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Internet Home Business Ideas & Marketing Tips for Making
“Real” Money Online!

How to Create a Self-Hosted Wordpress Blog

*The Fastest and Easiest Way to Get Started
Making Money Online*

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<http://www.homenotion.com>

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Creating Your Self Hosted Wordpress Blog = Profits!

If want to build a presence online and of course make money as well, creating a Wordpress blog is without a doubt the easiest, smartest and most cost effective way to get started.

Here's why I say that:

Wordpress blogs look professional and have an authoritative look about them. All Wordpress themes have a clean, professional appearance. Plus, the Wordpress code and associated plug-ins are all free.

With a self-hosted Wordpress blog, you have complete control over your code, so you can implement any theme, modify it entirely, or even create your own if you wanted to.

You are free to change the look or feel of your site whenever you want. You can place ads, back up your data, export data, run analysis, or even sell your blog. You own the domain and all the content within it.

Wordpress blogs automatically use organization and optimization techniques that the search engines are drawn to meaning your blog will most likely be indexed faster.

You can create a Wordpress blog to sell your own products or affiliate products.

Wordpress blogs make it super easy to add and schedule content and their plug-in technology makes it easy to customize for search engine optimization, social bookmarking, adding graphics/video, preventing spam and so much more.

If you have never set up a blog before, this tutorial will give you the step-by-step process for how to easily get set up.

A Word About Wordpress Blogs:

There are two types of Wordpress blogs - **remotely hosted** or **self hosted blog**. This tutorial will cover setting up a self-hosted blog. In case you are wondering these are the differences:

Wordpress.com - *remotely hosted*

Wordpress.com is a free service you log into. With a few clicks of your mouse you can create a blog. No hosting or domain name is needed.

The drawback to this type of blog is that the options of what you can do are limited, specifically you will have an assigned domain name and a Wordpress.com blog limits your monetization efforts, for example ads like Google AdSense, Yahoo, Chitika, TextLinkAds are not allowed.

Wordpress.org – self hosted (What we will be doing in this tutorial)

Wordpress.org contains the Wordpress download software for creating a self-hosted Wordpress blog. There is slightly more to the process of setting up a self-hosted blog as you will first need your own domain name and a hosting service, but the good news is that you can get both of these things for less than \$20.

If you are serious about creating an income and projecting a professional image a **self hosted Wordpress blog** will help you stand out among the crowd. Also your ability to customize and monetize has much greater potential.

The purpose of this tutorial is to show you step-by-step how to set up your self-hosted Wordpress blog using **Wordpress.org**.

So if you're ready, let's create your blog...

1.0 Getting started

Before we start you will need to have two things:

- 1.1 A Domain Name
- 1.2. A Hosting Service

If you already have a domain name and hosting service you can move on to part 3.0

1.1 Setting up your Domain Name

In order to create a self hosted blog you will need to set up a domain name first. Before you pick a domain name first think about what niche you are going to be in. There are lots of ideas on what a good domain name is but don't get too hung up on this. Here are a few simple things to keep in mind that will help you choose.

What is your site about?

Highly focused niche sites are the most profitable so think 'niche'. For example instead of a landscaping site, niche down to growing roses, or how to have greener grass. The broader your niche the more competition you are up against so be as focused as you can.

Once you know what you blog will be about find the best keyword phrase that will best describe your site as a whole. For example if your blog will be covering a topic 'acne' you will want the word 'acne' in your domain name.

Domain names are going fast so the chances you get the exact domain name you want is slim, but there's no harm in being creative. For example, for 'acne' you could use names like:

- *acneremediesrus.com*
- *thebestacneremedy.com*
- *acnenomore.com*

Domain extension

The best and most common domain name extensions are .com, .org, .net, .biz. Most people want and choose .com but that won't make a difference in how successful or how the search engines will favor it. If you can't find the domain name you want in a .com, using a .org or .net will work just as good. The search engines will be focusing on your content, not the extension of your domain.

One of the most reliable domain name services is [Godaddy](#). I use and suggest them because they are deeply secure and their pricing is just as competitive as any other domain registrar, about \$10 for one year.

For tutorial purposes I will use Godaddy.com as an example for setting up your domain name,

however whether you use Godaddy or another registrar service the process is the same so feel free to use whatever domain service you prefer.

Selecting and Purchasing your domain name:

1. Start by creating an account with Godaddy.com or whatever service you wish.
2. Once your account is created, login, search for the domain name you want in the box.
3. Select the extension you want (.com, .net, .org, etc)
4. Once you have the name you want click 'add'
5. You will be taken to the registration and checkout options. I recommend checking registration for just 1 year and go with the standard registration.
6. Continue to checkout. Bypass all the customization options and simply go to checkout.
7. Pay for your new domain name and complete purchase.
8. Once you have completed your purchase you will immediately receive an email confirming your purchase and information on how to manage your domain names and name servers which we will set up in our next section.

1.2 Setting up your Hosting Account

In order to have your blog published on the world wide web you will need to have it hosted with a hosting service.

There are literally hundreds of hosting services to choose from however don't scrimp by using a free host. They are not reliable and can make hosting your blog a nightmare. Many free hosts also distract viewers with free ads. You don't want to have to expose your blog visitors to this type of advertising. It distracts from *your* business.

Hosting services are not expensive but it's extremely important to choose one that is reliable and offers good support at all hours of the day/night.

I use Hostgator myself so I can confidently recommend them personally and professionally. They offer quality, reliable hosting for \$7.95 a month, they have video tutorials and Live Chat. Good support is very important so you want to make sure you have it.

Whatever hosting service you may choose this tutorial will assume your host comes with the **Cpanel** and **Fantastico** tools. These are hosting tools that Hostgator uses and they will make your blog setup and use much, much easier and straightforward.

SPECIAL DEAL: If you use this [Hostgator link](#) and the coupon code "findmyhost" you will receive your first month Hosting for just \$.01

Hosting Signup Process

When signing up with a hosting service, select 'shared hosting' and select the option 'I will use My Existing Domain and update My Nameservers only'.

Enter the domain name you registered above.

Complete the registration.

After you have completed the sign-up you should receive an 'account information' email confirming your registration and the information required to complete your setup.

The email will have your IP address, your domain name servers (dns), and your login information. Hold on to this information you will need it later.

The email will look similar to this:

Your Domain: youdomainname.com
Your Username: yourlogin
Your Password: yourpassword
Your sites IP address:
12.12.134.1234

Nameservers:

NSxx1.hostcompany.com
NSxx2.hoscompany.com

For example if you signed up with Hostgator your name servers will look something like this:

NS001.hostgator.com
NS002.hostgator.com

2.0 Finalizing your Domain and Hosting Setup

In order to coordinate your your domain name and your hosting account you will need to log back into your Godaddy or domain registration account and do the following:

1. Go to the 'domains' tab and click on 'my domains'
2. Click on your domain name you just purchased

3. Go down to the 'Nameservers' section and click on 'manage'.

4. Select the option that says:

I host my domains with another provider

Then in the 'Nameserver1' and 'Nameserver2' options enter the name servers that Hostgator send you in the 'Account Information' email we discussed above.

3.0 Setting up Your Wordpress blog

At this point you should have your new domain name purchased, your hosting setup, and your domain name pointing to Hostgator or whatever hosting service you are using.

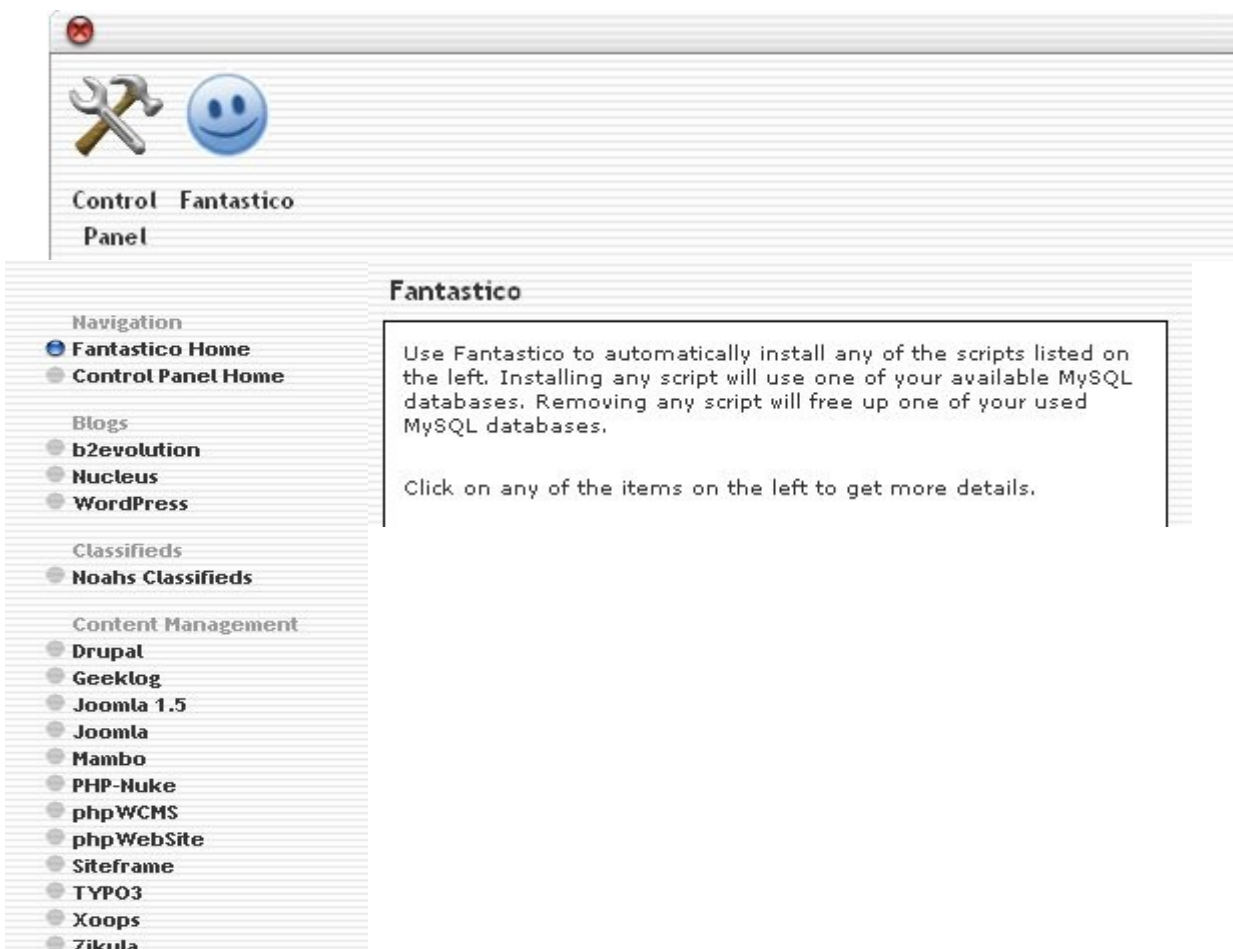
Now we are ready to install Wordpress. We will do this from your Hosts '**Cpanel**' using **Fantastico**.

1. Log into your Hosting account with the instructions that were sent to you upon signup. Once logged in you will see a screen similar to the following:

2. Scroll down and look for 'Software/Services' and click on the '**Fantastico De Luxe**' icon:



3. Next you will be taken to the Fantastico page:



4. Click on the '**Wordpress**' option on the left

The Wordpress selection will bring up this page. Then click on '**New Installation**'



The screenshot shows the Fantastico Control Panel interface. At the top left, there are icons for a wrench and a smiley face, with the text 'Control Fantastico Panel' below them. The main content area is titled 'WordPress' and contains the following information:

- Navigation:**
 - Fantastico Home
 - Control Panel Home
- Blogs:**
 - b2evolution
 - Nucleus
 - WordPress** (selected)
- Classifieds:**
 - Noahs Classifieds
- Content Management:**
 - Drupal
 - Geeklog

The main content area for WordPress includes:

- WordPress** (large blue text)
- Short description:** WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.
- Homepage:** <http://wordpress.org/>
- WordPress support forum**
(We are not associated with the support forum)
- New Installation** (2.8.6)
Disk space required: 9.03 MB
Disk space available: 998323.5 MB

5. Clicking on 'New Installation' will display the following screen. Simply complete the fields as described below:



Control Fantastico
Panel

WordPress

- Navigation
 - Fantastico Home
 - Control Panel Home
- Blogs
 - b2evolution
 - Nucleus
 - WordPress
- Classifieds
 - Noahs Classifieds
- Content Management
 - Drupal
 - Geeklog
 - Joomla 1.5
 - Joomla
 - Mambo
 - PHP-Nuke
 - phpWCMS
 - phpWebSite
 - Siteframe
 - TYPO3
 - Xoops
 - Zikula
- Customer Relationship
 - Crafty Syntax Live Help
 - Help Center Live
 - osTicket
 - PerlDesk
 - PHP Support Tickets
 - Support Logic Helpdesk
 - Support Services Manager
- Discussion Boards
 - phpBB
 - SMF
- E-Commerce

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

Installation Location:

Install on domain - This is where you will put the domain name you just purchased. For example, if your domain name is greatcameras.com you will enter 'greatcameras.com' into this field.

Install in directory:

If you want to access your blog with www.yourblog.com then leave this field blank.

If you want your blog in another directory, then you would enter the directory name here (this directory should not already exist, it will be automatically be created).

For example, if you already have a website and you are adding a blog, you might access it as 'www.yoursite/blog', so in this case you would type 'blog' in this field.

Admin Access Data:

Administrator user name - This is the username you will access your Wordpress Admin area with. This can be any name of your choosing but should be something you will remember.

Password - This will be your password for your Wordpress Admin area. It can be any password of your choosing but again, it should be something you will remember.

Base Configuration:

Admin nickname - This can be the same as the user name if you like.

Admin Email - Email you wish to use.

6. Click "Install Wordpress"

This will take you to a screen that tells you that the databases have been created, just click on Finish Installation. Your Wordpress blog should now be created. You will receive an email at the email you entered above describing your installation.

7. Start Blogging

You should now be able to go to your Wordpress admin area by typing the following into your browser window:

<http://www.yourdomainname.com/wp-admin>

You should now see your Wordpress login window:



Enter the login and password you created in step 5 above.

At this point your blog has been created and you are now ready to customize it.

Most of what you see in Wordpress is a matter of clicking around and getting familiar with how to customize it. You can do most of the customization on your own, however I'll help you get started by helping you set up a theme and a few widgets.

4.0 Setting up Your Wordpress Theme

Your new Wordpress blog will default to the basic Wordpress theme so you may want to change that. There are thousands of themes to choose from and the great thing about Wordpress is you can change your theme with just a few clicks of your mouse.

So let's choose a theme:

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

This page of Free Wordpress themes that you can choose from. There are also other sites to choose themes from, both paid and free, however these are some of the basic themes.

Once you find a theme that you like, you will install it to your hard drive then upload it to your

hosts files at this location:

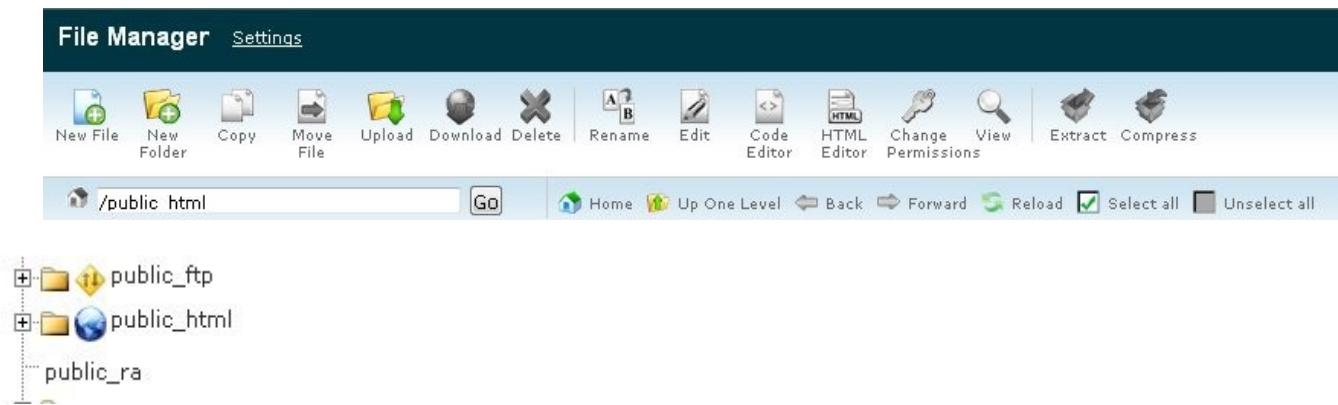
/public_html/blog/wp-content/themes

Here's how to do that:

1. For the theme that you want to use, click on the download button and save it to your hard drive, remember where you save it, you will need this later on.
2. Next, log on to your Hostgator or your host's **'Cpanel'**
3. On your Cpanel Screen under Files, locate the 'File Manager' icon



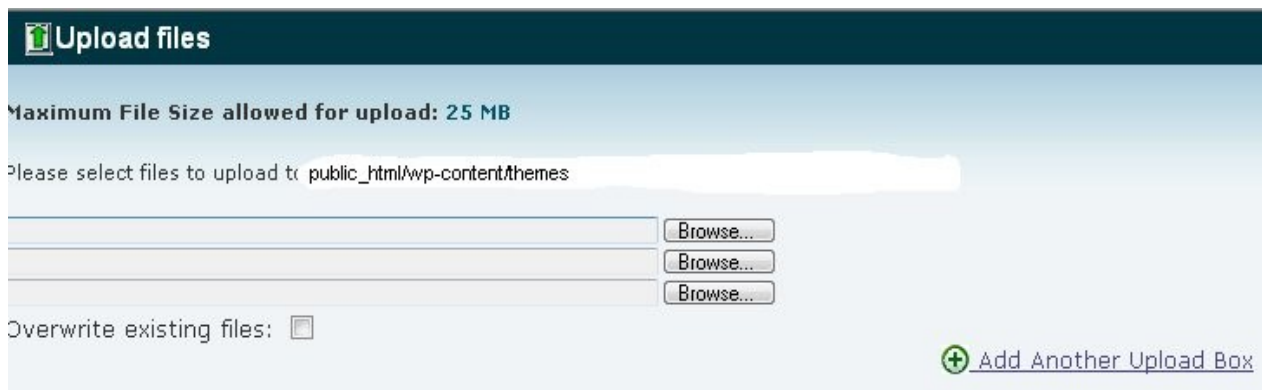
- Click on the 'File Manager' which will bring you to the file manager or a similar screen to this. Locate `public_html` and click on it.



- You should see the following Wordpress folders:



- Double click on the '**wp-content**' folder
- Next Double click the '**Themes**' Folder
- Next at the top of the page click '**upload**'. You are going to upload the theme you previously downloaded to your hard drive. If you click on the 'browse' button you will see a display of your hard drive. Simply find your theme that you downloaded earlier and select it for upload.



Next, your themes folder will contain the theme you just uploaded. If the files are in zipped format, click the '**extract**' icon at the top to unzip the files.

9. If you are not logged into your Wordpress admin area, log in to it now as explained in Step 7 of 'Setting up your Wordpress blog'.
10. Under your 'Dashboard' area go to 'Appearance' and select 'Themes'. The new theme that you just added should display on the main screen. Simply click on the theme to upload it to your blog. If you would like to change your theme, simply perform the same process as outlined above. This will bring in the themes to your file folders and you can pick and choose the themes that you wish to use.

5.0 Customizing and Monetizing your Blog

Your next steps are going to be to effectively customize and monetize your blog for reaching the most people and making the most money.

Most of your customization will be done through Wordpress plug-ins and you can read more about them on the [Wordpress plugin site](#).

The most commonly used plug-ins will be:

- [Akismet](#) (should come with Wordpress download, if not use this link)
- [Google Adsense Plugin](#)
- [Add a Search Box Plugin](#)
- [Wordpress Database backup](#) (should come with download but if not use this link)
- [Twitter for Wordpress](#)
- [Wordpress Video Plugin](#) – lets you instantly add a video

The Wordpress database backup is *important* so be sure you activate that plugin and backup your database on a regular basis. You don't want to lose all the work you put into creating your blog posts.

The Wordpress plugins are installed the same way you installed your theme. Simply download the plugin to your hard drive, then go to your hosts file Manager and bring in the plugin, your plugins must be downloaded to your plug-in file at this location:

/public_html/blog/wp-content/plugins

The fine details of optimizing and customizing are beyond the scope of this tutorial but there are several great courses specifically designed for Wordpress – [Affiliate Theme](#) offers great

training and help with their Wordpress themes for affiliate marketers, for example. Also [Blogger's Paycheck](#) by John Yeo has a free cheat sheet for how to start earning money quickly from your blog.

Also I highly recommend tuning into Darren Rowses' [Problogger](#) site. It's full of tips and ideas for your blog. Since Darren's successful website launch on blogging, he has since wrote his popular book simply titled '*Problogger*'. I purchased the book several months ago and it's full of hot tips and useful information - but reviewing the information on his blog first will give you tons of good information and personal tips that you can check out.

If you have questions or comments please post them on our [Homenotion Forum](#). I will answer them personally ;-)

Have a great time with your blog and I wish you much success!

A handwritten signature in black ink, appearing to read 'Liz McGee', written in a cursive style.

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