

# How To Plan A Website



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# Introduction

World Wide Web...

It's only three words, but it's one huge opportunity!

The internet is surely to be one of the greatest inventions of all time.

There are so many things great about it, one of which are the amazing incomes that many people, including myself, are claiming to make, every day, every week, every month - all by using the world wide web.

Naturally, we are all intrigued. We want more information. Can these figures really be achieved? And if so, by somebody such as...well... me?

In the last few years in particular, there has been a web explosion of eye-popping headlines of earning potential, simply by working from home with your own website. And what's even more incredible is that- YES! - it would appear that anyone can do this.

Come on? Anyone? Really?

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Mmmmm....

Ready for the truth?

Well the truth is that only those with the mind of success can create it. It's true.

I never thought I'd be writing a ebook about how to plan a website or offering free video tutorials on exactly how to make your best website. When I first got started, I found myself hopping from site to site trying to sum up the information needed to make a website, but one important part was skipped. Planning! Failing to plan my website before making one was almost as bad as choosing a free web host to make a website.

For a long time I wanted to set up my own home based business. I understood the concept and that a great income could indeed be made.

I also understood that vital to my success, was a website.

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Trying to locate a SIMPLE beginner's guide to making a website that would show me exactly what to do was like trying to squeeze wine from a rock.

I was amazed. I couldn't find what I felt like I needed. After figuring everything out on my own and years down the line, I figured I make a website that would help you.

One of my favorite quotes is by Zig Ziglar:

**I believe you can have whatever you want in life, as long as you help enough other people to get what they want in life.  
-Zig Ziglar**

Sure, there were lots of so called 'beginners' guides out there, many in fact, but even these - without exception - became too complicated too quickly.

Before

I knew it I was reading about html coding, CSS... etc. What in the world? It had to simpler than that. I hope that you find this ebook and my website simple enough. If you have questions at anytime or see areas that could be improved, please contact me and let me know.

So, let's get ready to go through some simple steps of planning your website.

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Before we begin - a few facts.

FACT! If you fail to plan, you've already planned to fail

FACT! Fantastic incomes on the web CAN be made. But - and it is a BIG 'but' - just like any business, to reach these dizzying heights you will have to be prepared to put in the hard work.

FACT! Hard work is behind those big checks and income statements that you see.

Don't get blinded by other people's income. We all see these fantastic headlines, and want a piece of it. We sign up for information, maybe purchasing a product or two (or three or four) along the way.

FACT! Online success only comes after a mind of success.

Ready, Set, Let's Get Started!

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# Importance of Planning A Website

Point blank... if you do a thing right the first time, you wont have to waste your time doing it again!

In the case of making a website, failing to plan can really cost you... I'm not just talking about money, but it can cost you the loss of visitors and potential customers as well.

It's important that you realize the seriousness of putting your best foot forward and begin to understand what a first impression on the world wide web is all about.

In the same way that you want to make a great first impression when you meet someone in person, you'll need to take the same approach when it comes to building a strong and successful website.

Your website will be as a person see's you. It is your representation. So, before you make a website, plan.

By planning, you'll avoid many mistakes that may not appear today, but show up in your future... so make it easy on yourself and take a few minutes to plan okay?

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## You Must Find The Time



Are you a pretty busy person? Exhausted at the end of the day from working a full-time shift, only to come home and have to do more work, whether it's around the house or taking care of your demanding children, who live in their little world of know worries.

It's okay... you can find a little time and delegate it to sitting, writing and brainstorming.

I myself am a mother and I know first hand how tough it can be to find the time to do much else, other than relax!

But hey, if I can do it, surely you can! No excuses.

Grab a pen and notepad and find a cozy place and prepare to ask yourself some questions.

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## Some Questions To Ask Yourself

As you go through this section, it's very important that you don't just think about the "right now".

I need you to really visualize some of the things that you may want to do with your website in the future.

Understand the importance of keeping a door open just in case you decide to go through it.

Just because you may not need certain features right now doesn't mean that you never will. So, keep that in mind when answering these questions.

"Right now" you may just want to make a website for personal use, but 5 months from now you may want to sell products or services.

It's very important that you take your time and think it through so you can choose the best web host to make a website.



Below I've put together a group of great questions that you should ask yourself before ever make a website:

1. What is my goal?
2. Why do I want to make a website?
3. What will be the purpose of my website?
4. What is my niche?
5. What will be the main keywords of my website?
6. Do I want a personal or family website?
7. Do I want to sell products or services?
8. Do I want to create a website along with a blog?
9. Do I want my website to make money for me?
10. Where do I see the growth of my website in 6 months?

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## What Features Will You Need or Want?



This section is one of the main reasons why you need to plan before you make a website. There are so many people who have created a website before planning and about 2 months after creating the website, they want to start uploading videos, but unfortunately their current web host doesn't have that feature.

This is another reason why I **DON'T** recommend using a free web host.

So that's why I have you plan before you make a website and visualize not only the beginning process of website creation, but the possible features you may want to add to your website 3, 6 or even a year from now.



Ask yourself if you will want to...

1. Create multiple pages within your website?
2. Personalized email addresses with your domain name?
3. Upload photos?
4. Upload videos?
5. Upload ebooks?
6. Mp3 Files?
7. Add a chatroom?
8. Add a blog?
9. Toll-free customer service and support?
10. Utilize search engine optimization services?
11. Build your own ecommerce store?
12. Sell product and services?
13. Add PayPal
14. Be in full control of your website design and colors?
15. Make money using your website?

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## What's Your Niche?

What's a niche? Quite simply a niche is like a focused category. Your niche should be a passion or an area of expertise. The more narrow and focused your niche is, the better it will be for people to find you through the search engines.

Once you know your niche, you'll be able to determine what your keywords are. Keywords play a very important part in being found by searchers and ranking high on the search engines.

Whatever niche you choose should be something you enjoy! Don't make it a bore, especially when it doesn't have to be.

Think about it for a minute.... the people you see on T.V. Are those doing what they love to do and making a living by doing just that.

So, find that thing you love and build a website around that! Ultimately the choice is yours, so choose anything that your comfortable with and that will work for you.

I created a free Niche Topic List ebook that should give you some niche topic ideas.

## Choose A Domain Name



Now it's time to choose the right domain name for your website.

Do you know what your main keywords are? You'll want to use them in your domain name.

Your domain name can be 63 characters long, and include letters, numbers and hyphens. Even though you get to use 63 characters, don't. You want your domain name to be easy enough for your visitors to remember right?

Shoot for a .com extension, and this is only because it's the most popular and most memorable for website visitors, however, there are other options. I'll leave that up to you.

Your domain name should be a short description of whatever your website is going to be about.

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I always recommend writing down at least 15 different domain name possibilities just in case one is taken. One of the great things about making a website with Homestead is that if the domain name you've chosen is taken, they'll give you a list of other options that you can choose from.

After you've chosen your domain names, you can now register your domain name and begin making a website.

Do You Need A Little More Help Choosing A Domain Name?.

[www.NameTumbler.com](http://www.NameTumbler.com) will help give you some ideas for choosing a domain name based on your keyword/s.

Warning: If your domain is available, but your not ready to make a website yet, I strongly recommend that you go ahead and register it, before someone else does.

## Choose The Right Web Host

Choosing the wrong web host can literally destroy your website. But if you planned your website, you already know what you need to make a website “right now” and what you'll need in the future when you choose to upgrade your website.

For years I've used Homestead, an award winning web host provider, with a proven track record and a great report with The BBB, The Better Business Bureau.

Recently, Homestead joined hands with Intuit.

I've made good money using Homestead as my web host provider and with the many features, you can earn money online to.

After you've planned your website, visit my website to get started. I've created many video tutorials that will help you along the way. If you have any questions or if you need help in an specific area, go to my website and click on the Questions? Tab, and submit your request in the forum. Thanks.

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In closing, I'd like to share with you a quote, that has stuck with me..

**If you can dream it, then you can achieve it. You will get all you want in life if you help enough other people get what they want**

**-Zig Ziglar**

Take care.

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