WEBSTART
BLUEPRINT

AVALLACH TECHNOLOGY

BUILD YOUR OWN BUSINESS WEBSITE!

Welcome to the WebStart Blueprint

This guide is all about making things easy for you. I believe that creating a website shouldn't be hard or expensive, especially for the solo entrepreneurs and small business owners out there–the "little guys" like us.

WHY THIS GUIDE?

The Internet's a big place, and it's easy to feel lost. I've been there. That's why I created this blueprint; to help you build your website step by step, without the tech headaches or breaking the bank. It's about focusing on what you really need and skipping what you don't.

WHAT'S NEXT?

You're about to start a great journey, and I'll be with you every step of the way. This guide will take you from the very beginning–all the way to launching your site. And remember, it's okay to take it slow. This is about your pace, your vision.

LET'S BUILD SOMETHING AMAZING

You've got this, and I'm here to help. If you ever get stuck or have questions, please get in touch. Let's make your dream website a reality.

Here's to our adventure together,
Gary Wilmot

Introduction

You're on the path to creating your own website, and that's a big deal!

This guide, the WebStart Blueprint, is your map. It's designed for people who want to get their ideas online but might not know where to start.

Each chapter lays out a key step in your website build, and has a companion video where you are given an "over the shoulder" view of the steps required.

Work through the materials at your own pace, and revisit them as often as you need!

Here's a quick overview of what we'll cover:

1. The Groundwork
Before building anything, we need a solid plan. We'll start with brainstorming – jotting down your ideas, figuring out who you want to reach, and what you want your website to achieve. This isn't just about having a cool website; it's about making sure it works for you and your goals.

2. Your Digital Identity
Every website needs a name, known as a domain, and a place to exist. We'll guide you through securing a domain and hosting to get your project off to a great start.

3. Laying The Foundations

Once you've secured your domain and hosting, we'll get into how to put the foundations of your web site in place, even if you have zero tech skills or experience (honest!)

4. Making It Yours

This is where the fun (yes, fun!) begins. You'll pick a design for your site, one that aligns with your brand, and then add your unique touch. This is also where you start building the pages that will form the heart of your online presence.

5. Filling It With Life

A great website needs great content. In this step you'll learn some awesome strategies and techniques for structuring content. You'll also start to put together engaging text and visuals that tell your story and connect with your audience.

6. Opening Your Virtual Doors

Once everything's in place, it's time to go live. This part can be super scary, as well as super exciting. We'll go over the final checks to ensure your site is ready for the world to see, put it out there, and then realise it's not as scary as you thought.

7. What Comes Next

Launching your site is just the beginning. We'll touch on how to attract visitors, keep your site fresh, grow your online presence, and how to evolve your site as your business grows.

So, are you ready? Let's get started!

Step 1: The Groundwork

Before starting to build your website, it's crucial to start with a solid foundation. This chapter is all about planning and preparing, ensuring your website has a clear purpose and direction.

BRAINSTORMING YOUR IDEA

Every great website starts with an idea. Grab a notebook or open a digital document and start jotting down everything you want your website to be about. Think about:

- What topics are you passionate about?
- What knowledge or services can you offer?
- Who would be interested in your website?

There are no wrong answers here. This is about getting all your thoughts out and beginning to see a pattern that points to your website's focus.

IDENTIFYING YOUR NICHE AND AUDIENCE

Your niche is the specific area you'll focus on, and your audience is the people who will be interested in what you offer. Narrowing these down helps you create more targeted, effective content. Ask yourself:

- Who needs the information, products, or services I'm offering?
- What problems can I solve for them?
- Why would they choose my website over others?

Understanding your niche and audience makes everything from design to content creation more straightforward.

DEFINING YOUR WEBSITE'S GOALS

What do you want your website to achieve? Setting clear, achievable goals gives you a roadmap to follow. Goals can be anything from sharing your hobby with the world to selling products online. Consider:

- Do you want to inform, entertain, or sell?
- How will you measure the success of your website?

Whether it's gaining a certain number of visitors, selling a set number of products, or simply having a place to express your thoughts, knowing your goals helps keep your website on track.

SUMMARY

Laying the groundwork is all about planning. The aim of this chapter is to help you to have a clear idea of what your website will be about, who it's for, and what you want it to achieve. With this foundation, you're ready to start building a website that's both meaningful and successful.

Video: [Laying The Groundwork](#)

Step 2: Your Digital Identity

After planning your website, the next crucial steps are choosing a domain name and securing web hosting. These elements are your website's foundation, giving it an address and a place to live on the internet.

CHOOSING AND REGISTERING A DOMAIN NAME
Your domain name is how visitors find you online. It's both your digital address and a part of your brand identity.

Here's some tips one choosing a great one:

- **Keep it relevant and memorable:** Your domain should reflect your business or interest area and be easy for people to remember and type.

- **Make it concise**: Shorter names are easier to recall and less prone to typos.

- **Avoid numbers and hyphens**: These can confuse people and make your domain harder to share verbally.

- **Be unique**: Stand out from the crowd with a name that sets you apart.

- **Use appropriate extensions**: While .com is the most popular, there are many others like .net, .org, or more specific ones like .photography that might suit your website better.

WEB HOSTING

This is where your website content will live - basically renting space on a server.

Some of the key things you need in a hosting provider are:

- **Reliability**: Your host should guarantee uptime, ensuring your site is always accessible.

- **Speed**: A fast host improves user experience and helps ensure that visitors read your content .

- **Support**: Look for 24/7 customer support for any technical issues.

- **Scalability**: Your hosting should grow with your website. Starting with what you need and expanding resources as your site grows is key.

NB. In the video for this step, I'll show you how to secure hosting and domain using the service promoted by **Avallach Technology**. It's a service I've used for about 20 years for countless website projects, and have a lot of faith in.

However, if you already have hosting, or have another preference, that's great - you will still be able to follow the rest of the steps!

Video: Secure Your Domain and Hosting

Step 3: Laying The Foundations

With your domain and hosting set up, it's time to start building your website. WordPress is the tool we recommend for this task. It's powerful, flexible, and best of all, free! Let's get it installed and take your first steps into website creation.

WHY WORDPRESS?
WordPress is the world's most popular website builder. It's great for beginners and professionals alike, offering thousands of themes and plugins to customise your site.

INSTALLING WORDPRESS

1. **Log into Your Hosting Account**: Access your Avallach Technology control panel.

2. **Find the WordPress Installer**: Look for the WordPress option in the Applications Installer page of your dashboard.

3. **Install WordPress**: Click 'Install' and follow the on-screen instructions. You'll select your registered domain, choose an admin username, and set a password. The process is quick and automated.

4. **Access Your WordPress Dashboard**: Once installed, you can log into your WordPress dashboard using the details shown to you on screen. This is where you'll manage your website.

NAVIGATING THE WORDPRESS DASHBOARD

The WordPress dashboard might seem overwhelming at first, but it's fairly straightforward once you have used it a few times. Here are the key areas you'll use:

Posts: For writing and publishing blog articles.

Pages: For creating static pages like "Home," "About," and "Contact."

Appearance: Where you can change your website's theme and customise its look.

Plugins: For adding extra features to your site, like contact forms or SEO tools.

SETTING UP YOUR SITE
Before you dive into creating content, take a moment to adjust some basic settings:

Site Title and Tagline: Go to Settings > General. Here, you can set the name of your site and a short description.

Permalinks: Go to Settings > Permalinks. Choose a URL structure that includes the post name. This is better for SEO and user experience.

Site Language and Timezone: Go to Settings > General. I always choose English (Australia) so the dashboard says "G'Day" instead of "Howdy".

Installing WordPress marks the real beginning of your website's development. Take some time to explore the dashboard and familiarise yourself with the different areas.

Remember, every expert was once a beginner, so don't hesitate to experiment and learn as you go. With WordPress and Avallach Technology, you have everything you need to create a website that's both beautiful and functional.

Next, we'll dive into selecting the perfect theme to make your site look exactly the way you want.

Video: [Installing WordPress and Initial Configuration](#)

Step 4: Making It Yours

Now that WordPress is installed, it's time to make your site look just right. A theme is like the outfit for your website, determining its style and layout. Let's find the perfect theme and customise it to match your vision.

SELECTING THE RIGHT THEME

1. **Consider Your Needs**: Think about what your website needs to do. A blog? An online store? Different themes are designed for different purposes.

2. **Simplicity is Key**: A clean, simple design often works best. It makes your site easy to navigate and keeps it looking professional.

3. **Responsive Design**: Ensure the theme looks good on both desktop and mobile devices. This is crucial for all websites today.

4. **Check Ratings and Reviews**: See what others say about the theme. High ratings and positive reviews are good signs.

INSTALLING YOUR THEME

1. **Access the Theme Directory**: Go to your WordPress dashboard, find 'Appearance', then 'Themes', and click 'Add New'.

2. **Browse or Search**: You can explore featured themes, use the search function, or filter by criteria like layout or features.

3. **Preview and Install**: When you find a theme you like, you can preview it to see how it looks. If it's the right fit, click 'Install' then 'Activate'.

CUSTOMISING YOUR THEME

1. **Customise Tool**: Go to 'Appearance' > 'Customise'. Here, you can change your site's title, tagline, colours, and more.

2. **Widgets and Menus**: Add functionality and navigation. Widgets can be things like search bars or recent posts. Menus help your visitors find their way around your site.

3. **Homepage Settings**: Decide what your home page looks like. You can have your latest posts displayed or set a static page as the homepage.

ADDING PLUGINS FOR MORE FUNCTIONALITY

While themes change how your site looks, plugins change what it can do. Plugins add features like contact forms, SEO tools, and social media buttons. To add a plugin, go to 'Plugins' > 'Add New' in your dashboard, search for what you need, and click 'Install' then 'Activate'.

SUMMARY

Choosing and customising a theme is about bringing your website's personality to life. It's where your planning and creativity start to show. Remember, you can always change your theme later, so don't feel like you have to get everything perfect right away. The most important thing is to get started and keep moving forward.

Video: [Making It Your Own](#)

Step 5: Creating The Core

With your theme set, it's time to create the core pages of your site. These pages are the foundation of your website, providing visitors with essential information about you, your services, or your products. Let's get started on crafting these key components.

IDENTIFYING YOUR CORE PAGES

Most websites need at least the following:

Home Page: Your digital welcome mat. It should capture what you do and direct visitors to important sections.

About Page: Tells your story or your business's story. Share your mission, values, and what sets you apart.

Services or Products Page: Details what you offer. Be clear about your services or products and how they benefit your customers.

Contact Page: How visitors can get in touch with you. Include an email address, contact form, and possibly your location and phone number.

Blog Page: A blog is a great way of communicating news and updates with your clients and prospects, and it's also a very effective way to keep your website content fresh, and establish your place as an authority in your market.

CREATING YOUR PAGES

1. **Navigate to Pages**: In your WordPress dashboard, go to 'Pages' and click 'Add New' for each page you plan to create.

2. **Add Content**: Write compelling copy that speaks to your audience. For your Home Page, focus on a strong introduction to your brand. Your About Page can be more personal, sharing your journey or philosophy. On your Services or Products Page, highlight the value you provide. The Contact Page should be straightforward, making it easy for people to reach out.

3. **Incorporate Visuals**: Add relevant images or videos to enhance your message and engage visitors. Ensure these visuals align with your overall site design.

CUSTOMISING PAGE LAYOUTS

Many WordPress themes offer different layouts for pages, giving you flexibility in how your content is presented. Experiment with these to find the best way to display your information. Look for layout options in the page editor or within the 'Customise' section under 'Appearance'.

SETTING A STATIC HOME PAGE

By default, WordPress shows your latest posts on the home page. If you prefer a static page as your home page:

1. Go to 'Settings' > 'Reading'.
2. Select 'A static page' under 'Your homepage displays'.
3. Choose which page you'd like as your Home Page.

SUMMARY

Your core pages are the pillars of your website, each serving a distinct purpose in telling your story and engaging your audience. Spend time crafting these pages thoughtfully, as they will be many visitors' first impression of you or your business. With your core pages in place, you're well on your way to having a fully functional website.

Next, we'll look into adding content and making your website dynamic and informative.

Video: [Creating Your Core Pages](#)

Step 6: Filling It With Life

With your core pages established, it's time to fill your website with engaging content. Content is what draws people to your site and keeps them coming back. Whether it's blog posts, product descriptions, or an FAQ section, great content informs, entertains, and connects with your audience.

CONTENT TYPES

1. **Blog Posts**: Share your expertise, industry news, or personal insights. Blogs are great for engaging your audience and improving SEO.

2. **Product or Service Descriptions**: If you're selling something, clear, compelling descriptions help persuade visitors to make a purchase.

3. **Testimonials and Reviews**: Show potential customers what others are saying about your products or services.

4. **Guides and How-Tos**: Provide valuable information that addresses your audience's needs or solves their problems.

WRITING ENGAGING CONTENT

Know Your Audience: Write with your target audience in mind. What questions do they have? What problems can you solve for them?

Be Clear and Concise: Get to the point quickly. Use headings, bullet points, and short paragraphs to make your content easy to scan.

Tell a Story: People love stories. Whenever possible, use storytelling to make your content more relatable and memorable.

Include Calls to Action (CTAs): Encourage your readers to take the next step, whether it's subscribing to a newsletter, making a purchase, or contacting you for more information.

ADDING CONTENT TO WORDPRESS

1. **Posts and Pages**: Use the 'Posts' section for blog articles and 'Pages' for static content like your About or Services pages.

2. **Media**: Add images or videos to make your content more engaging. In your dashboard, go to 'Media' > 'Add New' to upload files.

3. **Editing Tools**: WordPress offers a variety of tools for formatting your content, adding links, and inserting media. Familiarise yourself with these to enhance your posts and pages.

OPTIMISING FOR SEARCH ENGINES

Use Keywords: Include words or phrases your target audience might use to search for your content. But don't overdo it; keep it natural.

Meta Descriptions: Write compelling meta descriptions for your pages and posts. These appear in search results and can increase click-through rates.

SUMMARY

Content is the heart of your website. It's what tells your story, showcases your offerings, and starts conversations with your audience. Investing time in creating quality content sets your site apart and builds a foundation for growth and engagement.

Video: [Crafting Compelling Content](#)

Step 7: Opening Your Virtual Doors

Congratulations! You've built the foundation of your website, filled it with engaging content, and now you're ready to share it with the world. Launching your website is a big moment, but it's just the beginning of your online journey. Let's go through the final steps to launch and what comes next.

BEFORE YOU LAUNCH

Double-Check Your Content: Make sure there are no typos or errors, and that all your content is up-to-date and accurate.

Test Your Site: Click through all your pages and links to ensure everything works as it should. Don't forget to view your site on different devices and browsers to check for responsiveness and usability.

Set Up Basic SEO: Use a plugin like Yoast SEO to help guide you through optimising your site for search engines. This includes setting up meta titles and descriptions for your pages.

Privacy Policy and Legal Pages: Ensure you have a privacy policy and any other required legal pages. This is important for building trust with your visitors and for compliance.

LAUNCHING YOUR WEBSITE

Go Live: If you're using an "Under Construction" plugin, change the settings to make it public.

Announce Your Launch: Share the news on your social media channels, email subscribers, friends, and family. Encourage them to visit and share your site.

Collect Feedback: Be open to feedback from your early visitors. They might spot issues you've missed or have suggestions for improvement.

AFTER THE LAUNCH

Monitor Your Site: Keep an eye on your website's performance. Tools like Google Analytics can provide insights into your visitors' behaviour.

Update Regularly: Keep your content fresh and your WordPress site updated. Regular updates are crucial for security and functionality.

Engage with Your Audience: Respond to comments, questions, and feedback. Building a relationship with your visitors can turn them into loyal fans or customers.

Market Your Site: Continue to use social media, email marketing, and other channels to draw more visitors to your site. SEO is an ongoing effort, so keep optimising new content.

CONGRATULATIONS!

Launching your website is a significant achievement, but it's just the start. The real work begins with growing your site, engaging with your audience, and continuously improving your content and SEO. Remember, every big site started somewhere. With patience, effort, and a willingness to learn, there's no limit to what your website can achieve.

Welcome to the exciting world of website ownership. Here's to your success!

Video: [Launch Day!](#)

What Comes Next?

Congratulations on completing the WebStart Blueprint! Your website is now live, and you're ready to take the next steps towards growing your online presence. But what happens next? Let's explore how you can market, advertise, and grow your online business.

Marketing Your Website
Marketing is crucial for driving traffic to your website. Here are some key strategies:

Content Marketing: Create valuable content that attracts and engages your audience. Regularly update your blog, share insights, and provide solutions to your audience's problems.

Social Media: Use social media platforms to promote your content, interact with your audience, and build a community around your brand.

Email Marketing: Build an email list and send regular newsletters with updates, offers, and valuable information to keep your audience engaged.

Advertising Your Website

Advertising can help you reach a wider audience and drive targeted traffic to your website. Consider these options:

Pay-Per-Click (PPC) Ads: Use platforms like Google Ads and Bing Ads to display ads to users searching for relevant keywords.

Social Media Ads: Run ad campaigns on social media platforms like Facebook, Instagram, and LinkedIn to reach your target audience.

Display Ads: Use display advertising to showcase your ads on relevant websites and blogs.

Growing Your Online Business

To grow your online business, focus on building authority and trust. The Authority Marketing framework can help with this. Here's how:

Build Your Personal Brand: Establish yourself as an authority in your niche by sharing your expertise, speaking at events, and publishing content.

Leverage Testimonials and Reviews: Showcase testimonials and reviews from satisfied customers to build trust with new visitors.

Offer Free Resources: Provide free resources, such as e-books, webinars, and guides, to attract and retain your audience.

Exclusive Offer

To further enhance your knowledge and skills, we've partnered with a renowned online business training platform.

They offer a comprehensive video training series on marketing and growing your online business, currently available via **our link** for a special price of just $37 USD.

This training will equip you with advanced strategies and tools to attract visitors, engage your audience, and increase your impact.
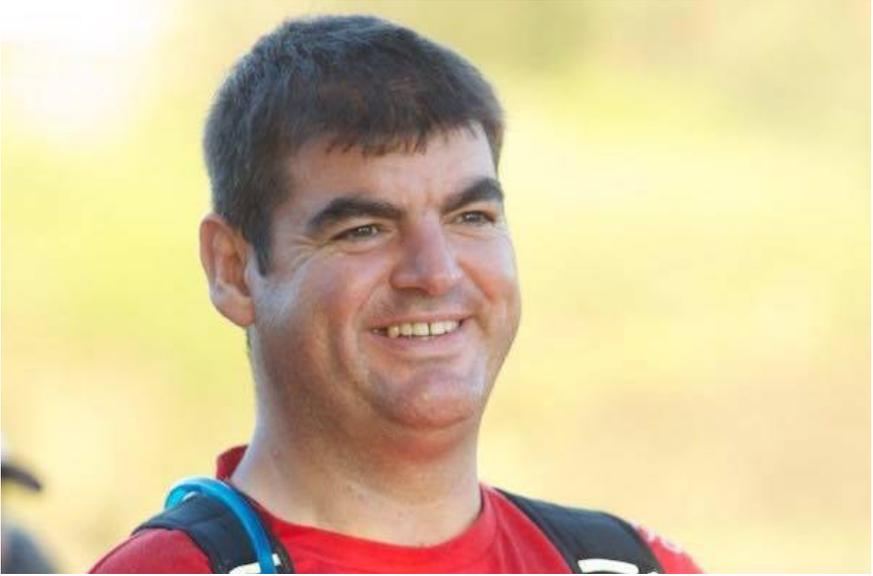
Take the Next Step

Embrace this opportunity to deepen your knowledge and take your online business to new heights.

Get the 7-day video series here – your path to mastering digital marketing and growth awaits.

Thank you for joining us on this journey. We're excited to see where your online presence takes you next!

About the Author

Hey there, I'm Gary Wilmot, the geek behind Avallach Technology and a relentless back-of-the-pack triathlete and ultramarathon runner. When I'm not diving into the digital world, you can find me hitting the trails or pushing through the last kilometre of a gruelling event.

My journey with computers started in 1981, sparking a lifelong fascination with how technology can connect us and amplify our voices. Over the years, I've turned that fascination into a career, working in various tech roles.

My mission with Avallach Technology, is to make the online world more accessible for everyone, especially for those who feel left behind by the rapid pace of digital innovation.

I channel these same goals into my personal blog, TheBizzyRunner.com, where I share tales from the trail, insights from the back of the race, and how the disciplines of running and triathlon intersect with the tech world.

It's all about the journey, the community we build along the way, and the shared experiences that keep us moving forward.

Through Avallach Technology and TheBizzyRunner.com, I aim to inspire, educate, and empower. Whether you're looking to launch your website or push through your next big race, you'll find me cheering you on, one step at a time.

I'm thrilled you're joining me on this adventure. Let's lace up, log on, and see where this path takes us together!