

# TEN STEPS TO BUILDING YOUR WEBSITE

By Monica S. Flores

## *Getting Started*

1. Choose your Domain Name [www.yourname.com](http://www.yourname.com) (also .net and .org versions)
2. Get Hosting *GoDaddy.com or 10kHosting.com. Use Economy Linux Hosting*
3. Use Hosting Connection or basic files *start with Blogging software like Wordpress*
4. Create your Files *Home, About, Products/Services, Clients, Testimonials, Contact*
5. Maintain Your Content *keep your content up-to-date with weekly updates*
6. Make it Easy for your Customers *what are your customers looking for? guide them*
7. Increase your Page Content *add quality content for maximum search engine results*
8. Link with Others *cross-link with associates and use your website in your advertising*
9. Add new features *add new functionality on a regular basis*
10. Measure your results *Analytics: who's visiting your website for how long? keywords?*

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## *More ideas*

Facebook *some people use groups or fan pages to connect with Facebook users*  
Flickr.com *an easy way to organize photos*  
YouTube.com *do you want to show video of your product or service in action?*  
Google.com/calendar *publish a calendar to your website*  
Google.com/adsense *publish advertising relevant to your page content*  
Announcement lists *group lists like Google groups or Yahoo! groups work*  
Sxc.hu or istockphoto.com *for no or low-cost images*  
Open Source Programs *Joomla.org and Drupal.org for more robust content management*  
LinkedIn.com *manage your professional network*

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## *Selling Online*

Paypal *2.9% per transaction, Visa, Mastercard, Amex, Discover, no monthly fee*  
Etsy.com *an easy online store for your handmade crafts or jewelry*  
Other offerings *can you sell e-books, logo placement, text ads, reviews, or members-only items?*

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*More tips in "Fifty-one Ways to Build your Community of Clients Online" at  
[www.asuccessfulwoman.com](http://www.asuccessfulwoman.com)*