



Kim's Resource Guide

A complimentary guide to finding resources for
your website.

By Kimberly Mays

Goal Defining Questions for your Website

By defining your goals, you will make better decisions on what products and services to use for your website. This will help you pick the right themes and plugins, and may even save you money. You will know what you need and where to look for it.

Start Simple! The most important outcome is actually having a website that your visitors can access and understand. To put this into perspective, about half of small business owners do not have a website at all. But YOU will!

Get Started

After you build your first site, you should continuously improve it throughout the life of your business. You will need to reassess your site to determine if it's still meeting your needs. But for now, the most important step is getting started!

1. **Why are you building a website?**
2. **What are your goals for building a website?**
3. **Will you have a blog?**
4. **Will your website earn money?**
5. **What products or services are you selling?**
6. **How will you be contacted?**
7. **Who is your intended audience?**
8. **What do you want them to know about you?**
9. **How often do you want them to come back?**

Now that you've got some goals for your website, it's time to start producing the content that will help you to meet those goals.

Creating Your Pages

Your Home Page

The purpose for the website

1. **A very brief description about who you are**
2. **Products or services being sold**
3. **And a call to action***

Take your answers from day one and write out the content for your home page. Your home page is not going to be like anyone else's, so make sure it addresses your needs and your goals.

Your About Page

What you want your visitors to know about you

1. **A relevant backstory**
2. **Another call to action***
3. **Photos**

* A call to action is a directive to your audience to take a particular action. "Click Here" is a good example.

Contact Page

You can have a dedicated CONTACT PAGE, embed your contact information into your home page content, or you can place your contact information in the site's sidebar or footer.

More?

Thinking about starting a BLOG? Start planning categories and topics.

Choosing a Domain Name

A domain name is the human readable address of a website. The Domain Name System (DNS) translates that name into one or more IP Addresses. (An IP address is a numerical address that represents a server or other device on the internet.)

Do you have any ideas for your domain? First, you will need to find out if it is available. One of my favorite tools is <http://www.namemesh.com/>.

Quick Tip

Try not to pick anything offensive, hard to spell, or a blatant ripoff of another brand. It should be memorable, easy to spell and, easy to say. It's fine if you choose a quirky name, but you'll need to spend extra effort explaining it to others.

The tradeoff could be worth it. Up to you!

Register It!

You need to sign up with a registrar. A registrar is an organization authorized to issue domain names on your behalf.

Go Daddy is the largest registrar, but there are many others. You can spend a lot of time searching for other registrars, but it's easiest to choose <http://godaddy.com> to start.

Go to Go Daddy's website and you'll see a search box at the top of the site. Search for your chosen domain names. Try to buy a '.com' or '.net'.

There are other top-level domains, but they aren't as popular. Again, if you want to be quirky and buy a '.guru', just be prepared to explain it :)

CHECK THE SPELLING. Make sure there are no typos before you register. You can't change it later!

Tip: I recommend the Privacy Protection. If don't select this option, your information will be available to the public in the WHOIS directory. Try finding online promo codes to save \$\$

Choosing a Web Host

Your Web Host is where your site lives. It owns the servers on which you will house your files, your images, and your content. **I recommend that you choose a separate company for your hosting than your domain registration.**

Many hosting companies can also register your domain name, but I strongly recommend that you keep it separate! If you ever have a negative experience with your web hosting, you can easily repoint your domain to another host.

Shopping Around

You could spend days shopping around!

Many hosting review sites will usually have a top ten ranking of web hosting companies. At best, they aren't consistent. At worse, they may be receiving a commission to promote certain companies! It's also the same with user reviews. Your mileage may vary.

A Few Examples

Here's a sampling of hosts to choose from, but it is by no means exhaustive:

- **Bluehost**
- **HostGator**
- **SiteGround**
- **Inmotion hosting**
- **A2 hosting**

Picking a Host

- Do not choose the same hosting company as your registrar.
- Expect to spend around \$4-7 a month. (You may have to pay in advance for additional months.)
- Storage - Around 5 GB if you are not hosting videos
- Bandwidth - Often advertised as 'unlimited' (but this isn't reality, but enough for starting out)

- Test drive their support response times. Ask questions!

WordPress Resources

Official WordPress Lessons:

https://codex.wordpress.org/WordPress_Lessons

Blog that specialized in all things WordPress

<http://www.wpbeginner.com/>

Free Stock Images

<https://www.pexels.com/>

<https://Unsplash.com>



About Kimberly Mays

Kimberly is a web developer, brand builder, and self-proclaimed geek from New York City. With over 10 years of web design and development experience, Kimberly created Foolishly Creative to help other entrepreneurs create professional online personas. Her mission is to partner with solopreneurs, coaches, authors, and small businesses to build their websites and to sustain their online brands. Kimberly has a deep love and passion for small businesses. She believes that there is an abundance of creative individuals all around. Kimberly is fueled by her desire to use her talents to create opportunities and to help others be successful. When she is not working, Kimberly enjoys watching anime, traveling to other countries, attending live theater, and learning new technologies.

Book a strategy call at <http://foolishlycreative.com/>