

How to Create A Blog With Your Own Domain in 45 minus even if you have ZERO web design experience?

If Carol can do, so do you.



By Carol Chan

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AUTHOR'S PREFACE

Thank you for reading this ebook right now.

When blogging has become so popular in 2006, I just realized that most of my friends have their own blog. They share their insight into their day-to-day existence at work, at home or their insights into topics of interest and current events in blogs. And some of my friends who is doing freelancing, they became “famous” because of their blogs. All for a sudden, a lot of customers called from all over the world and their business are booming. Amazing, huh?

I feel that I was so outdated because I don't have a blog. Although I have a degree in I.T, but I didn't really ever get into that field since graduated. So when I started learning how to create a blog, I also started from scratch. Every day, after work, I scarified my TV times, happy hours, sitting in front of my laptop surfing internet, doing research and learning from mistakes.

As a saying goes, to do what you love to do, you will never feel work again. I feel exactly the way. The more I learned about internet marketing, the more it intrigued me to learn more and do more. Finally, I launched my own very first personal blog – www.carol-chan.com in November 2006.

To my surprise, after I launched my blog, a lot of friends came to me and asked me how to create a blog like mine. *hikhikhik* I am not so “outdated” now. ☺

Therefore, I decided to write this ebook to share with you how I created [carol-chan](http://carol-chan.com) step by step and I believe, in one way or another, this ebook can be a good reference and help new starters to take **ACTION**. If Carol can do, so do you!

I dedicate this ebook to you, the reader and learner. You are my inspiration.

This ebook is suitable for those who very **GREEN** on internet marketing; don't know what to do and how to start from scratch to add a blog to website to **BOOST** your online and offline business, if you are:-

HOW TO CREATE A BLOG WITH YOUR OWN DOMAIN

- Business Owners; Entrepreneur
- SOHO (Small Office, Home Office)
- Author
- Blogger

I believe if I help enough other people get what they want, I can have whatever I want. Happy Reading....

Carol

www.carol-chan.com

May 1, 2007

INTRODUCTION

1. What is Blog?

A blog is basically just a web site. There are three key differences between traditional website (homepage) and blog:-

- Blog is extremely easy to add information to it. A blog is like an online journal, so you just log in, type what happened today, post it and it is done.
- You can add a simple little feature that automatically tells a whole bunch of other website that you have made an update to your blog – every time you make a change.
- There is a “comments” system that allows bloggers to have “conversations” with their readers by allowing visitors to post their own comments or views on the topic of discussion.

2. Why blogging is now an important tool for YOUR online business?

- Reach a **wider audience**
- **Boost your revenue**
- Generate **better search engine ranking**
- Develop **relationships with your audience** through open communication
- **Build a community** of interested followers
- **Humanize your business** and let your potential customers feel comfortable buying from you.
- Establish yourself as a **leading expert** in your industry
- Blogs offer **easy-to-use, cost-effective** web publishing and content management tools.

3. Why You Need to Purchase a Domain Name and Avoid “free” Domains?

Your domain name will be your blog’s address on the Internet, so it is crucial that you choose the right one. A domain gives the public a hint of what they will find at your site. If the domain name relates to your or your company’s name or brand, it makes your site that much easier to find.

That is why you **MUST** get your own unique domain name, like [www.\[YourName\].com](http://www.[YourName].com); www.carol-chan.com . If you get it free from a web hosting company, your domain name will include the company’s name (e.g., www.YourWebHost.com/yoursite).

I don’t encourage you to use “Free” domain unless your objective of creating a blog is just to create a platform to share your journal with your offline friends.

The reasons to avoid “Free” domain and started with your own domain are:-

- Your domain name is **easy to remember**; Your customers always know how to get to your site;
- It can **entice people** surfing the Web to visit your site before someone else’s.
- You can **easily move** your site to another host while keeping your domain name;
- **No** web host company’s **advertisement** on your website;
- You can **easily customize** your look and web template at your wish...

SECTION A : HOW TO CREATE YOUR PERSONAL BLOG

1. Choose And Register A Domain Name

One of the first steps of designing and building a website/blog is choosing and registering a domain name like [www.\[Yourname\].com](#)

However, you have to check if your domain name is still available before you can register it. You can check [HERE](#)

Check your Domain Name Now:

“Is Available!” Good! You can register it now.

2. Choose the Web Hosting Services Plan

There are many companies provide web hosting service. When you choose a web host provider, the service is always the key factor you should look at. . I have done a lot internet research before I chose Lunarpages.

The reason I choose Lunarpages is because of their reliable service, they have great customer service available 24 hours a day. Their uptime is 99.98% and they have super-fast connectivity and made my webpages were loaded quickly. Secondly, their price is also compatible.



In 2006, I signed up the Lunarpages' Basic Hosting plan for 2 years at USD166.8 (USD6.95 per month). Today, the price still remains as same as it was in year 2006. However, they offer more benefits for their customer.

HOW TO CREATE A BLOG WITH YOUR OWN DOMAIN

For new starter, **Basic Hosting Plan** is more than enough.

You get (Basic Hosting Plan):-

- Free Domain Name for Life (*i.e. www.[YourName].com*)
- 350GB Storage (*has been upgraded from 250GB to 350GB*)
- 3500GB Bandwidth (*has just been upgraded from 2500GB to 3500GB*)
- Includes 10 Free Add-on Domains
- Unlimited Databases
- Unlimited Email / FTP accounts
- Blog, Forum & Photo Gallery
- Free Web Design Templates
- Webmail
-

Recently, Lunarpages offers **\$700 CoffeeCup Software for Free** for new sign-up. CoffeeCup provides simple to use solution for you to create very cool website. I didn't get this offer when I signed up a year ago. But all my friends who use the software said, CoffeeCup is really a powerful software package and super easy to use.

To learn more about their offer, you can check it out at <http://www.lunarpages.com/id/136688>

Once you sign up their web hosting plan, they will send you an email to confirm your order along with your username & password.

3. Install the WordPress

3.1 What is WordPress

WordPress is recognized as one of the most popular and powerful blogging tools. It is an "open source" application that anyone can download for free.

HOW TO CREATE A BLOG WITH YOUR OWN DOMAIN

3.2 How to Install the WordPress to your Lunarpage WebHost

Step 1: Login to Lunarpage by using your username and password

Step 2: Go to "Control Panel" → "Go to cPanel" → "Fantastic"o

Website Information | Upgrades / Add-ons | Billing History | Specials

Options for primaxit.com

Package Information | Billing/Contact Information | Manage Domain | **Control Panel** | Change Password | Get CoffeeCup Software

Options for primaxit.com

Control Panel is a fully featured web-based control panel that allows you to manage your domain through a web interface. The idea is to transfer as much of the control and responsibility of managing your web site to you. You have the ability to manage all aspects of e-mail, files, backup, FTP, CGI scripts, and web site statistics.

Here you will find general account information.

Here you will find server information.

Here you will find links to the various services available for your website.

Go to cPanel

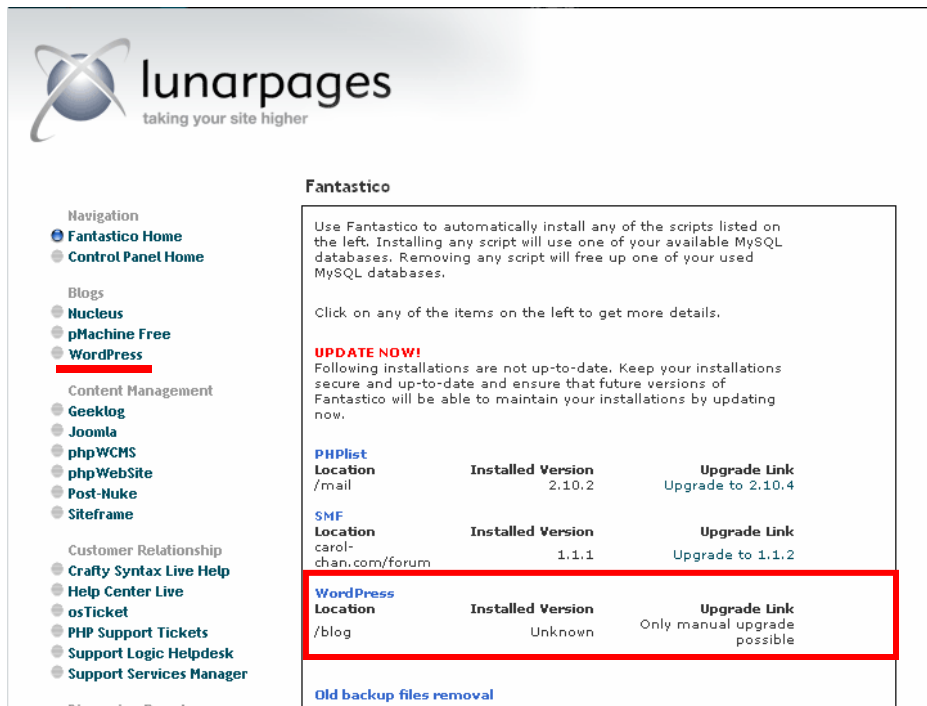
If you are prompted for your password. Click to update

Step 3: at "Fantastic"o

Cron jobs | Network Tools | MIME Types | Apache Handlers | Manage OpenPGP Keys

HotLink Protection | Index Manager | IP Deny Manager | Statistics Software Configuration | **Fantastico**

3.3 WordPress Installation



The screenshot shows the LunarPages Fantastico interface. On the left is a navigation menu with categories like Navigation, Blogs, Content Management, and Customer Relationship. The 'WordPress' option under the 'Blogs' category is highlighted with a red underline. The main content area is titled 'Fantastico' and contains instructions on how to use it. Below the instructions is a table listing various scripts for installation. The 'WordPress' entry in this table is highlighted with a red border.

Location	Installed Version	Upgrade Link
PHPlist		
/mail	2.10.2	Upgrade to 2.10.4
SMF		
carol-chan.com/forum	1.1.1	Upgrade to 1.1.2
WordPress		
/blog	Unknown	Only manual upgrade possible

4. Register the WordPress for your blog

Now, you can register the WordPress for your blog at [www.\[YourName\].com/wp-register.php](http://www.[YourName].com/wp-register.php)



The screenshot shows the WordPress registration form. It features the WordPress logo and the text 'Register for this blog'. There are three input fields: 'Username:', 'E-mail:', and a password field. Below the password field is a note: 'A password will be emailed to you.' At the bottom, there is a 'Register >>' button and three links: '<< Back to blog', 'Login', and 'Lost your password?'.

5. Choose a WordPress Theme to Design your Blog

WordPress Theme is a way to “skin” your blog. After you installed your WordPress, you can login to your WordPress at [www.\[YourName\].com/wp-admin](http://www.[YourName].com/wp-admin), Select the **Presentation** subpanel. You can find the default WordPress theme.

WordPress Default 1.6



You can also download the Free WordPress Template at :-

<http://wordpress.org/extend/themes>

<http://fredericdevillamil.com/pages/themes>

You can choose:-

- One-Column Themes
http://codex.wordpress.org/Theme_List/One_Column
- Two-Column Themes
http://codex.wordpress.org/Theme_List/Two_Column
- Three-Column Themes
http://codex.wordpress.org/Theme_List/Three_Column
- Widget-Ready Themes
http://codex.wordpress.org/Theme_List/Widget-ready

- Four-Column Themes

<http://fredericdevillamil.com/pages/themes>

A Small Tip: Where to get your desired wordpress themes like others?

If you visited a blog and you found you like the theme they have, you can find the theme author's website URL at the bottom bar. You can just visit the theme author's website to download the theme.

Example: This is what you can find at the bottom of Carol's blog (<http://www.carol-chan.com>)



Carol's blog is powered by WordPress 2.0.4 and **Dada Pakar** by supriyadisw |
Code is Valid XHTML and Valid CSS. Atom, Entries (RSS .92), (RSS 2.0) and Comments (RSS 2.0). 28 queries. 0.182 seconds. Top |

However, you may not be able to find it in every blog. If the blogger designed his own wordpress theme and reserved for his usage purpose. You couldn't find it anywhere.

Although a nice “skin” is very important for your blog, I strongly recommend you to use simple and clean WordPress Themes. Two-Column Themes are good enough for a beginner. Those complicated design themes like three-column or four-column themes more suitable for those who understand HTML scripting so that they know how to put all columns in order and display them nicely.

6. Add a new theme to your WordPress installation

6.1 Download WordPress Theme

Follow these basic steps:-

1. Download the theme archive and extract the files it contains. You may need to preserve the directory structure in the archive when extracting these files. Follow the guidelines provided by your theme author.
2. Using an **FTP client** to access your host web server, create a directory to contain your theme in the wp-content/themes directory provided by WordPress. For example, a theme named blueSky should be in wp-content/themes/blueSky. Your theme may provide this directory as part of the archive.

What is an FTP Client?

FTP = File Transfer Protocol. FTP Client is a software that is designed to transfer files back-and-forth between computers over the internet. You need to install FTP Client on your computer and it needs to be used with a live connection to the internet. Please check out this website to learn more about how to transfer file by using FTP Client. <http://kb.iu.edu/data/aerg.html>

You can download FTP Pro at <http://www.ipswitch.com/download/wsftppro.asp>
It is available as a fully-functional 30-day evaluation.

3. Upload the theme files to the new directory on your host server.
4. Follow the **instructions below** for selecting the new theme.

6.2 Select the Active Theme

To select the active theme for your site:-

1. Log in to the WordPress **Administration Panels** at [www.\[YourName\].com/wp-admin](http://www.[YourName].com/wp-admin)
2. Select the **Presentation** subpanel.
3. From the **Select** column in the table, click on **Select** for the theme you wish to activate.
4. To view the new look, click **View Site** at the top of the Panel's screen.

Your selection should immediately become active.

7. Congrats! You can Start Blogging now

1. Log in to the WordPress **Administration Panels** at [www.\[YourName\].com/wp-admin](http://www.[YourName].com/wp-admin)
2. Select the **Dashboard** subpanel

The screenshot shows the WordPress dashboard for a user named Carol. At the top right, it says "Howdy, Carol. [Sign Out, My Profile]". The main header area contains the site name "Carol's blog" with a "(View site >)" link. Below this is a navigation menu with "Dashboard" selected, followed by "Write", "Manage", "Links", "Presentation", "Plugins", "Users", "Options", and "Import".

The main content area is titled "Dashboard" and includes a "Welcome to WordPress" section with the text "Use these links to get started:" and a list of links: "Write a post" (highlighted with a red arrow), "Update your profile or change your password", "Add a link to your blogroll", and "Change your site's look or theme". Below this is a section for "WordPress Development Blog" with a link to "WordPress 2.1.3 and 2.0.10 — 27 days ago".

On the right side, there is a "Latest Activity" widget. It has three sections: "Incoming Links" with links to "EDUs-BLOG" and "Edu-Blog"; "Comments" with a red arrow pointing to "Edit Your posting Here" and a list of comments from Carol, Ivan, Wei Ping, and Johnny Ong; and "Posts" with links to "Counteroffer Acceptance: Road to Career Ruin", "My very 1st Coaching Experience", "Five Secrets to Living Stress-Free Day", and "It's time to Think and Grow Rich".

SECTION B : HOW TO EARN \$ FROM YOUR BLOG

1. Opt-in Email Marketing Strategy

1.1 Opt-in Email Tools

Opt-in Email Marketing is to collect your customers' email addresses so that you can keep them posted for your new posting.

Generally speaking, there are two popular types of Opt-in Email Marketing tools in the market. They are Web-based List management service and the List management software.

List Management Software

- [Mailloop](#)
<http://www.marketingtips.com/maillloop/t.x/909130>

- [Exp Elite](#)
<http://www.extractorpro.com/>

Web-based List Management service

- [GetResponse \(Recommend\)](#)
<http://www.getresponse.com/index/136688>

Personally, I do NOT recommend List Management Software. It is usually a desktop based software which means you need to keep your computer on a network connection and can't turn it off. Another thing is that you need to install it if you use the server system.

It's a pain in the neck if you don't have technical experience. And you have to do a lot complicated configuration, etc. Another problem is that email deliverability will be a problem and you run the risk of being blacklisted by the big email players.

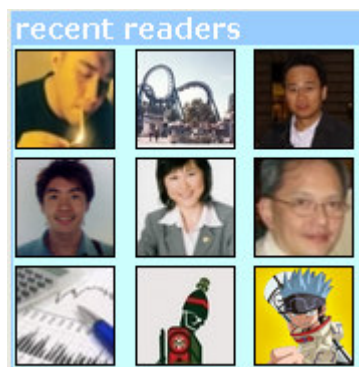
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1.2 How to add the script to your blog

Once you sign up [GetResponse](http://www.getresponse.com/index/136688) at <http://www.getresponse.com/index/136688> the system will generate the HTML sourcecode for you. You just copy & paste the sourcecode to your blog will do.

1. Log in to the WordPress **Administration Panels** at [www.\[YourName\].com/wp-admin](http://www.[YourName].com/wp-admin)
2. Select the **Manage** subpanel → **Files**.
3. Copy & Paste the GetResponse sourcecode to sidebar.php

2. Join Reader Community (mybloglog)



[MyBlogLog](http://www.mybloglog.com) is to help you discover who visits your favorite sites. You can register at www.mybloglog.com.

Once you register it, you can copy & paste the source code to your sidebar.php

1. Log in to the WordPress **Administration Panels** at [www.\[YourName\].com/wp-admin](http://www.[YourName].com/wp-admin)
2. Select the **Manage** subpanel → **Files**.
3. Copy & Paste the mybloglog sourcecode to sidebar.php

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Howdy, Carol. [Sign Out, My Profile]

Carol's blog (View site »)

Dashboard Write **Manage** Links Presentation Plugins Users Options Import

Posts Pages Categories Comments Awaiting Moderation (0) **Files**

Editing wp-content/themes/dago-pakar-10/sidebar.php

```
<ul>
  <?php wp_get_archives('type=postbypost&limit=7'); ?>
</ul>
</li>
<br>
<script type="text/javascript" src="http://pub.mybloglog.com/comm2.php?
mb1ID=2007031510310139&c_width=180&c_sn_opt=n&c_rows=10&c_img_size=
f&c_heading_text=Recent+Readers&c_color_heading_bg=99CCFF&c_color_headi
ng=ffffff&c_color_link_bg=CCFFFF&c_color_link=005A94&c_color_bottom_bg=
99CCFF"></script>
<h2>
  <?php _e('Categories'); ?>
</h2>
<ul>
  <?php list_cats(FALSE, '', 'name',
    'asc', '', TRUE, FALSE,
    TRUE, FALSE, FALSE,
    TRUE, FALSE, '', FALSE,
    '', '', '',
    TRUE); ?>
</ul>
```

Recent

- [rsidebar](#)
- [Sidebar](#)
- [Main Index Template](#)
- [Stylesheet](#)
- [my-hacks.php \(legacy hacks support\)](#)

Common

- [Main Index Template](#)
- [.htaccess \(for rewrite rules\)](#)
- [my-hacks.php \(legacy hacks support\)](#)

3. Slide.com

Go to Slide.com at <http://www.slide.com> and register an account. Then you can upload your photos to create slide show. Then you can copy & paste the coding to sider.php

1. Log in to the WordPress **Administration Panels** at [www.\[YourName\].com/wp-admin](http://www.[YourName].com/wp-admin)
2. Select the **Manage** subpanel → **Files**.
3. Copy & Paste the sourcecode to sidebar.php

4. Google Advertising Programs

For Advertisers : Googles AdWords

This is to advertise your website at Googles so that you can get targeted visitors directly to your website. You only pay when people click on your ad.

For Web Publishers: Google AdSense

Earn more revenue from your website by adding Google AdSense to your blog. Google AdSense automatically delivers text and image ads which are well-matched to your site content. Your readers will find them useful. You earn ad revenue with no additional cost.

For details, please refer to <http://www.google.com.sg/intl/en/ads/>

5. Affiliates program

5.1 What is Affiliate Program

Affiliate program is a marketing program. By linking to the affiliate products and services, you can add compelling content for your site visitors enjoyment and receive up to 10% - 20% in referral fee for doing so.

- Join Amazon Associates

<http://affiliate-program.amazon.com/gp/associates/join>

After you join Amazon, you will be given a Tracking ID.

- To add Amazon product to your website:-

1. Go to <http://affiliate-program.amazon.com/gp/associates/join>
2. Login to your associate pages by using your email address and password
3. On your left hand side, you can find "Build Links" → "Product Links" → choose your favorite product → "Get HTML"
4. Copy & Paste the sourcecode to "Sidebar.php" or "rsidebar.php"

6. Submit to blog directories and search engines

- Technorati (www.technorati.com)
- Blogwise (www.blogwise.com)
- Blog Search Engine (www.blogsearchengine.com)
- Blogger Blog Search (<http://search.blogger.com>)
- Google Blogsearch (<http://blogsearch.google.com>)
- Blo.gs (www.blo.gs)

SECTION C : RESOURCE

1. Blogging Free Tools

- Blogger (www.blogger.com)
- Typepad (www.typepad.com)
- Moveable Type (www.sixapart.com)
- WordPress (www.wordpress.org)

2. You can use these resources to teach yourself some HTML

- Dave's Site : www.davesite.com/webstation/html
- HTML Code Tutorial: www.htmlcodetutorial.com
- W3Schools: www.w3schools.com

3. Internet Marketing Bible **(Strongly Recommended)**

"Learn the little-known secrets to starting, growing, and promoting a wildly profitable e-business!"

If you want to learn EXACTLY how to...

1. **Easily build a website in less than a few hours** *even if you have ZERO web design experience...*
2. Make **100% NET PROFIT** selling **the most lucrative, no-brainer product to sell on the Internet...**
3. **Attract subscribers to your e-zine or newsletter like crazy** -- *even on websites that get almost NO traffic...*
4. **Increase online sales by up to 714% or more** using secret one-minute salescopy tricks...
5. **Score a top ranking in the search engines and directories** like Google, Yahoo!, AltaVista, ODP, AllTheWeb, Ask.com, to name a few...

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6. **Use blogs to drive massive amounts of targeted traffic** to your website for **FREE...**



... Plus a TON more step-by-step Internet marketing strategies **THOUSANDS of regular people are already using** to start and grow profitable Internet businesses, click here now... <http://www.marketingtips.com/t.cgi/909130>

4. How to earn from eBay

"Discover how to easily claim a HUGE portion of the \$86,000,000 spent on eBay every day!"



You can refer to Brandon's eBay profit-generating system <http://www.auctiontips.com/t.cgi/909130> for a FREE preview.

5. E-book Pro



eBook Pro 6.0 is easy to use! They've put in a bunch of "point-and-click wizards" that literally make building and customizing an eBook from scratch **as simple as clicking your computer's mouse!**

To read a more detailed report about how **eBook Pro 6.0** works, and how it can help **YOUR** business at <http://www.ebookpro.com/t.cgi/909130>

CONCLUSION

“The best time to plan a tree is 20 years ago, the next best time is NOW!”

If you have been thinking to create your own personal blog for long times, isn't it your best time to take **ACTION NOW** ?

Just simply take the following 4 steps, you can create your first personal / business blog in next 45 mins:-

Step #1: Sign up Web Host Service

→ Click **HERE**

Step #2: Install WordPress and Choose a Theme

Step #3: Write your first post

Step #4: Promote your blog to your target audience

Get comfortable with some small successes, and the bigger one will follow.

I will see you at the blogger community next time.

To Your Success,

Carol

www.carol-chan.com

P.S. If you found this eBook useful to you and/or if you have any comments, suggestion, please feel free to drop me an email at internetmarketing@carol-chan.com

P.P.S. I would be happy to answer any of your questions about this topic. Send your mail to internetmarketing@carol-chan.com

Can't wait to create your own blog?

Don't want to go through all the hassle?

If you need a blog designer to help you creating a blog, you can drop us a line at internetmarketing@carol-chan.com. We will contact you shortly and see how we could help you.