

DOT COM YOURSELF

# Get Your Own Site! Your December Craftalong

Getting online with your own domain  
is easy, fun, and has unlimited options

craft  
bake  
make

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## ▶ **What do I want to say to the world?**

- ▶ Areas of expertise
- ▶ Advice
- ▶ Selling?
- ▶ Blog – an online diary/journal

WHAT IS THE PURPOSE OF YOUR SITE?

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## ▶ **Domain (yearly charge)**

- ▶ Dot com, dot net – your address, or URL

## ▶ **Hosting (yearly charge)**

- ▶ Free – Wix, Blogger, WordPress.com – doesn't come with domain name
- ▶ Paid – GoDaddy, Bluehost, Network Solutions, many others

WHAT IS NEEDED TO MAKE A SITE?



- ▶ Register a domain and sign up for hosting.
- ▶ We recommend **Choice Plus** plan from [Bluehost.com](https://www.bluehost.com).  
One-year initial hosting cost – \$7.95 per month, so \$95  
Three-year initial hosting cost - \$5.95 per month, so \$214 for three years  
Costs increase after initial term, so three-year plan is recommended  
We do get a commission for new account sign-ups

## HOW DO I MAKE THE SITE?

- ▶ With a single hosting plan, you can host multiple domain names. Have as many sites as you want.
- ▶ Email accounts with your custom domain name. Are you Buffy? Want [buffy@buffypaints.com](mailto:buffy@buffypaints.com)? Buy the domain and set it up.
- ▶ Gives more control than free accounts.
- ▶ Set up analytics with Google Analytics or [Clicky.com](https://www.clicky.com). See what visitors are doing, where they are from and how they got there.

## BENEFITS TO HAVING A HOSTED SITE

- ▶ In hosting account, install WordPress
- ▶ Set up login to WordPress to manage site
- ▶ Log into site's dashboard  
login URL would be [www.\(Your Domain Name\).com/wp-admin](http://www.(Your Domain Name).com/wp-admin)
- ▶ Pick a theme (template for site) – often part of install process

WITH DOMAIN & HOSTING, INSTALL WORDPRESS

- ▶ MAKE A PLAN

It's important to have an outline of what pages you will have

Look at sites similar to what you want to do and see how they are structured

- ▶ Write text for each page

- ▶ Images

WordPress will make it easy to resize most images to fit in your layouts

It helps to size, crop, edit using program like Photoshop

Or use other photo editor, like the free online service PIXLR

Save filenames to be keywords (chocolate-fudgesicle.jpg, for example),  
so Google will find them and show them in Google Images

# HOW DO I GET MY CONTENT ONLINE?

- ▶ Themes – the overall look and feel of your site – can edit theme options  
Many free options, or buy premium theme like Avada from [themeforest.net](https://themeforest.net)
- ▶ Plugins – extra functionality, like web contact forms, photo galleries
- ▶ Menu – the list of links to direct people on your site
- ▶ Pages – the different sections of your site that likely rarely change
- ▶ Posts – the articles you will share for blogging
- ▶ Media Library – where your images, PDFs, docs are saved
- ▶ Widgets – small containers in designated areas of your site for content, like a sidebar for your blog content
- ▶ SEO tools – Search Engine Optimization – getting your site found in Google

# GETTING TO KNOW WORDPRESS



- ▶ Classic Editor (makes it easier, working with original WordPress structure)
- ▶ Contact Form 7 (and separately Contact Form CFDB7 to save any form responses)
- ▶ Yoast SEO – helps get content on Google
- ▶ Use WooCommerce for selling products
- ▶ Want to Podcast? Blubrry is a popular plugin
- ▶ Some themes have required plugins

## SUGGESTED PLUGINS

- ▶ Create categories
- ▶ Write text in main area – can use Visual or Text editing areas
- ▶ Include featured image
- ▶ Publish

# MAKE BLOG POSTS

- ▶ How do you get visitors?
  - ▶ Facebook
  - ▶ Instagram
  - ▶ Twitter
  - ▶ Pinterest
- ▶ Email list – if you're getting email addresses, then email your list with updates and links to recent posts
- ▶ SEO – get Google to link to your posts, and get easy “organic” traffic

GET PEOPLE TO YOUR SITE



▶ Still with me? Let's try it!

LET'S DO IT ...

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