



## TAKE A **FREE SNEAK PEEK** INSIDE MY **MINIMALIST VIRTUAL OFFICE**

I'LL REVEAL **EXACTLY** HOW TO RUN AN ONLINE BUSINESS... FROM A COFFEE SHOP

<http://www.thedesignguys.co.uk>

Well, Hey Folks! Thanks for joining the list!

I want to give you guys **EVERYTHING** you need to set up your own website (and online business) easily and quickly without all the cr\*p that everybody else seems to throw in just to confuse you!

I've broken it down into easy to follow sections which give you a selection of tools, software and websites that I personally use when i'm setting up a new online business for myself or my clients. Let's Go!

## Domain Names

There are several domain name registrars out there. My personal favourite is [123-reg](#) - I have around 150 domains registered with these guys and have found it incredibly easy to use and configure.



You can also check out a handy step by step video on [how to buy a domain name](#).

## Web Hosting

Web Hosting or 'Hosting' is a service provided by a vendor which offers a physical location for the storage of your web pages and files.

[HostGator](#) is one of the world's top 10 largest web hosting companies with more than 8,000,000 hosted domains. They have a control panel (cPanel) which is extremely user-friendly and includes features such as 1-click install for WordPress blogs. Their live support is second to none. I host all my sites with these guys.

- - **Unlimited** Disk Space and Bandwidth
- - Flexible, Easy to Use Control Panel
- - **Unlimited** Sub Domains, FTP Accounts, and Email Accounts
- - **99.9%** Uptime Guarantee
- - No Contract with a **45 Day** Money Back Guarantee
- - Safe Harbor Certified



I tend to go for the "Baby" plan as that gives me the ability to host all of them on one package for no extra cost. If you only have 1 site and you don't think you will have any more, the "Hatchling" plan will also be fine for you.

## Set Up Your Blog



Now you've got a domain and hosting, it's time to set up your blog.

I use [WordPress](#) as my blogging platform as it's super-easy to set up and configure.

Hostgator make this incredibly easy and you don't need to know any coding or be geeky in the slightest. [Here's a video](#) showing you how to set up your site with just 1 click.

## Themes

WordPress has around 2000 themes or templates so you can change the look and feel of your site incredibly easily without having to know any HTML or CSS coding.

You can install themes in 3 different ways: FTP, manual upload, or my favourite, through the WordPress Directory via your dashboard.

Here's a [handy video](#) explaining how to install a theme through your site dashboard.

There are also thousands of paid themes that you can download and use on your site, [OptimizePress](#) and [WooThemes Canvas](#) are my 2 favourites, but if you're just starting out a free theme should be absolutely fine for you.

## Plugins

WordPress has a database of over 24,000 plugins, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. These customizations range from SEO (Search Engine Optimization) enhancers to content-displaying features, such as the addition of widgets and navigation bars.

If you're just starting out, I'd recommend the following:

[Akismet](#) - Anti-Spam Plugin. This is already bundled into your WordPress install so there's no need to download it separately. All you have to do is activate it in your dashboard and it will catch and stop 99% of spam comments

[All In One SEO](#) (AIOSEO) - Search Engine Optimisation Plugin. There are a load of SEO plugins on the market. This one is free and in my opinion still one of the best plugins available to boost your sites rankings in the search engines. You can either download and manually install it or simply search for it via your dashboard and go for the automatic install (Much easier!)

[Better WP Security](#) - Protect your site from hackers. Same goes for this free plugin. You can either download and manually install it or simply search for it via your dashboard and go for the automatic install.

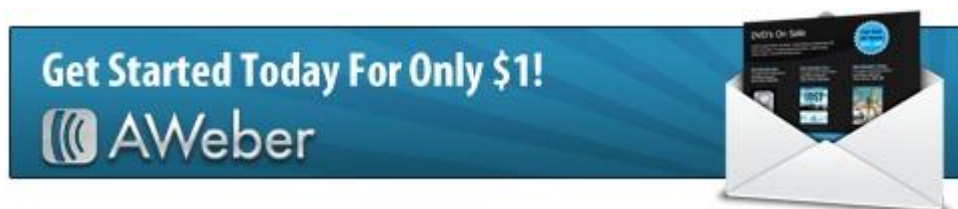
[Google Analytics for WordPress](#) - Track your WordPress site easily and with lots of metadata: views per author & category, automatic tracking of outbound clicks and page views. You will need to have a Google Analytics account which you can set up [here](#).

Now although these plugins are not necessary and they can take up to a few minutes each to install, I suggest you add them to make your life easier once you are comfortable and know your way around your WordPress dashboard.

## Mailing List

One of the best ways I've found for monetising your blog and interacting with your site's users is to set up a mailing list and give something away like a free report / resource guide etc. for the people that sign up. This will give your users good value and gain you fans who will know, like and trust what you have to offer.

There are a couple of free mailing list providers such as [MailChimp](#) and [NotifyList](#), but I prefer and use [AWeber](#) - It costs just \$1 to sign up and their pricing structure only increases the more you build your list.



## Keyword Research

In order to gain free organic traffic from Google & Bing etc, a great idea is to have targeted keyword phrases that have a high search volume and low competition. In basic terms, this means your keyword phrases describes your relevant content, a lot of people are searching for the exact phrase, and there aren't a lot of competitor's sites who are also trying to rank for that exact phrase.

It's important to have these phrases (and similar ones) in your Page Title, Page Description and Page Content. The AIOSEO Plugin is fantastic for this as you can specify different keywords and phrases for each page or post.

In order to choose which keywords to try and rank for you can use the [Google Keyword Tool](#). It's 100% free and gives you great insights into how many people are searching for your relevant content. **IMPORTANT TIP:** When using the keyword tool, make sure "exact match" is ticked and not the default "broad match". This will give you much more targeted information about your keywords and phrases.

NB: The Google Keyword Tool will soon be replaced with the [Google Keyword Planner](#)

## Monetise Your Site

There are a few easy ways you can monetise your site.

1. Selling your own products
2. Selling other people's products (affiliate marketing)
3. Advertising

### Selling your own products

Setting up an online shop can be a useful way of selling your own products or services. WordPress has several shopping plugins which seamlessly integrate with your site. Check out the plugin directory and search for "shopping cart" or "shop". I use PayPal as my payment gateway as it's trusted and simple to set up.

### Affiliate Marketing

Now this is a huge subject in itself so I'm not going to delve too deeply into it. Suffice to say you can sell goods and services and the vendor will give you a cut for sending the buyer to their own site.

[Amazon](#) is a great example: You can sign up to be an affiliate and whenever people buy stuff through your special affiliate link, you will get paid a small amount of commission.

It's also incredibly easy to put an Amazon widget on your site by using an Amazon plugin or widget.

### Advertising

Why not sell advertising space on your website?

Because it's a pain in the a\*\*! ;) - **HOWEVER**, there is a much easier way...

[Google AdSense](#) provides a free, flexible way to earn money from your websites, mobile sites, and site search results with relevant and engaging ads. You've probably all seen these (in fact, if you're on [TheDesignGuys](#) site - look to your right... Those are google ads)

Every time someone clicks on one of those ads, links or images, the advertiser (via google) pays the ad server (you) a commission for sending visitors their way. Super-simple and Google looks after all the back-end tricky stuff like "Which ads shall I put up here?"

## Make Money Online Instantly

**Cash Crate** - This site is pretty sweet because you can get paid for doing a variety of simple tasks online. **Just for signing up, they give you a free dollar.** In addition to getting paid for simple tasks, there are also a lot of great ways to get coupons and cash back for purchases you might typically make. For example, you can sign up for a free trial of Stamps.com, and Cash Crate gives you \$9.60. It's not going to make you a millionaire overnight, but it all adds up quicker than you think. This is a great place to start with regard to making money online.

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OK! That should be plenty for you to be getting on with.

**If you feel this resource page has been useful for you, we'd love a "Share", "Like" or "Tweet"**

Happy Blogging & Have an AWESOME day! :)

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