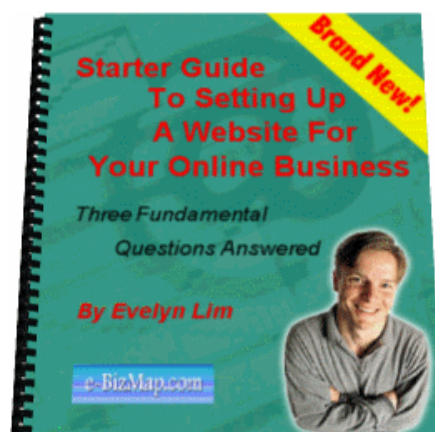


## **STARTER GUIDE TO SETTING UP A WEBSITE FOR YOUR ONLINE BUSINESS ---Three Fundamental Questions Answered!**



Brought to you by Evelyn Lim

<http://www.e-BizMap.com>

<http://www.EvelynLim.com>

**All RIGHTS RESERVED.** No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission by the author.

**DISCLAIMER AND/OR LEGAL NOTICES.** The information presented herein represents the views of the author as of the date of the publication. Because of the rate which conditions change, the author reserves the right to alter and update his opinions based on the new conditions. This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt had been made to verify the information provided here, the author and his/her affiliates cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

**You are allowed to distribute this report as a free gift or bonus to your subscribers of visitors and to include it as part of a downloadable package or membership site.**

**The only restriction is that you CANNOT MODIFY this report in anyway without the express permissions of the author.**

Dear reader,

This is a short starter guide to setting up your website. The topics that I'm covering in this report are:

- Part 1: How to choose a good Domain Name for Branding and Marketing.
- Part 2: How to choose a good Webhosting Company.
- Part 3: How to build your website.
- Bonus Section: Planning Your Site.

This guide is compiled based on the top 3 questions that I commonly receive from my subscribers and friends.

In fact, I've made my fair share of mistakes on these areas. My problem was that there was no one to teach me on choosing a good domain name for branding and marketing purposes. Sure, there is plenty of literature on choosing a domain name but there was not much information on choosing one for branding purposes.

It is always better to start things on the right foot. Brand value takes time to build. You will waste less time and money with this guide!

With regards,

*Evelyn Lim*

<http://www.e-BizMap.com>  
<http://www.EvelynLim.com>

## **Part 1: How to choose a good Domain Name for Branding and Marketing**

First, consider if the domain name registrar is an ICANN accredited registrar or a reseller of domain names. Usually, an ICANN accredited registrar is able to offer domain names at cheaper prices.

I register all my domain names with <http://www.godaddy.com> . The registration services here are one of the cheapest that you can ever find. You then type in the domain name that you are considering and see if the name is still available.

A good domain name is one when you also consider branding and marketing factors. Here are 8 hot tips when it comes to a good domain name strategy:

1. **Easy to remember.** It will be even better if you can choose a domain name that is catchy. A domain name that is easy to remember adds value to your marketing.

2. **Make it Relevant.** To go about this, brainstorm on the keywords for the business that you wish to be in. You can use <http://www.wordtracker.com> and sign up for a trial account to get a list of related keywords. Or go to <http://inventory.overture.com> for keyword suggestions.

3. **Consider Word Combinations.** If you find that most of the short domain names have already been taken, you can always register word combinations. Godaddy.com provides you with some word combination suggestions as well.

4. **Do not use hyphens for primary sites, the ones that are dedicated to sell.** The rationale is this: the first natural instinct of anyone trying to remember your website address is to type in a name without hyphens.

A lot of people register hyphenated domain names for Search Engine Optimisation reasons. They do so by having the keywords in the hyphenated domain names.

The best strategy is to get both the hyphenated and the non-hyphenated one.

If you use a name that's hyphenated and you don't own the non-hyphenated one, you are going to send traffic to whoever who has the non-hyphenated version.

5. **Register domain names for offline marketing purposes.** If you do any offline advertising, you must use a separate domain for each affiliate product or business that you are promoting.

When you become an affiliate of an online merchant, you get a commission for referring sales and/or leads. As an affiliate, you get a link coded with your ID to promote.) Your affiliate link can look something like this

<http://www.proanalyzer.com/cgi-bin/affiliates/clickthru.cgi/limevelyn>

The link does not look too professional. If you promote this offline, don't expect people to type in the entire link.

You can consider registering a new domain and then do a domain forward to the affiliate site. Forwarding a domain name enables you to direct incoming traffic from your parked domain to an already existing website. Thus, when someone attempts to access your domain, he or she is automatically redirected. A parked domain is a domain name with domain name servers (DNS) set to parked.

Example: Domain forward and Masking to an Affiliate Site

Suppose you register a new domain name (seconddomainname.com ) for your affiliate website at <http://www.affiliatewebsite.com/cgi-bin/youraffiliateid>.

Access your godaddy.com account and click “Manage domain forwarding”. Select the domain name that you wish to forward (seconddomainname.com) and type in the destination address (<http://www.affiliatewebsite.com/cgi-bin/youraffiliateid>).

Next, you want to consider forwarding with masking. Check on the masking option when you are shown the box for domain forwarding. Forwarding with masking prevents visitors from knowing that they have been redirected by securing that your domain name remains in the visitor's browser's address bar when he/she is being redirected, thus concealing the actual destination address.

The forwarding with masking option further enables you to add a title, plus description and keywords meta tag data to the masked site. Title and meta tag information is important to a Web site's search engine ranking, but does not influence how a Web site is being displayed.

Example: Domain forward to a Webpage that you host

Note that the above method of forwarding your domain name directly to an affiliate website that you are promoting may not allow you to capture your prospect's information (and track your traffic statistics).

The best solution round this is to write a review of the affiliate program ( with your affiliate links in the review article), host this review page on your website (for example. <http://www.mainwebsiteaddress.com/reviewpage.htm>), and then forward newdomainname.com to this review webpage (<http://www.mainwebsiteaddress.com/reviewpage.htm>). That way, you will be able to give your own product endorsement as well as capture all traffic information and statistics that is accessing this page on your website.

**6. Register with a dotcom extension.** Most people, including all big MNCs, register with a dotcom extension. If you want a website address that people can easily remember, then try not to deviate from this tip. You will only consider adding your country's extension after the dotcom extension if you want to market your website

locally. For instance, if you just want to target Singapore (sg) as a market, your website address will look like <http://www.domainname.com.sg> .

However, I always recommend omitting the country's extension as you may never know the day when you decide to go global. You will save yourself tons of trouble and money if you registered your domain name as just a dotcom extension right from the start.

**7. Consider using your own name for branding.** If you are branding yourself as an expert, how about using your own name for domain registration? That way, when people think of you, it is easy for them to remember your domain name. For instance, after learning this tip, I registered <http://www.EvelynLim.com> straightaway.

**8. Avoid spelling problems.** Try to avoid words that are spelled differently in American and English versions, using misspelled words or words that are difficult to spell. A good example of American versus English spellings include words like "centre" and "center".

To learn more about domains and to get a free ecourse, please visit <http://www.BizMint.com> . You can wildly profit from expired domains!

## **Part 2: How to select a good webhosting company**

A webhost is a service company which stores, or hosts, your website pages on its servers. By doing so, others can view your website on the world wide web 24/7.

Here is a list of 7 criteria when I choose a webhosting company:

1. **Uptime record.** This should not be less than 99.7%. Choose a company that has a proven track record.
2. **Interface or Control Panel.** I prefer if there is an easy to manage control panel that I can administer my hosting account from.
3. **Number of POP3 email accounts.** I prefer to have multiple email accounts for easy management of my inbox. For instance, I created [evelyn.blog@e-BizMap](mailto:evelyn.blog@e-BizMap) for all matters relating to my blog and [support@e-BizMap.com](mailto:support@e-BizMap.com) for all administrative matters.
4. **Storage.** You need to find out how many megabytes of storage space is offered to house your website and pages. Normally, a basic account of 500MB is pretty sufficient for my needs.
5. **Server Platform.** Your website requires more than just HTML, if you intend to have membership management, affiliate programs or discussion boards. Windows platforms usually supports ASP (Active Server Pages), CFM (ColdFusion) and SQL Server Database while UNIX platforms is able to support PERL or PHP (Hypertext PreProcessor) and my SQL databases.
6. **Bandwidth.** Your webhosting company is probably hosting hundreds of other websites on its server. As such, there can be hundreds of thousands of concurrent incoming traffic in any single minute. It is best to choose a hosting provider that is located in a reputable data centre with a bandwidth of at least 500Mbps.
7. **Customer Service Support.** I judge good customer service support by the response time and whether I get all my questions answered.

While GoDaddy.com offers good hosting plans and provides excellent customer service support, at the time of writing of this report, its webhosting accounts are not accessible via a control panel. In fact, you have to use your FTP software to upload your webpages.

One option you can take is to register your domain at godaddy.com and host your website with another company. Contact the support department of the latter company for help in this area.

Other than GoDaddy.com, there are plenty of webhosting companies available on the internet. Click over to <http://www.e-BizMap.com/webhosting.htm> for some recommendations.

### **Part 3: How to design your websites**

Do you get someone to design it or do you design it yourself? The best way to gauge is to ask yourself what kind of website you are building. If you are just setting up a plain vanilla mini-site (just a sales letter) then it doesn't hurt to learn how to build it yourself.

For designing and developing your site, you can use software packages like Dreamweaver or Frontpage. Most software packages are WYSIWG (What you see is what you get) so you can always correct your design flaws pretty easily.

I build my websites using Dreamweaver. For designing logos, I use Photoshop. I play around with both these software and borrow books from the library to help me get started.

For professional and nice looking photos for your website, a good source is at <http://www.dreamstime.com>. You can buy royalty free pictures and download them for less than \$1 per image.

Also, don't forget to check out <http://www.e-BizMap.com/articles/websitelook.htm> for tips on designing a professional looking business website.

If you prefer to use a template, you can consider checking out a wide selection of ready-to-use templates, starting from as low as \$4.99 here at <http://www.4templates.com>. You still need to have some knowledge of Dreamweaver or Frontpage, so that you can make changes to the website template.

If you find that learning Dreamweaver or Frontpage is beyond you, then you can always opt to use website builder solutions. For instance, I recommend you check out <http://www.websiteswizard.com>. You can try out the free account and there is even a 200+ page ebook to help you.

The most expensive solution will be of course, getting someone to design and develop the site for you. You can check the newspaper classifieds to find someone suitable. On the internet, you can also post your job descriptions at <http://www.elance.com> or <http://www.rentacoder.com>.

Even with hiring freelance designers, it is still advisable to learn some basic HTML codes yourself. What if you need to tweak your site or make some minor changes? It is actually not all that difficult. I am also a very non-technically inclined person but manage to learn enough for my own needs.

### **Bonus Section: Planning for a Simple Site**

When you launch your site, you need to:

**Attract Traffic → Turn Traffic into Prospects → Turn Prospects into Customers**

With this flow chart in mind, you plan your site accordingly.

First, to attract traffic, you need to provide good quality content. After all, people go on the net to look for information. That's what the search engines love to. Good quality content before their spiders come a-knocking! Your webpages get ranked higher in search engines especially if your content has highly relevant keywords.

So focus your energy on building your site into a content-and keyword-rich one. Provide articles and free information. Give your visitors plenty of reasons to stick around on your website and to come back again.

Then add pages and links to your products and services.

If you focus on building content after content, the traffic will come. In the meantime, you also offer a newsletter ezine; so that you know who your target customers are and also begin to build your mailing list.

You can then consider doing some preselling. As it's often touted, "The Money is In the List". Here's when you then turn your prospects into customers and watch your income grow!

### **Conclusion and Summary**

There are, of course, lots more to putting up a website. Some of which you get to learn along the way and by experiencing them yourself.

*The thing is ....Don't expect to put up the perfect website the first time round. You will probably need to enhance it, add more features, improve on your copywriting, etc every few months.*

**AND** the best thing you can do for yourself is to **GET STARTED!**

Regards,  
*Evelyn Lim*

Evelyn Lim is the publisher of the very popular newsletter aimed to help the aspiring e-business owners. She hopes to equip her readers with skills on acquiring multiple sources of online income.

To subscribe, please visit <http://www.e-BizMap.com> or visit her blog at <http://www.EvelynLim.com> for more details.