Therefore, if you want to avoid falling to this predatory practice, it's best if you research first which registrars are engaging in it.

- **Security**

Aside from ensuring that you don't fall prey to predatory practices, it's also important to cross-check a registrar's authorization as well as their security practices. This is because domain name hijacking is a very real problem, especially for those in a more competitive industry.

This is the practice of changing the information of the domain name's registration without your knowledge or consent, allowing them to take control of the domain and enable them to sell it either back to you or a competitor.

- **Add-ons**

Many DNS registrars offer add-ons when availing of their services like web and email hosting, private registration, web design services, and SSL certificates.

Consider which add-ons you prefer as sometimes availing of them can result in better deals. This can also make the building of your website easier and more convenient.

We will further discuss the details of hosting later on.

How much is a domain name?

Before we discuss hosting, let's dive into the details of the costs of domain names. The actual cost of your domain name and its annual renewal fees will depend on the registrar you choose.

The average fee for domain names is around \$10 to \$30 or around P500 to P1500 with the current foreign exchange rates.

However, this doesn't take into account the fees of add-ons, transfer fees, and other fees which is why it's important that you fully read the fine print of your agreement before agreeing to anything.

That way, you avoid spending more than what you planned and/or being burdened with charges you didn't agree to.

If you're still having trouble thinking of a good domain name, you can check namemesh.com to help you generate a good domain name.

But If you're already looking for a good registrar, I can recommend checking out [Namecheap](https://Namecheap.com) or [Namesilo](https://Namesilo.com). They are the two most leading domain registrars, and they offer a wide variety of domains.

Hosting

What is hosting?

Hosting, or web hosting, is what allows internet users to post their website on the internet. For this, you will need a web hosting service provider which is a business that has the equipment and technology needed to host your website so your clients can view and access it online.

Web hosts have special servers where they store or “host” your website which your clients can access by typing in your domain name into their browser search bar. While most hosting service providers require that you already have a registered domain name, you can also avail of this feature with your DNS registrar as an add-on.

What I did in one of my domains which is onlinetrepreneur.com is I hosted it with the same registrar, [Hostinger](#). That way, I was able to get my domain for free. You can check them out to see their offer. They are one of the affordable and yet reliable hosting that I found.

A web host is a necessary partner to your domain name as it's how your website can be published online. This means you won't have a website if you don't have a web host.

Aside from providing you with your own server to host your site on, they can also offer you a Cpanel or Control panel. This includes so many features such as convenient website building tools, databases, email accounts, FTP(File Transfer Protocol) files upload, and of course, your own website.

How to Choose the Right Hosting?

Choosing the right web hosting partner can be a daunting task, ending up with the wrong web host will often end up with unnecessary headaches and serious problems. If and when you find the right hosting partner, you can easily spend the rest of your life with a reliable, trusted, and high-quality performance web host who will always be available to address your pressing concerns through clear and transparent communications.

An unreliable web host can lead to a wide range of serious problems and disastrous situations such as losing all your important data due to security breaches by hackers, your website's search ranking and customer experience will suffer due to long downtimes and slower loading times which in turn will be detrimental to your business' revenue.

So here are some tips you can follow to avoid making mistakes that can potentially become huge problems for your website later on.

1. Know What Type of Web Host You Need

The first and most important rule when choosing the right web host is to know and understand what your business needs. This will help you narrow down the numerous web hosting options available out there and find the most compatible one for your business.

A good example is if you're planning to build a website that receives a lot of traffic daily, going for a shared server hosting may not be the best idea as these types of web hosts have servers designed to be shared by multiple small websites that have very limited demands.

2. Don't Get Hung Up on the Prices

Being a new and upcoming business owner, you're going to be working with a limited budget. But always keep in mind that when it comes to web hosting, you get what you pay for.

Numerous Web Hosting companies will offer the lowest prices and this can be quite tempting. Going for the cheapest price can often result in very slow servers which will lead to poor customer experience and service, numerous downtimes, etc. All of this will lead to the loss of thousands of potential revenues.

3. Choose the Right Hosting Package for Your Business

Numerous small and upcoming businesses looking to build their website turn to shared hosting as their method to save as much money as possible. But as stated above, the smaller the price the higher the risk of poor server performance.

Another option you can opt for is a Virtual Private Server (VPS). Although it is a little bit more expensive, it will provide fast, reliable, and high-quality web performance which will benefit you and your customer's experience.

How Much Does Hosting Cost?

The price for web hosting services is a huge factor when searching for the right web hosting for your business, especially true if you're on a limited budget. But the prices will vary depending on what type of website you're planning to build to cater to your business' needs.

Below is a list of different types of web hosting and their prices.

- **Shared Hosting** – is a server shared between small or medium websites that require very small server resources. A well-known and reliable shared hosting service provider can have an average monthly price of \$3 – \$14.
- **VPS Hosting**– Is a server with VPS(Virtual Private Server) for your website. It is also shared but compartmentalized hosting. This is an ideal choice for those with high-security concerns for their website. This is a more professional choice that leans towards practicality. This typically has an average price of \$19 – \$60 per month.
- **Dedicated Hosting** – Is a server dedicated to your website. This is lean into security, performance and control. You can choose this if you have a large company and lots of traffic. This has an average price of \$80 – \$120 per month.
- **Cloud Hosting**– Is a virtual server that can give your website a lot of resources like CPU, RAM, etc. This is also the most expensive of them all. This has an average price of \$80 – \$240 per month.

What is Wordpress

Today, 1 out of 4 sites are powered by Wordpress, making it one of the most popular ways to make and create blogs and websites. But what exactly is it? Well, in technical terms, WordPress is a type of open-source content management system. It enables you to manage features of your website without necessarily having coding skills.

When WordPress was first launched in 2003, its initial purpose was to be a blog publishing system. However, as the internet evolved, so did its range of services. It now offers a wide range of templates, features, and plugins, which makes running a website more convenient.

As of 2019, almost 35% of the internet uses WordPress, including the top 10 million websites. This surge of users started way back in 2004 when its competitor, Movable Type, changed its licensing agreement.

Moreover, what makes WordPress appealing is its accessibility to ordinary people. You just need a local computer and the software package, and you are ready to go.

Why Should You Use it in Your Business?

Here are some reasons:

- **It's Free**

WordPress is free because it is an open-source community project. From the perspective of an aspiring entrepreneur, this free access is an absolute advantage. Think of it as a free and effective way to advertise and sell your products.

- **It is the Most Popular CMS**

You can say that the popularity of WordPress is an effect of the bandwagon. The majority is using it, so many others are using it as well.

- **Flexible and Customizable**

WordPress can easily be customized by using themes and other plugins. It can also be developed any way that you want it to be.

- **Accessible to Anyone**

WordPress was able to present itself as a platform accessible to all. This makes them appealing to ordinary people who want their content to be published in the best way possible.

- **Security Updates**

Online threats are very rampant nowadays, but WordPress ensures its users with protection through constant security updates.

Some of the Features of Wordpress

Another reason why you should be using WordPress is that it has plenty of useful business tools.

Here are some key features that you might find helpful:

- **Easy Installation and Constant Upgrades**

There are plenty of web hosts that have one-click installers for WordPress, and nothing is more straightforward than that.

Softaculous, Installatron, Fantastico, and APS are some examples of these web hosts that offer one-click installation.

- **Easy Publishing & Publishing Tools**

Whether you will be making a business website, a portfolio, or a traditional blog, publishing it through WordPress is very easy.

You can easily do actions such as edit content or privacy settings, create a post through it's publishing tools.

- **User Management**

WordPress also allows systematic collaboration between all the people involved in running the website. It does this through its efficient user management.

WordPress user management will enable administrators to control the access of their team members. You can limit who has the authority to publish admin content or do revisions.

- **Media Management**

WordPress has an easy media upload feature. All you have to do is drag your desired picture to the uploader. You can also add captions to make the image more relatable. WordPress also offers image editing tools that you can use to crop and enhance your photos.

- **Theme Systems**

There are thousands of themes out there for WordPress websites. These themes will enable you to make your page as unique to your brand as possible. You can freely customize your theme.

- **Plugins Systems**

Although WordPress is already as incredible as it is, you can still extend its usage by enabling plugins. These plugins compensate for the features that are not readily available in WordPress. There are thousands of plugins available for any feature that you need.

- **Built-in Comments System**

WordPress also has a built-in comment section that allows engagement between the administrator of the webpage and its viewers.

This engagement helps to see whether the content is appealing to the target demographic or not. It also allows a space for discussion at the discretion of the administrator.

There are more WordPress features than what is mentioned above. However, in order to know them, you actually need to explore the platform and experience it firsthand.

There is no other content source management system that is as convenient and easy as this, and you should join the millions of other businesses that are making the most of this platform.

Create your Website in 4 Easy Steps

For someone who doesn't consider themselves techy, making your website may seem complicated, but it isn't. Just like with almost any other platform on the internet, signing up to create an account is like a part.

The same could be said when you create your website. It's simpler than you think, but you will need the guidance so you can land on the best ones among the sea of strategic choices you will be making from this point on.

Here's what you can do for starters.

Step 1: Set-up your Hosting and Domain

A website hosting and a domain are some of the prominent ways of owning a name on the Internet, and having a recognizable identity online can easily boost anything you offer. Learning about being able to run it efficiently is the main goal, but it's only half of the battle.

Your Domain Name

This can make or break your website, so when coming up with your domain, here are a few things you can consider.

- Start simple. Make it short and if possible, go with a (.) com domain as it is more familiar and easier to remember. You can easily upgrade to non-traditional TLDs (Top Level Domains) if you think it will eventually work better for your site.

- Be brandable. Choose a name that is catchy, easy to remember, and pronounce, and must embody trustworthiness. It has to be able to reel people in and keep them interested.
- Being original may be a safer option than buying existing domain names.

If you're truly out of ideas, trying out a domain name generator like namemesh.com might do the trick.

Hosting

To primarily get your website going, you will also need a web host, which is a company that allows users to access your content on the web. In simpler terms, it's like renting out the land on which you build your structure.

Web hosting allows you to use their technologies and services while you are subscribed or as you purchased, and users just have to type in your web address or your domain name. You can host your website in 3 easy steps:

Step A: Choose your hosting server

There are a lot of web hosting providers with reliable ratings and some of those are Bluehost, GoDaddy, Hostgator and Hostinger. Each server comes with a hosting plan that you can choose from.

If you want my recommendations, I highly recommend [Hostinger](https://hostinger.com). It's very affordable for starting out and very reliable

Step B: Pick a Hosting Plan

You have 4 main options: Shared hosting, VPS hosting, Dedicated hosting, and Cloud Hosting.

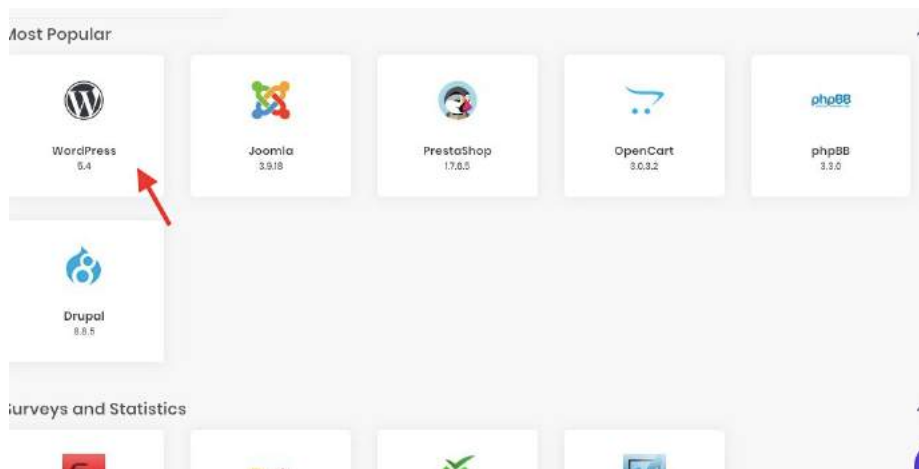
Step C: Change your NameServers

When you have already made your purchase of the web hosting, you will need to replace your Domain Name Servers Address with the server name provided to you on your Domain Name.

For beginners, it's advisable to get your domain where you host, just to avoid the hassle of setting it up. If you do this, you don't have to change anything. And your domain name will be automatically connected to your hosting.

Step 2: Install Wordpress

Go to your Hosting Cpanel and choose the app with the Wordpress logo for a quick installation.



After going through with the installation process, you will be required to fill out some necessary fields.

- **Website Name** – This will most likely be tied up to your domain name and in most cases, are both the same things.
- **Admin Username** – The name could be yours if you are the admin of the website, or it could be of the team or a company.
- **Admin Password** – This information has to be easily recalled only by those who are moderating the website and has to remain private and confidential.
- **Admin Email Address** – A professional or business email address is vital when setting up your account, so if you still haven't made one that is specifically for work, you should make one.

Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title

Username

Username can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password



Strong

Important: You will need this password to log in. Please store it in a secure location.

Your Email

Double-check your email address before continuing.

Search Engine
Visibility

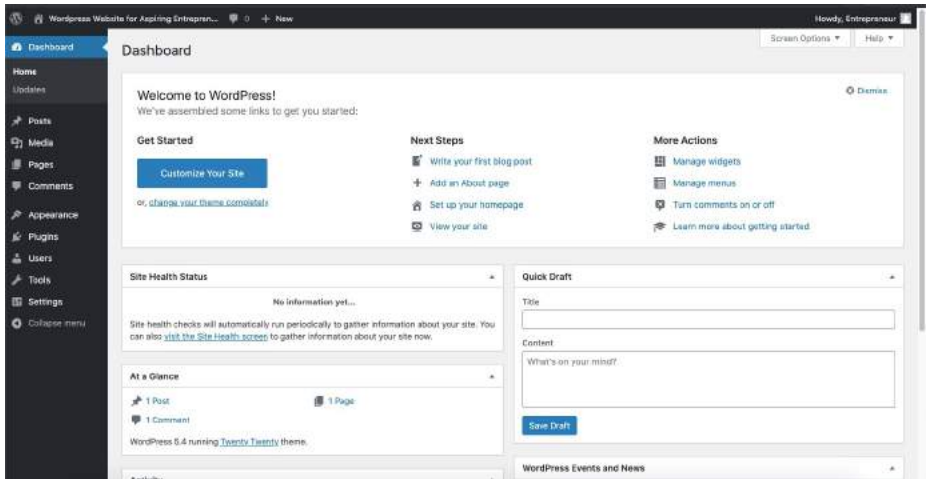
☐ Discourage search engines from indexing this site

It is up to search engines to honor this request.

Install WordPress

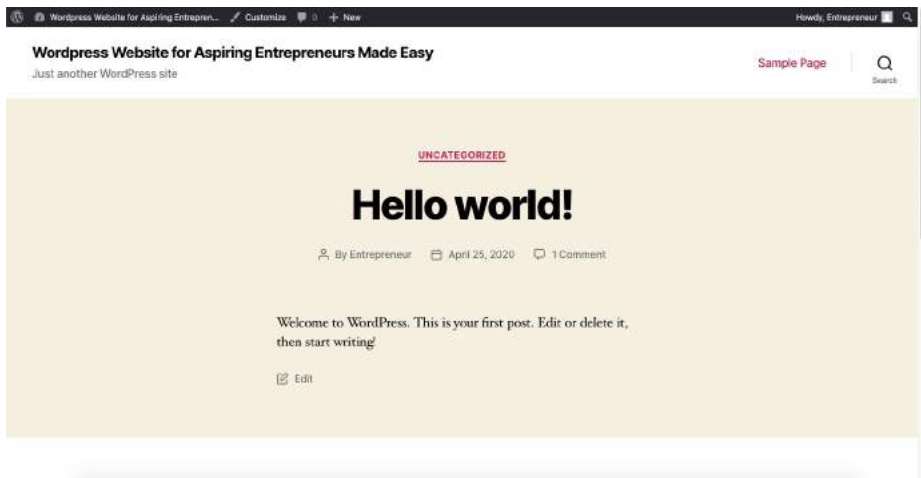
Making the Most out of the Admin Dashboard

A neat trick that newcomers to Wordpress don't immediately take notice of is the admin dashboard. Also called the WP Admin, this accessible control panel allows you to manage your content in a more efficient manner that saves you time and energy.



As a starting entrepreneur, tools like this act as a guide on how you are to oversee everything that goes on in your website. The WP Admin gives an overview of the activity, from and towards your content, and this allows you to respond to comments and queries about your website as soon as you possibly can.

It may seem like too much work, but over time, you will see yourself getting a hang of things and the next best thing is for you to upgrade your panel by adding plug-ins that can make your website for coherent, visually pleasing, and in overall, be more manageable



Congratulations to you and you can look forward to more growth from this point!

However, it must be said that it will all appear plain in the beginning, but don't be discouraged to start small.

Anything great, started with humble beginnings. Just like one commercial said "Great things start from small beginnings". and that's a good thought to stick to your heart as you go about your journey.

You need not to worry because this guide will stick around to tell you all you need to know about what to do next.

Step 3: Choose your Theme

How your website looks, in terms of the use of interface and layout, depends on how it is to be utilized. The content will determine what placement will work best, which color palette is more appealing and what system is more conducive to the desired goal.

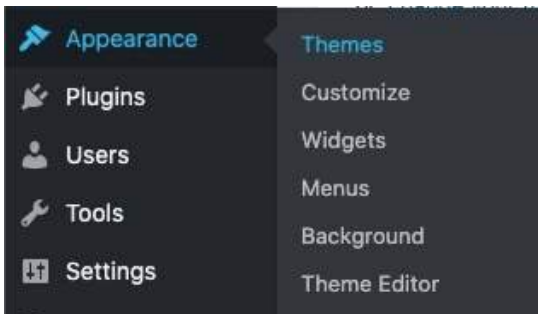
However, what will tie everything together and keep everything unified is a singular theme.

What is a theme?

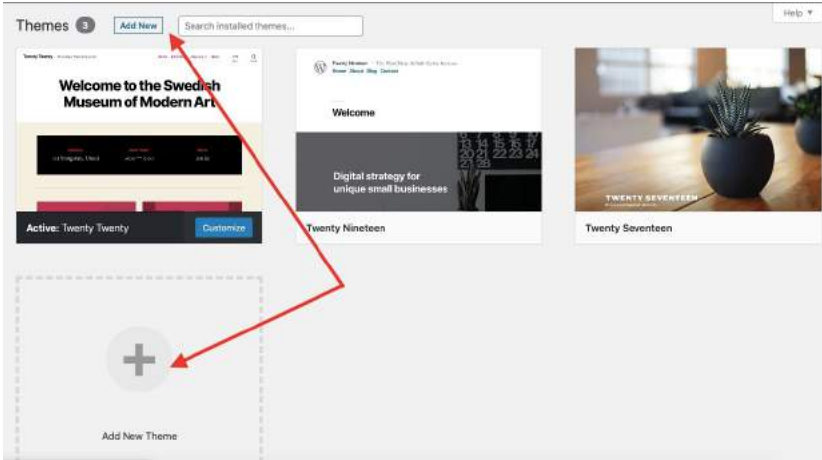
A theme is the appearance of your site, which will consequently be determined by the creative system made for the netizen to see. It's the point of coherence in terms of design, and it has to be clear upon first viewing.

How to Install a Theme

Step A: Go to Appearance, then to Themes

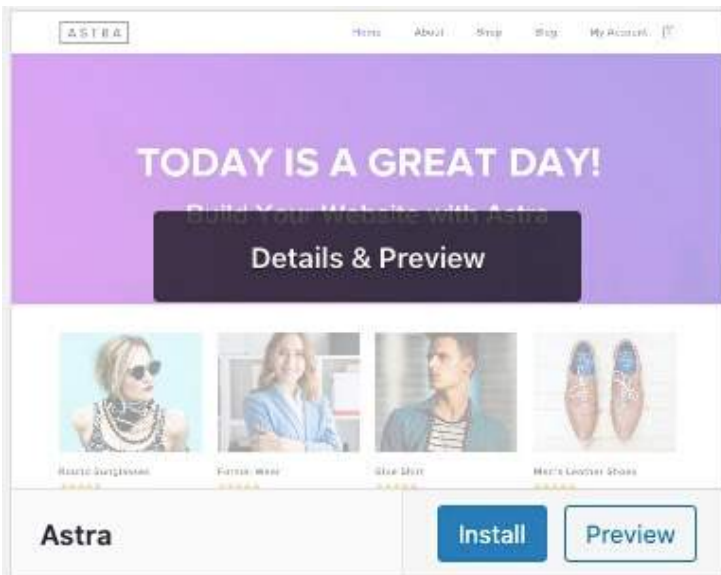


Step B: Click add new



Step C: Choose your theme

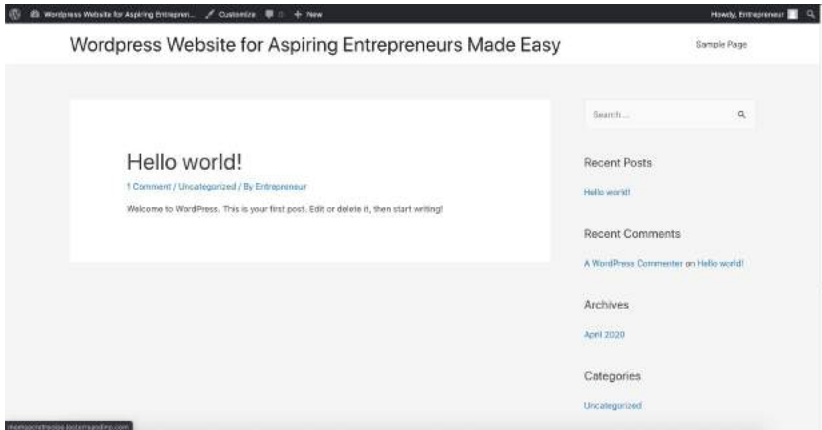
For starters, you can choose any of the free themes available in Wordpress. One of the recommended themes that is simple to use, with clean lines and a versatile layout is Astra, and you can try it for yourself now.



However, if you have certain preferences to target a specific market, Wordpress has hundreds for you to choose from, with a whole lot of them available for free.

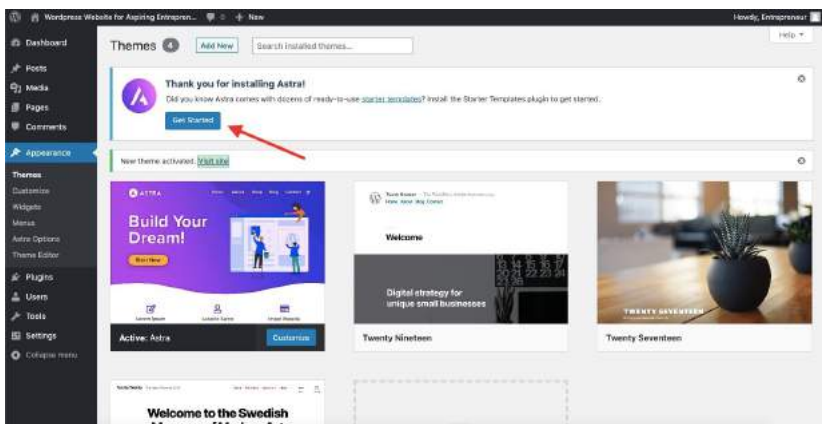
Step D: Install and Activate

You can see these themes on the preview to see how it looks with your content, and when you've made up your mind, click on install to activate your theme.



Step E: Install Astra's Starter Template

Once you have installed Astra. Let's install their starter template plugin by clicking get started.

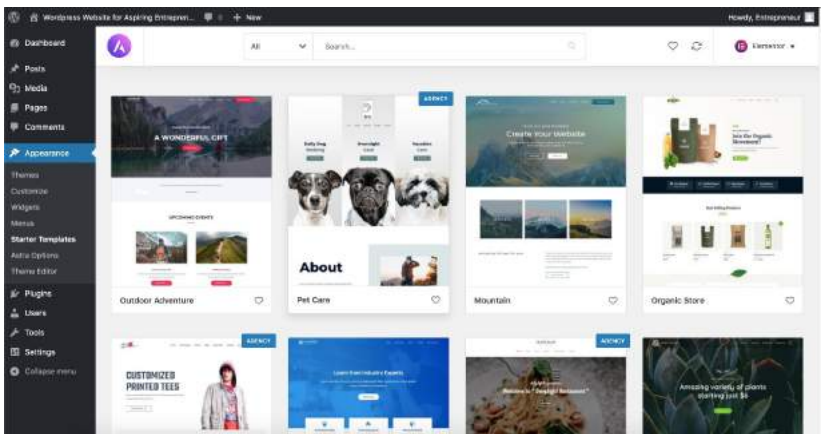
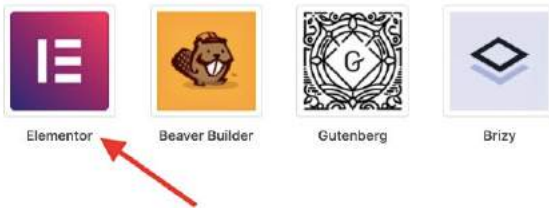


Select Elementor as your page builder. Elementor is basically a drag-and-drop builder plugin designed for WordPress. With this, you can allow any layout you want for your content and pages with ease. The best part is, you can install it for FREE!

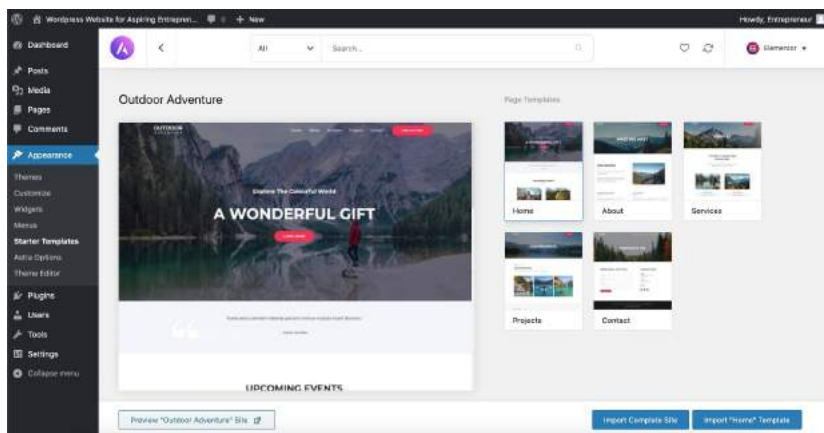


Select Page Builder

We offer starter templates that can be imported in one click. These sites are available in the following page builders. Please choose your preferred page builder from the list below.



From here, you can choose from any premade layouts. Once you have chosen a design, you have an option to import only the homepage or the complete site



Just click import and wait for it to finish.

Once finished, you can then take a look at your site to view the changes made.

Your Selected Website is Being Imported!

Import process can take anywhere between 2 to 10 minutes depending on the size of the sites and speed of the connection.

Please do NOT close this browser window until the sites is imported completely.

Importing Content.. 61%
Imported water-sports-01 (Media)

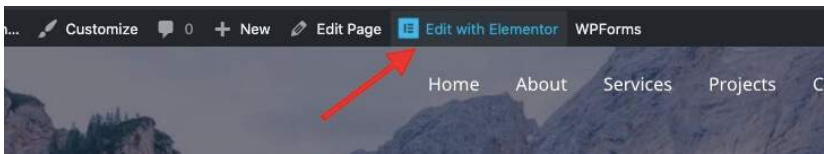


Importing..

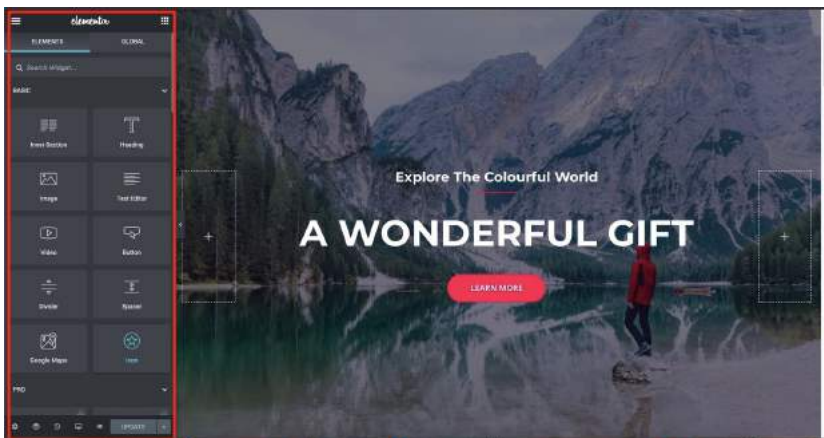
Cancel

Step 4. Editing Your Content using Elementor

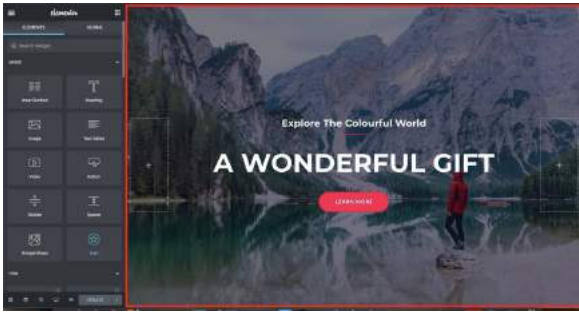
1. Go to the pages you want to edit and simply click on the “Edit with Elementor” option to get started.



2. Once you're in the Elementor editor page, you will see two tabs on the left: Elements and Global. The Elements tab will allow you to choose which elements to add on your current page. Meanwhile, the Global tab will let you change the global settings (Pro version).

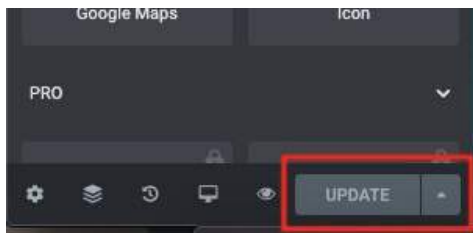


3. On the other hand, you'll see the layout of your page on the right where you can add or remove any modules you want. To start editing, simply click on one of the sections you want to change. You'll notice that it will be enclosed in a blue frame indicating that the section is currently being edited.



4. Simply hover on the section to see a number of editing options. You'll see options like Edit Section which lets you choose from a variety of styles, backgrounds, borders, and other settings, Duplicate Settings which let you copy the settings of the selected section to apply it to other sections, Add Section which is pretty self-explanatory, as well as Save Section and Remove Section.

5. Once you have added the elements you want, or remove any you don't like, make sure to click on the Save button to apply all of the changes made. You can find the Save button on the lower left corner.



At this point you now have a functional website.

Additional Info

Plugins

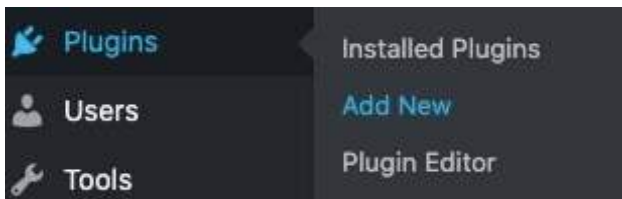
WordPress plugins are essentially apps that add more functionalities to your website. They can be compared to the apps on your smartphone. One of the benefits of installing plugins into your website is that you'll be able to make a lot of changes, ranging from minor tweaks to major overhauls.

How to Install a Plugin

In this step-by-step guide, we're going to talk about the steps on how you can successfully install a WordPress plugin.

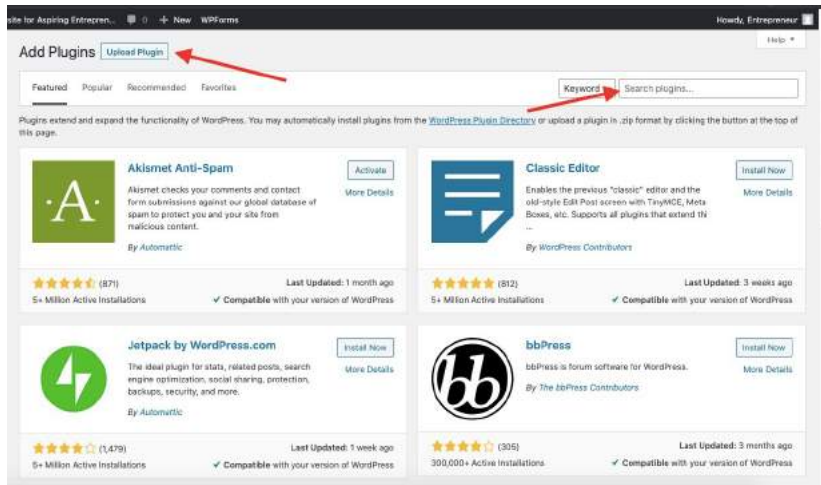
Step A: Hover to Plugins -> Add New

To start installing plugins, you have to access your WordPress dashboard first. Once you're in there, look for the Plugins section located on your left sidebar. Click on that, then a dropdown menu will appear. Simply click on Add New.



Step B: Search Plugins or Upload

In the Add New page, you'll see an option that will let you search plugins that you can install. In the search field, simply type the name of the plugin or the functionality you're looking for. You can also upload a file if you have a premium plugin



Step C: Install and Activate

Once you find a plugin for that, simply click the Install Now button right next to it. WordPress will then automatically download and install the plugin on your website. After installation, an “Activate” button will then replace the Install Now button.

Simply click it to activate your newly installed plugin. As long as you follow these steps, you can do the same for any other plugins you want.

Accessing the Admin Dashboard

To access the admin dashboard, simply go to your website’s backend or “administration area”. This is where you can create and edit content for the pages of your website.

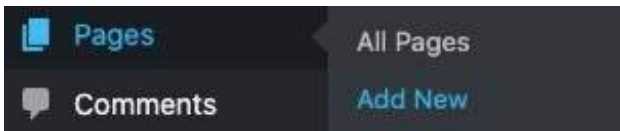
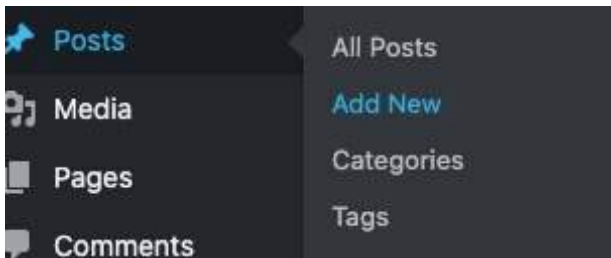
By default, the URL for your backend will be <http://www.yourdomainname.com/wp-admin> (simply replace yourdomainname.com with the URL of your website). In the login page, enter the username and password you used when you set up your WordPress website.



The image shows the WordPress login interface. At the top center is the WordPress logo (a blue 'W' inside a circle). Below it is a white login box with a light gray border. Inside the box, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. To the right of the password field is an eye icon to toggle visibility. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with white text that says 'Log In'. Below the login box, there is a link that says 'Lost your password?'. At the very bottom, there is a footer link that says '← Back to Wordpress Website for Aspiring Entrepreneurs Made Easy'.

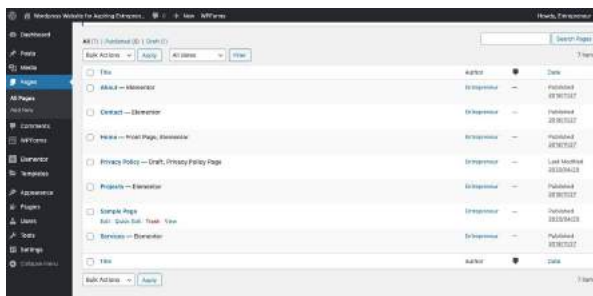
Pages and Posts

Wordpress Pages and Post are different. Pages are static content like “About us” or “Contact us”. Pages do not need to change frequently. While Posts are articles or blogs. It also has a published date and sorted according to it.



Editing Your Content

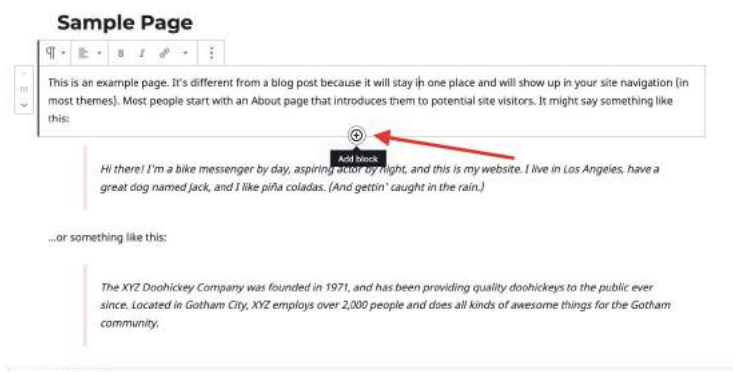
Once you have logged in to your dashboard, simply go to the Pages section which can be found on the left sidebar. This is where you'll find a list of all the existing pages that are found within your website.



In order to start editing content on your pages, simply hover over a Page Title which you can find in the list of pages. After that, simply click on that or on the Edit option to start editing.



You can edit it visually (or via a plugin Elementor). Wordpress also uses blocks. You can just click the add buttons to add sections



In the far right section, you'll see the Toolbar Toggle button which will show an extra row of buttons.

You can highlight your content or press a button in order to apply your desired style to the current selection. The best part is that you can play around with the controls without breaking anything since you have the freedom to delete any changes or simply not save them.

After you're done editing your content and adding all the appropriate images, the next thing you should do is to save the changes. This can be done by simply clicking Publish on the top right portion. You can also choose to Save Draft if you haven't finalized your content yet and want to get back to edit it later. If you choose Publish, this will make your content go live and viewable by your visitors.



Adding Images

If you want to add images into your content, you simply have to click the Add Media button. After that, the Insert Media dialogue will then appear. If you have uploaded images before, you'll be able to see them in your Media Library tab.

However, if you want to upload new images, simply choose the Upload Files tab then click on Select Files. Simply go to the location where you save your images on your hard drive, choose which images to upload, then start uploading.

Alternatively, you can also use WordPress' handy drag-and-drop interface where you simply have to drag the images you want to upload then drop them into Insert Media tab.



Meanwhile, the size will determine how big the image will appear. If you choose Full Size, then your image won't be rescaled.

However, there might be instances where it won't fit on your page properly. After you're done playing with the settings, simply click "Insert into page".

Conclusion

If you have followed this guideline, then I would like to congratulate you because you have built your very own website. Be proud of yourself!

But this is only the start, this is to jumpstart your online presence. As a website owner, you need to study and learn different strategies to add more content and gain more traffic and eventually earn money.

Here are some of the info you need on how to use your website effectively:

- **Landing Page** – One of the most effective ways of getting potential customer's emails is by using a standalone landing page. This where you get their email address
- **Email Marketing** – Once you get their email address, you can send them special offers and promotions about your brand and product.
- **Sales Page** – A sales page is where you can send your potential customers to buy your product or avail your services. This is considered as the best salesman in the world. Because once you set this up on your website, it never takes a rest. It never gets sick nor gets tired. And the best part is it's available 24/7. Just make sure your website is always up and running :-)

Ideas to Maximize your Website

Your website must have eye-catching details that will entice customers to click and know more about what you are offering. In order to do that, you can provide a benefit or sympathize with their pains. However, you can also create your own approach and try its effectiveness. Either way, when jumpstarting your website, make sure that it is centered on your target demographics.

Another way of utilizing your website is by putting industry-related articles. Create an informative blog section. Think of what customers might ask regarding your industry and give sufficient answers about it. As customers read your article, you can also integrate your product, which provides you with another form avenue of advertising.

Moreover, it is always a good idea to show how much you have satisfied your previous clients on your website by putting testimonials and reviews. This gives potential customers assurance that you are indeed going to fulfill their orders, and the quality is how you say it will be.

You see, websites should be centered on the preference of your target customers. If you are marketing with women, then the tone, color, and essence of your website should be driven towards what the majority of women likes. Doing this would require you to do a lot of research and study towards what other brands are doing as well.

There are plenty of other ways to utilize a website. However, it requires a deep understanding of your target market and the current trends in order to make it effective. Some platforms and tools will help you become successful in this, but you should also be always hungry for more knowledge to keep succeeding.

Final Remarks

From the bottom of my heart, I would like to thank you for purchasing this ebook. I hope it helps you just as it helps other people.

A quick question, would you be interested if I can make a course that can show you how you can use your website as a selling engine to help you sell your product or services automatically?

If you are interested, kindly email me at lester@onlinetrepreneur.com. If not, you don't have to email me back. But your feedback will be highly appreciated.

Thank you and God bless!

“Never stop learning, never stop growing”

To your success onlinetrepreneur,
Lester Reandino