

# Setting Up Your First Website Guide



**Spin  
Rewriter**

Learn How To Find Untapped Niches, Set Up Your First  
Website And Monetize It.

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Dear marketers,

Thank you for reading my "Setting Up Your First Website" Guide. Many Spin Rewriter users have contacted me in the last couple of months and asked questions like "How do I find a good niche?", "How do I set up my first blog?", "Which keywords should I use?" and so on. Because I know some of my users still struggle with stuff like this, I have decided to create this short guide that will help you answer all your questions.

In this guide, you will learn about the online market in general, how to pick the best niche(s) inside this market, how to find proper hosting, register domain names and actually set up an actual website on your server. After that, we'll make another important step. I'll show you how to monetize your site. In other words, we'll make sure that your website is going to make you money.

When you're done with this guide, you'll have a website that's ready to launch. At this point, you'll need to add high quality content to it, and attract some targeted visitors. And the good news? I'm teaching all of this in my other guide that also came with Spin Rewriter.

It took me a lot of time to create these guides, but now I feel confident that I did absolutely everything I could to make sure you make money online with Spin Rewriter. You have all the knowledge, now it's time to take action.

If you have any questions while you're reading this guide, feel free to contact me – you will find my support email in your Spin Rewriter Control Panel.

To your success,



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## The Most Important First Step – Market Research

Research is the essential first step of all marketing and selling, both online and off-line. **There is no point in offering a business service that no-one needs or creating a product for which there is no demand.** Establishing that there is demand and therefore money to be made is the driving force behind market research.

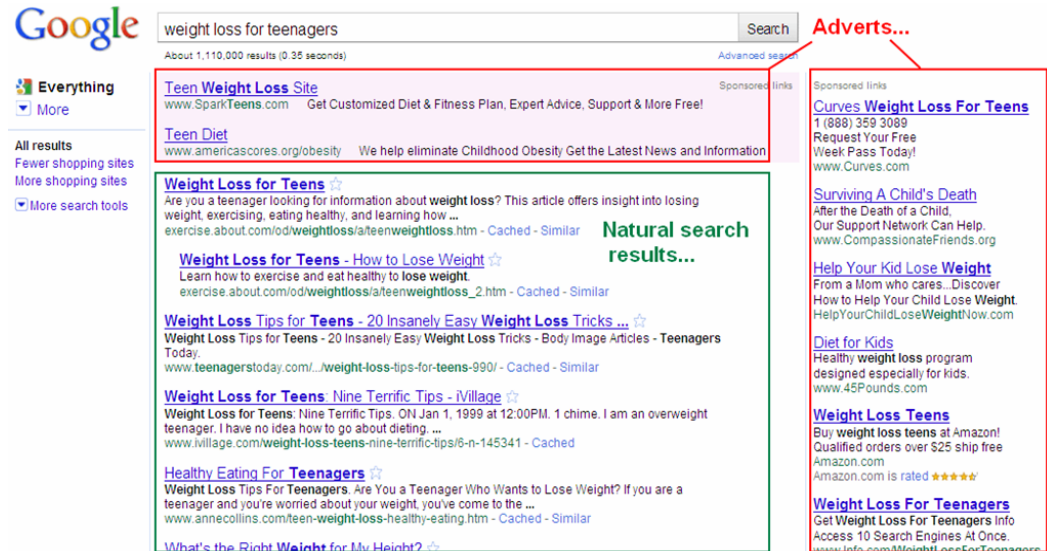
### How To Find A Profitable Market

In online marketing, this equates to positioning your business where there is money being spent. It is also necessary to establish a channel of contact with those who are spending so that they can spend with you.

**Here's how and why this works.**

- The majority of Internet users are not online to spend money, although statistics indicate that the number of people who search the web looking to buy something is rapidly increasing.
- Nevertheless, **the majority of Internet users are online looking for information.**
- To do this, they use one of the major search engines, overwhelmingly Google as they control more than 70% of the global search market.
- When this searcher uses Google, they type in a search term that best describes what they are looking for.

For instance, if they are looking for information about ‘weight loss for teenagers’, this would be their search term. This is the results page they are presented with when they do so:



The screenshot shows a Google search for "weight loss for teenagers". The search bar is at the top, with the search term "weight loss for teenagers" and a "Search" button. Below the search bar, there are two main sections: "Sponsored links" (advertisements) and "Natural search results...".

**Sponsored links (AdWords):**

- [Teen Weight Loss Site](#) - www.SparkTeens.com - Get Customized Diet & Fitness Plan, Expert Advice, Support & More Free!
- [Teen Diet](#) - www.americascorers.org/obesity - We help eliminate Childhood Obesity Get the Latest News and Information
- [Curves Weight Loss For Teens](#) - 1 (888) 359 3089 Request Your Free Week Pass Today! www.Curves.com
- [Surviving A Child's Death](#) - After the Death of a Child. Our Support Network Can Help. www.CompassionateFriends.org
- [Help Your Kid Lose Weight](#) - From a Mom who cares...Discover How to Help Your Child Lose Weight. HelpYourChildLoseWeightNow.com
- [Diet for Kids](#) - Healthy weight loss program designed especially for kids. www.4SPounds.com
- [Weight Loss Teens](#) - Buy weight loss teens at Amazon! Qualified orders over \$25 ship free Amazon.com Amazon.com is rated ★★★★★
- [Weight Loss For Teenagers](#) - Get Weight Loss For Teenagers Info Access 10 Search Engines At Once. www.info.com/WeightLossForTeenagers

**Natural search results:**

- [Weight Loss for Teens](#) - Are you a teenager looking for information about weight loss? This article offers insight into losing weight, exercising, eating healthy, and learning how ... exercise.about.com/od/weightloss/a/teenweightloss.htm - Cached - Similar
- [Weight Loss for Teens - How to Lose Weight](#) - Learn how to exercise and eat healthy to lose weight. exercise.about.com/od/weightloss/a/teenweightloss\_2.htm - Cached - Similar
- [Weight Loss Tips for Teens - 20 Insanely Easy Weight Loss Tricks ...](#) - Weight Loss Tips for Teens - 20 Insanely Easy Weight Loss Tricks - Body Image Articles - Teenagers Today. www.teenagerstoday.com/.../weight-loss-tips-for-teens-990/ - Cached - Similar
- [Weight Loss for Teens: Nine Terrific Tips - iVillage](#) - Weight Loss for Teens: Nine Terrific Tips. ON Jan 1, 1999 at 12:00PM. 1 chime. I am an overweight teenager. I have no idea how to go about dieting, ... www.ivillage.com/weight-loss-teens-nine-terrific-tips/6-n-145341 - Cached
- [Healthy Eating For Teenagers](#) - Weight Loss Tips For Teenagers. Are You a Teenager Who Wants to Lose Weight? If you are a teenager and you're worried about your weight, you've come to the ... www.annecollins.com/teen-weight-loss-healthy-eating.htm - Cached - Similar
- [What's the Right Weight for My Height?](#)

On this page, you have two different kinds of results.

At the top left and down the right-hand side, you have **adverts** placed through Google (AdWords). These are from advertisers who have weight loss products or services to sell.

- If you had a website that sold a product in this market, you too could advertise.
- To grab a spot on the all-important first results page would cost a fortune.
- This probably puts it beyond your budget or if not, your advertising campaign would have to be spectacularly successful if you were to make any money.

In the screenshot above, there are **natural search results** on the left-hand side of the page (beneath the ad block). These are sites that Google places there because the algorithm that drives their

searches sees these sites as being the most relevant to the search term used.

- What this means is that the owners of the featured sites have had to put in a massive amount of time, effort and probably money to get their site into one of the top positions.
- Once again, this is likely to be beyond your resources, particularly in the early days.

There is therefore one inescapable conclusion to be drawn. There is plenty of money being spent in this market – there would not be so many advertisers if there wasn't – but there is little or no chance that you could get your hands on any of it if you targeted 'weight loss for teenagers'.

What you need to do is go down a level to a smaller, tighter section of the overall market where competition levels are not quite so hot. This is often known as niche market research. What you need to do is go down a level to a smaller, tighter section of the overall market where competition levels are not quite so hot. This is often known as niche market research.

## **Find Your Niche**

A niche is a sub-sector of a major market where competition levels are reasonable enough for you to make an impression and therefore some money.

To begin the process of isolating a niche, start with a market idea in mind. Weight loss is one massive market but there are dozens of others like 'make money online', 'photography', 'travel', 'music', 'health and fitness' etc.

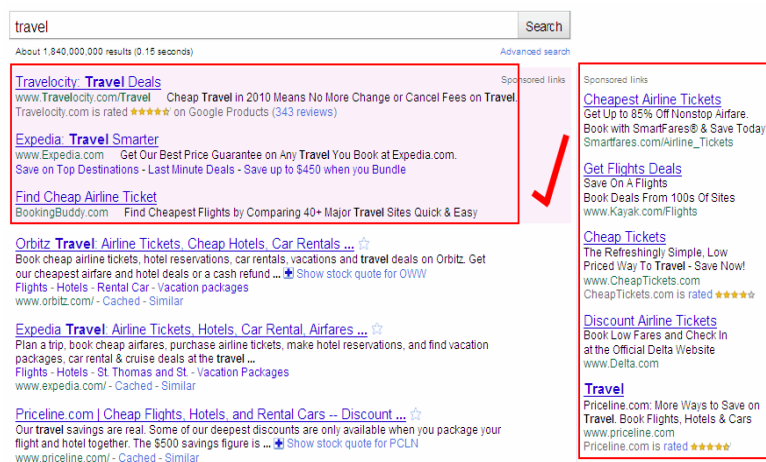
Take a look at a major directory site like the [open directory project](#) or [Yahoo!](#) and look under the main category headings for many more market level ideas:



After selecting a market, the next part of the research process is to find a suitable niche within that market. But remember, that market must be one where money is being spent if your marketing venture is to make any sense. Common sense is a good starting point for this decision. As an example, it should be obvious there is money in the travel market because web users are always willing to spend on their vacation.

However, it is far less obvious that Internet users are going to spend money on TV related or cooking stuff as there are a ton of these materials available for free.

Never forget that if you're still not sure whether there is money in a market, run a Google search to look for advertisers. If you were considering a travel site for example, this is an encouraging result:



The image shows a Google search for 'travel'. The search bar contains 'travel' and the search button is labeled 'Search'. Below the search bar, it says 'About 1,840,000,000 results (0.15 seconds)'. The search results are displayed in a grid. A red box highlights the search results, and a red checkmark is placed next to the first result. The first result is 'Travelocity: Travel Deals' with a sub-link 'Cheap Travel in 2010 Means No More Change or Cancel Fees on Travel'. Other results include 'Expedia: Travel Smarter', 'Find Cheap Airline Ticket', 'Orbitz: Travel Airline Tickets, Cheap Hotels, Car Rentals ...', 'Expedia: Travel Airline Tickets, Hotels, Car Rental, Airfares ...', and 'Priceline.com | Cheap Flights, Hotels, and Rental Cars -- Discount ...'. On the right side, there are sponsored links for 'Cheapest Airline Tickets', 'Get Flights Deals', 'Cheap Tickets', and 'Discount Airline Tickets'. At the bottom, there is a watermark 'Delivered by spinrewriter.com'.



Advertisers only spend money if they are marking it. The presence of ads therefore tells you there is money in the market.

Having found a market, the next job is finding a niche within it.

## Researching Your Niche

When you are trying to narrow down to a niche, you should initially focus on two specific aspects.

Firstly, you have to find a niche where there are people looking for information and **spending money**.

Secondly, you must establish that **there are search terms** that people use when looking for information that you have a chance of featuring in the top 10 natural search results for.

Being able to do this is a fundamental of online marketing. You must get your site on the search results pages where people are looking for information of the kind you offer.

For instance, if you build a site that focuses on travel, you want that site on search results pages where people are looking for travel details.

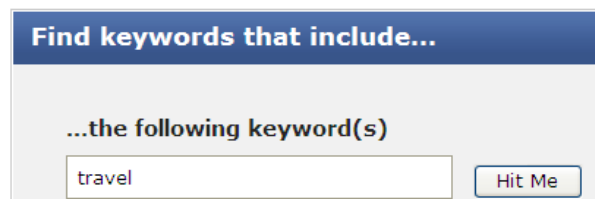
When your site is near the top of the first travel results page, many searchers will come to your site because they are interested in the information you offer. If however your site appears on a dog training results page, you would have no visitors even if you had the number one slot.

When your site appears near the top of a relevant search results page, you drive targeted visitors to your site. When they see your site, you have an opportunity to make money.

## Finding Profitable Keywords

There are two free tools that you use to narrow your initial market idea down to a niche within that market.

To begin with, use the [free Word Tracker](#) research tool to get some general ideas about possible niches. I'll continue with the travel market idea so this is my basic search term:



The screenshot shows a search interface with a blue header that says "Find keywords that include...". Below the header, it says "...the following keyword(s)". There is a text input field containing the word "travel" and a button labeled "Hit Me".

This tool provides a list of 100 of the top search terms that people have used to search for information in a specific market recently, using Google information:

<b>travel</b> 136,748 searches (top 100 only)		<a href="#">Want more travel keywords?</a>
Keyword	Searches (?)	
1 travel ( <a href="#">search</a> )	19,339	
2 air travel ( <a href="#">search</a> )	7,447	
3 orbitz travel ( <a href="#">search</a> )	4,076	
4 travel channel ( <a href="#">search</a> )	3,377	
5 kayak travel ( <a href="#">search</a> )	3,227	
6 aaa travel ( <a href="#">search</a> )	3,192	
7 travel websites ( <a href="#">search</a> )	2,997	
8 last minute travel deals ( <a href="#">search</a> )	2,890	
9 travel guides ( <a href="#">search</a> )	2,873	
10 travel insurance ( <a href="#">search</a> )	2,684	
11 travel trailers ( <a href="#">search</a> )	2,542	
12 last minute travel ( <a href="#">search</a> )	2,421	
13 travel lodge ( <a href="#">search</a> )	2,312	

There are plenty of niche possibilities in this list.

You could therefore carry any of these terms forward to the next stage of the research process. However, for the purposes of illustration, I am going to focus on the #12 result, 'last minute travel'.

## The AdWords Keyword Tool

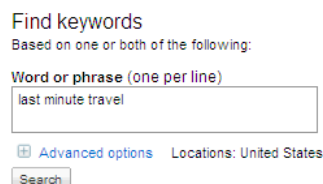
To take the research one stage further, I turn to the [FREE Google research tool](#).

When using this tool, if you just need basic results (the top 100), you do not need to sign in.

If however you want full results (which could be up to 800 key terms), you need to log in with an [AdWords account](#) before researching.

AdWords is Google's program that advertisers use to place their ads on search results pages. While I would not recommend advertising at the moment, you can sign up for an account completely free. If therefore you want complete research data, it makes sense to do so.

Having signed in, add the 'root' term that I just lifted from Word Tracker into the search box at the top left of the page before clicking the 'Search' button:














Find keywords  
Based on one or both of the following:

Word or phrase (one per line)  
last minute travel

Advanced options    Locations: United States

This provides up to 800 terms, phrases that searchers are using with Google to find information about last-minute travel.

What you need to do now is find a list of at least 10-20 last-minute travel related search terms (otherwise known as keywords) which show a **reasonable number of searches every month but not too much competition.**

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches
<input type="checkbox"/> last minute travel deals		90,500
<input type="checkbox"/> last minute travel discounts		720
<input type="checkbox"/> discount last minute travel		2,900
<input type="checkbox"/> last minute travel specials		1,300
<input type="checkbox"/> last minute travel package		3,600
<input type="checkbox"/> last minute travel packages		3,600
<input type="checkbox"/> cheap last minute travel		8,100
<input type="checkbox"/> last minute travel bargains		14,800
<input type="checkbox"/> last minute air travel		6,600
<input type="checkbox"/> last minute travel deal		33,100
<input type="checkbox"/> last minute travel flight		1,600

If you can do this, you may have a viable niche idea on your hands:

'Last minute travel bargains' enjoys approximately 14,800 searches every month (i.e. approximately 500 searches a day) according to these figures (at the time of writing).

This is a reasonable number of searches but it is competition from other sites that dictates whether you can grab a top 10 search page slot for this keyword term or not. To check this, run a Google search with your term enclosed in quotation marks (" "):

**"last minute travel bargains"**

About 5,910 results (0.12 seconds)

There are only 6,000 competing sites which focus their marketing efforts on this term.

Any keyword term with less than 100,000 competing results is a good one to use in your own marketing, with anything less than 50,000 being very good and less than 30,000 competing results being an excellent result.

This is another good pairing:



'Last minute air travel' is searched 6,600 times every month while there are less than 10,000 competing results:

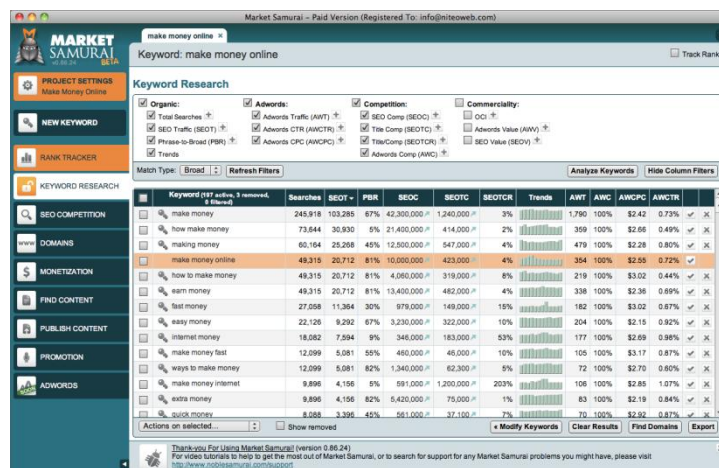
"last minute air travel"

About 9,750 results (0.08 seconds)

Using free tools in this way, you should be able to build a list of 10 – 20 suitable keyword terms for your chosen niche idea. Assuming that you can, you have a viable idea to carry forward to the next stage of the research process.

## Advanced Niche Research – Market Samurai

If you want to shortcut the keyword research process, there is a tremendous research tool that you should definitely try. It is called [Market Samurai](http://www.market-samurai.com) and it effectively compresses all the work that



The screenshot displays the Market Samurai software interface. The main window shows a search for the keyword "make money online". The results are presented in a table with columns for Keyword, Searches, SEOT, PBR, SEOC, SEOTC, SEOTCR, Trends, AWT, AWC, AWCPC, and AWCTR. The table lists various related keywords such as "make money", "how make money", "making money", "make money online", "how to make money", "earn money", "fast money", "easy money", "internet money", "make money fast", "ways to make money", "make money internet", "extra money", and "quick money". Each row includes a bar chart representing the trend of the keyword over time. The interface also includes a sidebar with navigation options like "PROJECT SETTINGS", "NEW KEYWORD", "RANK TRACKER", and "KEYWORD RESEARCH".

you've just done into one 10 minute job.

It's got a lot of really advanced research and Search Engine Optimization features that will make your research so much easier and quicker. There's a free trial available too, so you have no excuse not to [try it out!](#) The program also has a very expansive knowledge base where you can learn a great deal more about keyword research. You receive the link when you register for the free trial.

## Monetization Setup

It is all very well finding a niche idea that seems to work but it is equally important to know that a site based on your idea can make money.

- So far, you have found what seems like a viable niche.
- You have also established that there are keyword terms with which you can send interested visitors to your site.

Sending visitors to your site is however no use if you cannot make money from them. Analyzing the moneymaking potential in this niche is therefore the next step research step.

There are many different ways of making money from your visitors. The main ones used by online marketers are:

## Creating Your Own Product

Depending on your target niche market, you could for example produce an eBook that focuses on your topic, a video training series or even publish a 'real' paper book that is sold by online and off-line bookstores.

The advantage of creating your own product is that doing so means that you're selling something that is unique, a product where there is no competition. A lot of the time, selling your own product can therefore be a big moneymaker.

The difficulty however is that creating your own product straight out of the box is not necessarily that easy, particularly if you have little experience in your chosen market niche.

On the other hand, you discovered the easiest way to create your own products using PLR in the first guide. But let's also mention other moneymaking options.

## **Affiliate Marketing**

The second option is to promote and sell products or services as an affiliate. In this scenario, you promote a product or service on behalf of the product creator, manufacturer, wholesaler or retailer in return for a commission for every successful sale.

The advantage of this is that the product already exists. This means that you can start selling straightaway. Furthermore, there might be an affiliate support network in place (that provides ready-made promotional materials for example) and you do not have product creation considerations to take into account either.

The downside of affiliate marketing is that the product or service you are promoting is not unique. There might be hundreds of other affiliates promoting exactly the same product or service. There is therefore more competition to fight off.

Nevertheless, especially for the complete beginner, affiliate marketing offers a very simple and attractive opportunity.

## Publishing Ads

The third option is to generate an income by adding advertising to your site.

For most marketers, this means using a program like Google AdSense through which Google place targeted advertising on your site. To continue with the example, AdSense ads on your site would be for travel product or service companies, ads which are extremely relevant to the subject of your site.

Every time a visitor clicks one of these adverts, you earn a percentage of the advertising revenue generated. **Hence, the advantage of this approach is that your site visitor does not need to spend money in order to you to generate income.**

The disadvantage however is that each click on an ad is likely to earn cents rather than dollars.

## Use Them In Combination ...

These are by no means the only ways of earning money from your site but for the majority of online marketers, they are the most popular options. Also, note that they are not necessarily mutually exclusive.

You could for example advertise an affiliate product and feature Google AdSense ads on the same site. This is a strategy that is very common as it offers a balanced approach to making money, a sort of 'best of both worlds'.

- On the one side, you have affiliate products where it is more difficult to convince your site visitor to take action (they must



get their credit card out) but every sale generates \$10, \$20 or even \$30.

- On the flipside, every click on your AdSense ads generates just \$0.50 or \$1 but there should be more of them because clicking the ads costs nothing.

If we ignore the idea of creating your own product for the time being, let's assume that you are going to make money from a combination of affiliate marketing and AdSense advertising.

In this scenario, the first thing you have to establish is whether there are suitable affiliate product offers in your market.

## Digital Product Affiliate Marketing

Amongst online marketers, it is fair to suggest that the most popular form of affiliate marketing involves promoting digital information products.

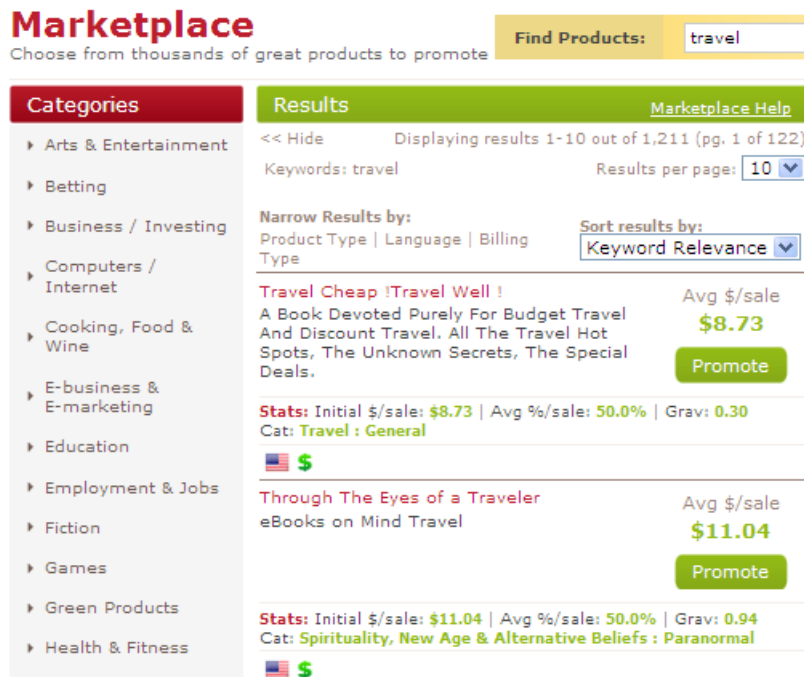
These have the advantage of being instantly delivered to the customer via the Internet and there are therefore no delivery charges to consider, no delays in getting the product to the customer and so on.

The biggest database of digital information products is at [Clickbank](#). **There are over 10,000 products in the database and you can sign up as an affiliate completely free.** Having done so, you start promoting any product you choose immediately irrespective of whether you have any previous experience, a website or any online marketing knowledge.

To search for suitable information products in your market, either use your root search term to research the database from the top of the [‘Marketplace’](#) page or select the most appropriate category on the left-hand side:



There appear to be plenty of travel related information products available, so this is one affiliate marketing option to consider:



## Physical Product Affiliate Marketing

Next, there are other affiliate marketing network sites like [Commission Junction](#) and [Linkshare](#).

- These sites are not as easy to join as Clickbank, which is a disadvantage.
- In addition, when you find a product to promote, you have to apply to the individual affiliate program manager for permission to do so.
- On the other hand, the advantage of these networks is that they deal with physical products and services rather than digital information products.
- Consequently, if physical products or service would be more appropriate to your niche, these may be networks that you should consider joining.

The final option is to join affiliate programs directly by searching for suitable sites on the net and then applying to them. For example, a search for 'travel affiliate programs' produces 15.6 million results:

travel affiliate programs

About 15,600,000 results (0.13 seconds)

[Hotel affiliate website](#)  
www.agoda.com/Partners More than 122,200 worldwide hotels. Highest commission. Join now!

[Leading Affiliate Program](#)  
www.Forex-Affiliate.com Highly Paying Affiliate Program. Fast & Reliable Commission Payments

[Affiliate Programs](#)  
www.paypal-marketing.com Paypal help Partners to succeed in competitive business. Free to Join!

[Affiliate Ranker :: Travel Affiliate program](#)  
Affiliate Ranker - Browse our top rated Travel affiliate programs.  
www.affiliateranker.com/directory/Travel/ - Cached - Similar

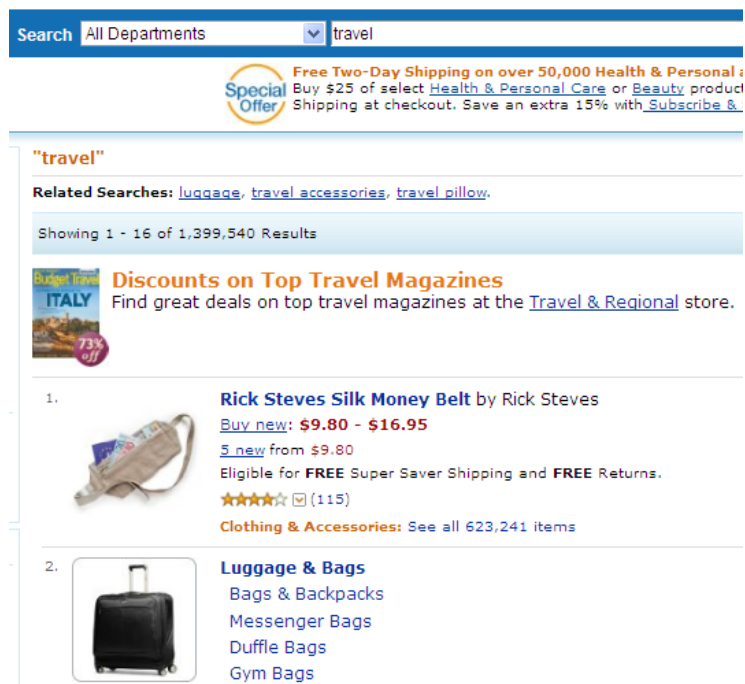
[Travel Affiliate Programs](#)  
We specialize in travel affiliate programs. Choose a travel program from one of our listings.  
www.travelaffiliateprograms.net/ - Cached - Similar

[travel :: Affiliate Program Directory](#)  
View Worldcare Travel Insurance Affiliate Program Details · HelloTourist.net ... View Maldives Dive Travel Affiliate Program Details · El Monte RV Rentals ...  
www.associateprograms.com › ... › Sport and Recreation - Cached - Similar

I would also recommend joining both the [Amazon](#) and [eBay](#) affiliate programs. Between these two sites, you can find almost every product and/or service anyone could ever want to buy and get paid for introducing your site visitors to things that they were probably going to spend money anyway.

As an example, the Amazon affiliate program would be an absolute shoo-in on a site that focuses on travel as they sell travel packages, luggage and so on.

I would definitely feature Amazon on a site with a central topic like this as there will be lots of products and services available:



The screenshot shows an Amazon search results page for the keyword "travel". At the top, there is a search bar with "All Departments" selected and "travel" entered. Below the search bar, there is a "Special Offer" banner for "Free Two-Day Shipping on over 50,000 Health & Personal Care products". The search results are titled "travel" and show "Showing 1 - 16 of 1,399,540 Results". The first result is a "Budget Travel" advertisement for "Discounts on Top Travel Magazines". The second result is a product listing for "Rick Steves Silk Money Belt by Rick Steves", which is priced at \$9.80 - \$16.95 and has a 4.5-star rating. Below the product listing, there is a category link for "Luggage & Bags" with sub-links for "Bags & Backpacks", "Messenger Bags", "Duffel Bags", and "Gym Bags".

Now all that remains is to sign up for the [Google AdSense program](#) to enable you to place appropriate targeted adverts on your site.

Your site will need to be a few months old before it will be accepted into the AdSense program however. If it is brand new, get some content on there and wait a while before applying.

Signing up is again cost free and placing adverts on your site is a simple matter of following the step-by-step instructions on the site.

Do note however that the first time you apply to Google, they check out your site for suitability. You must therefore make sure that it is tidy and businesslike before submitting your application.

## How To Create And Publish Your Website

Not so long ago, creating a website meant knowing a programming language like HTML, understanding what an FTP client was and did and a plethora of many other similar things.


Nowadays, installing and building a site is a piece of cake compared to those times because there are so many simple 'point and click' site building systems freely available.

### Registering A Domain Name

Before creating a site, the first thing to do is register your own domain name. If possible, you should take your best keyword term and register it as a .com name. I would recommend [Dynadot](#) as they are a top class registrar and very reliable.

In my example, the best choice would be [LastMinuteTravel.com](#) or failing that, [Last-Minute-Travel.com](#).

Whatever it might be, type your favored name into the search box on the Dynadot homepage and click the 'Go' button:



The image shows a search box for domains. The text 'LastMinuteTravel' is entered into the search field. Below the search field, there is a list of domain extensions: .com, .net, .biz, .org, .info, .mobi, .asia, .name, .tel, .ws, .us. Below the list, there is a link to 'Search for an International Domain Name (IDN)'. A 'Go!' button is located to the right of the search field.

On the next page, I have confirmation of what I would suspect with a domain name like the ones highlighted above.

It's already taken:

Search Results	
<input type="checkbox"/> Domain	Result
lastminutetravel.com	Taken - whois website
lastminutetravel.net	Taken - whois website
lastminutetravel.biz	Taken - whois website
lastminutetravel.org	Taken - whois website
lastminutetravel.info	Taken - whois website
lastminutetravel.mobi	Taken - whois website
lastminutetravel.asia	Taken - whois website

Similarly, the other top level domain names (.net and .org) are also taken so I try the hyphenated version of the same key phrase:

Search Results	
<input type="checkbox"/> Domain	Result
last-minute-travel.com	Taken - whois website
last-minute-travel.net	Taken - whois website
last-minute-travel.biz	Taken - whois website
last-minute-travel.org	Taken - whois website
last-minute-travel.info	Taken - whois website

Once again, the result is exactly the same. The three main domain name suffixes have already gone while there is little point registering a domain with one of the more esoteric domain name suffixes as Google and the other major search engines do not like them.

What you can do in this case however is use what is known as a 'stop' word to create a domain name that works. A 'stop' word is any short word that is used so commonly that the search engines ignore it. Examples would be 'by', 'and', 'the', 'do', 'go' and so on.

In this case, I would therefore use a domain name like this one:

## Setting Up Your First Website Guide

Search Results	
<input type="checkbox"/> Domain	Result
<input type="checkbox"/> lastminutetravelgo.com	Available
<input type="checkbox"/> lastminutetravelgo.net	Available

As far as the search engines are concerned, this domain name is 'last minute travel' because they do not see the stop word at the end. This is therefore a perfect solution for creating a keyword rich domain name in a market where all the best domain names have already been taken.

### Setting Up Hosting

Next, you need to find a suitable web host, a company who will rent you a space on a special computer known as a server where you can build your site and display it to the world via the net.

As with domain registrars, there are hundreds of web hosting companies but for an outstanding combination of value for money and reliability, you cannot beat [HostGator.com](http://HostGator.com).

On the HostGator homepage, click the 'View Hosting Plans' button to see full details of all hosting plans available:



On the next page, click the 'Order Now' button for your chosen plan and add the domain name that you just registered to the box on the right side of the next page:

## Setting Up Your First Website Guide



Click the orange 'Continue' button, complete your billing information and that is your hosting account setup.

## Change The DNS

The only thing you need to do now is tie your domain name to your hosting account. This is extremely simple with instructional videos showing you how to 'Change the DNS' (the technical term for this operation) on [this HostGator support page](#).

## Install WordPress

After your site is set, go to your cpanel by typing `http://YourSite.com/cpanel` into your browser bar. You need the site user name and password that you got from HostGator to login.

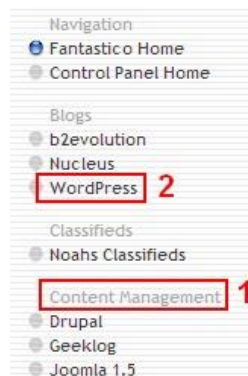
Once inside your cPanel, scroll down the page until you come to the 'Software / Services' area. There is an icon for 'Fantastico De Luxe' that looks like this:



Click the icon to see a list of software programs that are already installed on your site, ready to be activated.



You should see a list of 'Content Management' systems including Drupal, Joomla, PHP-Nuke, Siteframe and many others (1):

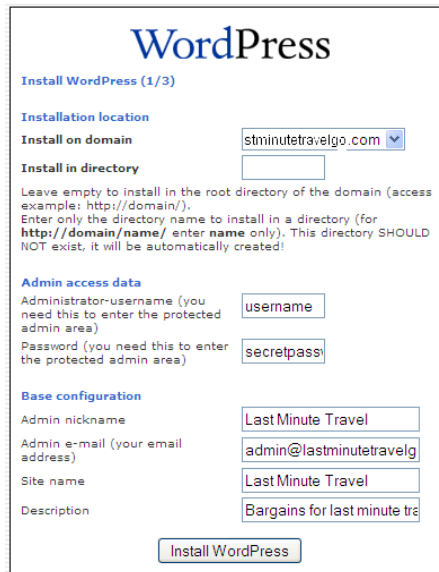


All of these are modular site building programs and if you have any expertise with or a preference for any of them, there is no reason why you shouldn't use your favored CMS. You can also find lots of tutorials and free guides that will teach you how to use these programs by searching the net.

With most marketers however, the most popular site building program is probably WordPress (2). This is partially due to the fact that it is a two minute installation through your cPanel but far more to do with the flexibility, adaptability and usability of the software after it is installed.

If you have no preference, I recommend using WordPress. To do so, press the WordPress link and then 'New Installation' on the next page.

After doing this, you are on this page. Complete the details as shown below:



WordPress

Install WordPress (1/3)

**Installation location**

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: http://domain/).  
Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

**Admin access data**

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

**Base configuration**

Admin nickname

Admin e-mail (your email address)

Site name

Description

- At the top of the page, you will see the domain name of your site by default.
- Beneath this, you can choose to install WordPress in a directory but for the time being, ignore this as you want it on your main site.
- Next, add a username and password, followed by an admin nickname. As this nickname will be appended to every article you publish on your site, make this a name that is related to your subject matter.
- Below this, you input an admin e-mail address plus a site title and sub-title. The title should be your main keyword term with the subtitle being a short description of your site.
- Click the 'Continue' button, click straight through the next page and that is effectively the installation done.

Assuming everything has gone okay, your site will now look something like this:



From here, there are many different ways you can optimize your WordPress site. As an example, there are thousands of free site themes (or templates) that you can download and install to make the site look more relevant to your topic. However, if I start trying to teach you the whole WordPress story, we would never get around to talking about anything else!

Besides this, there is a page of highly detailed lessons that teach you everything you could ever need to know about the software on the official [WordPress.org site](https://WordPress.org).

Whatever you want to do with WordPress nowadays, it is extremely easy to improve the functionality of the site framework with plugins, small free snippets of software that you add in. You can read all about plugins, what they are, what they do and where to find them on [this WordPress page](#).

You must optimize your WordPress installation before you start using it, but all of the information about what you need to do is available on this page. Alternatively, you might find more by searching Google for 'optimize WordPress' or something of this nature.

## Content, Money And Leads

Once you have the framework of your site the way you like it, the next thing is to start adding content to it, stuff that keeps your site visitors amused, entertained and coming back on a regular basis.

As a general rule, content covers things like articles, videos, audio materials and the like. As content creation is something that we will deal with in more detail later, this is all you need to know about content for now.

Looking at the moneymaking aspect of your site, you need to create AdSense ads and to promote the affiliate offers which you are pushing (as we are not looking at creating your own product at this stage, remember).

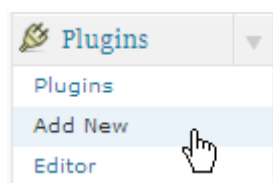
The easiest way of installing advertising on your site is to use a plugin to do so.

## Working With WordPress

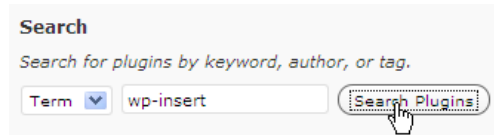
Before you can anything with your WordPress site, you need to log in to your administration area. To do so, the URL to type into your browser is `YourSite.com/wp-admin` before inputting the username and password that you added to your recent WordPress installation to access to the admin Dashboard.

Once you are in, you see a link for 'Plugins' in the main menu on the left of the page, below which there is a sub-menu.

In this sub-menu, click 'Add New':



Type 'wp-insert' into the 'Search' box on the next page as seen here:




The image shows a search box with the text 'wp-insert' entered. A hand cursor is pointing at the 'Search Plugins!' button.

The plugin that you are looking for should be at the top of the list that this search produces:

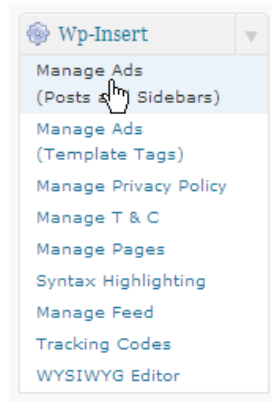
Name	Version	Rating	Description
<b>Wp-Insert</b> <a href="#">Details</a>   <a href="#">Install Now</a> <a href="#">Install Wp-Insert 1.7.1</a>	1.7.1	★★★★☆	WP-INSERT by Smart Logix : The ultimate wordpress plugin Wp-Insert is the most powerful yet easiest to use wordpress ad manager! Wp-Insert can manage your feeds, google analytics, blog editing and ev All from within a well contained and easy to use interface. Features Manage Ads (Completely Rewritten with... By Namith Jawahar.

Click the 'Install Now' link as indicated above before clicking 'Activate Plugin':



The image shows the WordPress plugin installation progress screen for 'Wp-Insert 1.7.1'. It includes a progress bar and a list of steps: 'Downloading install package from http://downloads.wordpress.org/plugin/wp-insert.1.7.1.zip...', 'Unpacking the package...', 'Installing the plugin...', and 'Successfully installed the plugin Wp-Insert 1.7.1.'. Below the progress bar, there are two links: 'Activate Plugin' and 'Return to Plugin Installer'. A hand cursor is pointing at the 'Activate Plugin' link, and a box highlights the 'Activate this plugin' button.

After the plugin is installed, there is a new menu item in the left sidebar for WP-Insert that enables you to control how and where your ads are placed:



This plugin makes it remarkably easy to do basically anything you want with your advertising materials.

For example, you can blend AdSense ads into the body text of your site articles (which is a good idea as it generates more money making clicks when ads look like part of an article).

Another option would be to add banner advertising for an affiliate program to your site with this plugin:



At the bottom of the screenshot above, there are several ‘Widgets’.

These are movable page elements into which you can paste code before shifting it to make whatever you want – say, advertising – appear anywhere on the site you would like it.

You are however about to use one of these widgets for a completely different purpose.

## Conclusion

Congratulations! You've made it! Now that your website is ready, all you need to do is to get content for your website and start working on SEO. You can learn about all that in my "Unlimited Content SEO Blueprint".

Feel free to send me any questions on my support email (you can find it in Spin Rewriter Control Panel).