

Your How-To Guide: Setting Up a Website

Starting up your own website is a lot less scary than it seems.

In order to get started with your website, you will need four simple components – a domain name, a hosting site, WordPress, and a WordPress Theme.

Building your website is a lot like building a house (not in terms of the hard work and heavy lifting – just the general process!). You start with an address for where the house will be built, which is your domain name. This is how people are going to find your website. You will then need to have a foundation to build your house on, which is the hosting website. The hosting website will always be where your site lives, and it won't move from there. The house itself is WordPress, which is where all of the content will be held. Finally, you will have a WordPress theme, which will be the paint on the walls and shutters on the windows.

Ready to get started? Just follow our step-by-step instructions below and your website will be up before you know it!

Domain Name & Hosting

Also known as your URL, your domain is your address on the web. You want your domain name to be something that is easy to remember and captures the essence of your business.

Remember – this name will become a part of your daily life and is the building block of your brand. But before you go and spend money on a domain, you'll first want to set up hosting for your site. We recommend [Bluehost web hosting](#) for several reasons:

- **Free Domain** – When you sign up for hosting, Bluehost will give you a free domain name, which allows you to avoid the upfront and recurring fees that come with purchasing a domain on your own. If you've already purchased your own domain name, don't worry – you can still use your domain with Bluehost (it's just one extra step).
- **Great Pricing** – Bluehost offers an incredibly low rate of \$4.95 a month (AWESOME price)!



Here's how to start:

First, go to [Bluehost](#) and click the “Sign Up Now” button. This will take you to a screen with two options:

1. If you still need to register a domain, you'll use the left box followed by your desired extension (e.g., .com, .net, .org).
2. If you already purchased your domain somewhere else like [GoDaddy.com](#), don't worry – Bluehost will provide you the information you will need for easily transferring your domain.

On the next screen, you'll need to fill out your personal information and then select your web-hosting package. You'll notice that prices range from \$5 to \$7 per month, depending on whether you want 12 months, 24 months, or 36 months of hosting. You can take advantage of better discounts the longer you are willing to commit.

After completing your registration, you'll receive a confirmation email, which will give you all the information you'll need to move forward.

Installing WordPress

Once you've purchased your Bluehost account, you're just a few clicks away from WordPress installation!

1. First, visit [my.bluehost.com](#) and sign in using your new login and password.
2. In your Bluehost control panel, click “WordPress” in the “Website Builders” section.
3. This will open a new tab and direct you to MOJO Marketplace, where you will initiate your WordPress installation. Click the “Start a Brand New Install” button.
4. Then, you'll receive an error that “installation directory is not empty.” Click the “OOPS! Looks like something already exists there!” box.
5. Next, click “Show Advanced Options” and enter your new site name, an admin username, a strong password, and your email address. Make sure you've also clicked “Automatically create a new database for this installation.” Then click the “Terms and Conditions” checkbox and “Install Now”.

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After you wait for a moment, your WordPress install is complete. **Congrats! You've just installed WordPress on your website!**

Selecting a WordPress Theme

A theme is what allows you to control the specific look and feel of your website without the need for coding or design knowledge. A good theme helps you to design your blog exactly how you want it to look.

Your theme is made up of two parts:

1. **Framework** – There are several premium WordPress frameworks on the market, but Genesis is the best and the most flexible choice. Genesis is the first half of your theme. It provides the necessary foundation for your Genesis Child Theme. You can find it by visiting StudioPress and [purchasing the Genesis Framework](#).
2. **Child Theme** – After you have your Genesis Framework, you'll want to find the perfect Child Theme to design your blog. You can browse and select the perfect theme for your website by [checking out the StudioPress Themes](#).

Installing Your Theme

In your WordPress dashboard, go to **Appearance > Themes** and then click the “Install Themes” tab, followed by the “Upload” link. Then, click “Choose File,” select your genesis.zip (which you downloaded when you purchased Genesis in step 4) and press “Install Now.”

Before you click “Activate”, you must first upload your child theme zip file following the same installation process. Once this is also uploaded, you can click “Activate”.

You're done!

Now that you have successfully set up your website, it's time to personalize it even more! Here

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are a few quick tips to get you started:

- Add your photo! When you get a chance, get some [professional photos](#) taken of yourself. They are well worth the cost.
- Include visuals on your website with high-quality stock photos. We like to use [iStock](#) and [Shutterstock](#).
- Create a basic logo using a program like InDesign or Photoshop. You can also hire someone like [99designs](#) to design a professional logo for you.
- Establish a social media presence on [Facebook](#), [Twitter](#), or [Google+](#). You can drive traffic by linking your social media posts back to your website.