How to Make Your Own Website

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Learn to Make it Easy Way!

If you want to create a website from scratch
or
improve old one you have, take some simple steps.

Generally, people think that building a website for the first time is going to be hard and complicated, but actually it's not so. The technology has made this too easy and simple to create one without pre-knowledge of coding, programming and designing.

> *"I can promise you that this eBook can take you learn how to create one website for yourself."*

Wishing you a joyful journey during the creation of your website.

-Lokman Singh

P.S. Please feel free to share this e-book with friends and colleagues.

Contents

Step 1: Decide the reason/s to have a Website

There may be may reasons to make the Website.

You are recommended to decide your reason/s to make one for yourself. The whole next journey is based upon this decision. For your reference, the reasons may be:

1. *Create your Online Presence*
2. *Make you or Your Brand Popular*
3. *Showcasing your Services/ Products*
4. *Advertise Your Products*
5. *Easy connection with your customers*
6. *Sell your products online*
7. To create your Online Store
8. *Engage your customers*
9. To make it eCommerce Store
10. To create your reselling business

Deciding one clear reason makes your further journey easy. You would be able to decide the tools, platforms and requirements for it. If you don't set clear goals, how will you know if your website investment ever pays itself off? The clearer you are on your expectations and goals, the more successful your website will be.

Step 2: Create Content

Once you've collected your requirements, you'll have a good idea of your objectives. Collecting material for your content makes your website even more concrete. Sit down with a piece of paper and gather all your ideas, including those relating to content and features such as Pages, Forms, Products, Links, Photo Galleries, Policies, Vision, Mission, Values, About You and Your Business, Contact Details etc.

Better way to create your content is taking reference from the websites of your competitors. To and study their websites to get the ideas to create content for your one.

Step 3: Deciding Website Designing Platform

In Step 3, we have to find a suitable website builder that meets all of our requirements. Website builders are ideal because they are the cheapest and quickest way to create a website.

Also, with website builder, you can easily update your website yourself too, you'll save a lot of money post development.

You can take a suitable website builder from the list below:
1. Wix
2. Weebly
3. Squarespace
4. WordPress
5. Site123
6. GoDaddy
7. JdOmni

1. Wix

Wix is the best option to opt before everything else. Beginners are recommended to start with wix. Why?

Because of its:

- **Drag-and-drop Editor** – Easy to get work done with minimum effort in the least possible time.
- **Hundreds of Free Templates** – Your website will stand out from the crowd with unique templates. Both paid and free options are available to suit your budget.
- **App Market and Added Functionality** – Integrations and performance enhancements are possible, which give your website the much-needed scalability.

Also, Wix Artificial Design Intelligence is a new age feature that automates certain aspects of website building. You can customize the outputs too.

Whether you are a newcomer or a seasoned web developer, working with Wix will be quick, easy, and rewarding.

2. Weebly

Weebly is another popular website builder that is preferred by businesses. Right from an online store to a blog section, the abilities of the tool have you covered.

- **Responsive Themes** – Though Weebly has limited themes, all of them are mobile responsive.
- **Membership Areas –** Weebly lets you create membership areas that can be accessed only by members. This is a unique way to limit what the public sees and ensures that members have easy access to all the information.
- **SEO Functionalities** – Weebly comes with easy and customizable SEO functionalities to help you take your business to the top of search results.

3. Squarespace

Squarespace brings for its users a fresh burst of a modern vibe. The Squarespace homepage is enough to make you realize that you are in for a fun and fresh website building experience. Squarespace brings for its users a fresh burst of a modern vibe. The Squarespace homepage is enough to make you realize that you are in for a fun and fresh website building experience.

4.WordPress

WordPress.org is a free CMS that is powering more than one-third of the web. Why Use WordPress?

- **Data Control** – WordPress is an open-source platform. This means you own the data on your website. This makes sure you face no restrictions regarding information and content on your website.
- **Unlimited Scope for Customization** – You can use several different types of editors with WordPress. You can add plugins, widgets, and do integrations with third-party apps. And customize templates to the core. With WordPress, there is no limit to customization.
- **Access to Information** – Whatever information you need for website building with WordPress, you'll get it online without much effort.

WordPress is a market leader in the website builder segment, and it isn't getting old anytime soon.

5. SITE123

Just like its name, SITE123 lets you create fully-functional and presentable websites in three easy steps. Select the design, add your content, and go live with your website.

Why Use SITE123?

- **Multilingual Website Creation** – You can translate your SITE123 website into multiple languages. This helps cater to local and international markets that were out of your reach due to language barriers.
- **Free Plan** – A free plan that is actually free and also functional is hard to find. With SITE123, you can start building your website for free. And when you need more features, upgrade your plan and scale your site.
- **Easy and Fast Website Building** – Creating a website with SITE123 is like filling a form. All you have to do is enter the right content. Plus, you get auto-generated translations for up to five languages.

If you don't have time to navigate steep learning curves, SITE123 lets you create a website in just a few minutes. This helps you save time, which is the most valuable asset for anyone.

6. GoDaddy

GoDaddy is a very popular website hosting service provider that also has a website builder. They recently revamped and updated their builder and rebranded it as Websites + Marketing. This has brought some well-received feature changes that make it a great option.

Why Use GoDaddy?

- **All-round Solution** – With Websites + Marketing, GoDaddy aims to offer features for marketing as well. An email marketing tool, a content creator for making social media posts, and an SEO wizard now come bundled with the website builder.
- **Mobile-first Solution** – GoDaddy's Websites + Marketing builder works on mobile too. This lets you create websites from your smartphone. Needless to say, the layouts and templates are all responsive, making it easy for your audience to use your site while on the go.
- **Ecommerce Options** – GoDaddy lets you create an online store and start taking orders from anywhere. Though available only with the top paid plans, it is a nice offering as it comes with cart abandonment mail, Amazon and eBay integrations, and other useful features.

7. JDOMNI

Omni Websites is an eCommerce platform for growing businesses. Its' powerful technology makes it easy for everyone to get online with a stunning, professional and functional web presence. JDOmni website builder enables you to create amazing, feature-rich websites that are perfectly suitable for desktop, tablet and mobile.

Why to use JDOMNI?

The Most Powerful Website Editor: With an array of editing tools available at your fingertips, click anything to edit, and publish instantly. Add text, images, videos, colors, animations, call-to-action buttons and much more with our easy-to-use and intuitive editor.

Absolutely no design or coding skills required: Customize your website as much as you want.

Step 4: Buy a Domain

What is a Domain Name?

Domain name is the address of your website that people type in the browser URL bar to visit your website. In simple terms, if your website is a office, then your domain name will be its address.

A more detailed explanation: The Internet is a giant network of computers connected to each other through a global network of cables. Each computer on this network can communicate with other computers. To identify them, each computer is assigned an IP (Internet Protocol) address. It is a series of numbers that identify a particular computer on the internet. A typical IP address looks like this: 121.234.101.1

Since an IP address like this is quite difficult to remember therefore domain names were invented to solve this problem.

Now if you want to visit a website, then you don't need to enter a long string of numbers. Instead, you can visit it by typing an easy to remember domain name in your browser's address bar. For example, www.peopletrainers.in

How is Domain Name Different from a Website and Web Hosting?

A website is made up of files like HTML pages, website builder software, images, and more and the domain name is the web address of your website.

How to buy a Domain Name:

Domain names are available in many different extensions. The most popular one is **.com**. There are many other options like .org, .net, .tv, .info, .io, and more. However we always recommend using .com domain extension.

Who is Responsible for Domain Name System?

Internet Corporation for Assigned Names and Numbers (ICANN) manages the domain names system. It is a non-profit organization that creates and implements the policies for domain names.
ICANN gives permission to companies called Domain Name Registrars for selling domain names. These domain registrars are allowed to make changes to domain names registry on your behalf. Domain name registrars can sell domain names, manage its records, renewals, and transfers to other registrars.
As a domain name owner, you are responsible for telling the registrar where to send requests. You are also responsible for renewing your domain registration.

Buy one Domain for yourself from any of the Domain Registrars like

1. Register.com
2. Name.com
3. Namecheap.com

4. Godaddy.com

5. Wix.com

6. Hostinger.com

& many more.

Step 5: Buy a Hosting

If the domain name is the web address of your website, then web hosting is the home where your website lives. This is the actual computer where your website's files are stored. Such computers are called servers and they are offered as a service by hosting companies.

To create your website, you need both domain name and web hosting. However, it's important to remember that they are two separate services, and you can buy them from two different companies. Now you may be wondering, how would it work if you bought them from two separate companies? You just need to edit your domain name settings and enter the Name Server information provided by your hosting company. Name Server information defines where to send user requests for your domain name.

We recommend getting both your domain name and hosting from the same company. This allows you to easily manage them under the same account.

The website registrars mentioned in step 5 sell web hosting and domain name both. You can buy one for yourself as per your need and budget.

Step 6: Connect Domain with your Hosting Server

Now you have to connect your Domain with the Hosting if you have purchased these from different service providers/ registrars.

You are recommended to take both from the same registrar then you need not to connect it. The registrar system itself connect these both.

Step 7: Start Designing Your Content

These days, you don't have to be a professional web designer or developer to make your website look beautiful!

Platforms like WordPress, Wix, and Squarespace come with many pre-designed templates or easy to use drag and drop functionality. They offer themes that you can choose based on your preferred layout and color scheme. And, you can do website design changes, add your own content, and make mobile-friendly websites.

If you feel difficulties, you can watch various video lessons available at YouTube or you can connect team Margdarshan, the PeopleTrainers to get support @ +917988809395.

Step 8: Publish the Website

One you feel satisfactory with your development, click on publish button available in your builder.

Congratulations.

Your Website is live for the people.

Important things to remember before and after publishing

Before publishing

Legal requirements: Depending on where your business is located, you may be legally required to include certain information on your website. This is usually related to key information about your company or how you handle your customer's data. It's important that you inform yourself about the requirements in your country.

Most importantly, you will need a privacy policy if you are running a commercial website. The BBB offers a template version that you can use:

Install Google Analytics: Google's web statistics tool is one of the best in class, and free too. You can use it to determine the number of visitors to your website, page views, and much more, including where your visitors are located (their country and approximate city).

The most important information it provides however is the number of people who have come to your site via search engines, and the keywords they have used. Once installed, Google Analytics runs in the background and you don't need to worry about it. Register for a free account here: www.google.com/analytics

Final checklist key things

- ✓ If you want to use an email address with your new domain, don't forget to set it up properly before publishing your website.

- ✓ Make sure that your contact form works properly too. The best way to do this is to test it using dummy details.

- ✓ Make sure that you've chosen relevant descriptions for your page titles and descriptions (meta descriptions). They should contain keywords that your customers would use. This information will be used by the search engines.

- ✓ Proofread your website thoroughly for grammar and spelling errors.

- ✓ Check for broken links, for example with a tool like Broken Link Check: brokenlinkcheck.com

- ✓ Test your website on another computer/tablet/smartphone device with a different browser - there may be rendering problems that you can't see on your own system.