



## **Profitable Blogging: Lesson #2**

### **Getting Starting: Buying Your Domain & Hosting**

This is where things start to get exciting. You've chosen your niche - now we're actually going to start building your blog.

In this lesson we're going to do two things; we're going to choose and buy a website address ("domain name") for your blog, then we're going to buy a low-cost web hosting account.

These two things combined will give you everything necessary to start setting up your own money-making blog.

It's the stage when "thought" becomes "reality" and where your journey to passive income really begins.

Ready? Great, then let's get started as we walk through the entire process from beginning to end.

#### **Choosing A Domain Name**

As you're probably aware, all domain names are unique. In other words, if someone else has registered a domain you won't be able to. Therefore you need to come up with something unique that perfectly describes the overall theme of your blog.

Where do you start?

Firstly, I would suggest you avoid any domain name with dashes in them (because most people believe they look "spammy"). I'd also aim for a domain name that ends in .com rather than any other ending - simply because they appear far more trustworthy.

From here the sky really is the limit.

So grab a pen and paper and start to brainstorm possible words or phrases that could describe the topic of your blog which you selected last time.

A handy tip can be starting off by coming up with a list of broad keywords to describe your site. If we were starting a blog about dogs then we might select:

- Dogs
- Doggie
- Canine
- Pooch

...and so on.

Then consider "bolt-on" words that either sound good with each of these, or are quite general in nature.

To give you some examples, using just "pooch" as a basis, we might want to consider:

- PoochPartner.com
- PoochPatch.com
- PoochTrainer.com
- PoochLover.com
- YourPooch.com
- PoochCare.com
- PoochLovers.com

...and so on.

As your domain needs to be unique it makes sense to brainstorm a large list of potentials to start you off.

Once you've got your list we can then filter through them to see which domains are actually available.

### **Buying Your Domain & Hosting**

There are hundreds of companies offering domain names and web hosting but if this is your first blog then I recommend that you opt for [BlueHost](#).

[BlueHost](#) offers exceptionally low cost hosting with great customer support alongside. Just as importantly your hosting account includes a free domain name, which makes life a whole lot easier.

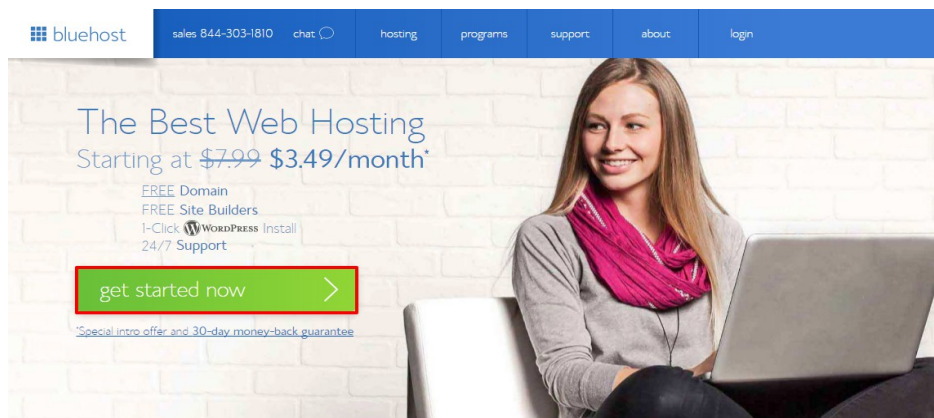
Many hosting companies expect you to buy your domain separately, however you'll then need to configure both to work together seamlessly.

[BlueHost](#) eliminates this step, making setting up your blog a much easier option.

Here's how to get your domain and hosting...

## 1) Get Started

Navigate your way to [BlueHost](#) and click on the big green "Get Started Now" button.



## 2) Choose Your Package

[BlueHost](#) offer a range of different packages. I would personally suggest you opt for the "Plus" account as it allows you to host more than one website and offers unlimited everything.

	basic	plus most popular	pro
	normally <del>\$7.99</del> <b>\$3.49*</b> per month	normally <del>\$19.99</del> <b>\$5.95*</b> per month	normally <del>\$23.99</del> <b>\$13.95*</b> per month
	select	select	select
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	High Performance
included domains	1	1	1
parked domains	5	unlimited	unlimited
sub domains	25	unlimited	unlimited
email accounts	5	unlimited	unlimited
email storage	100 MB per account	unlimited	unlimited
marketing offers	—	\$200 included	\$300 included
	select	over \$24/yr in extras 1 SpamExperts select	over \$180/yr in extras 2 SpamExperts 1 SSL 1 Dedicated IP 1 Domain Privacy SiteBackup Pro select

This is important because many bloggers end up setting up second or third blogs in time to grow their income yet further. The "Plus" account therefore can save you considerable money in the future as your empire expands.

If you're on a really tight budget you can of course opt for the lowest package, but just appreciate that the limitations present might get a little frustrating in time.

### 3) Choose Your Domain

You know that list of domains we brainstormed earlier on? Now is the time when we figure out which ones are available to register.

Simply enter each of your preferred domains into the box on the left of the page until you find one which is available to register.

#### sign up now

Thank you for choosing Bluehost. You have made the right choice in selecting us as your web hosting and eBusiness provider. We provide excellent customer service, reliable hardware and affordable prices.

We appreciate your business and look forward to a great relationship.

The image shows two side-by-side form boxes. The left box is titled 'new domain' and contains a text input field, a dropdown menu with '.com' selected, and a 'next' button. The right box is titled 'i have a domain name' and contains a text input field and a 'next' button. Both boxes have a 'next' button at the bottom.

### 4) Enter Account Information

Once you've selected your domain, simply fill in the form with some basic details.

#### account information

All fields are required unless otherwise noted.

The form contains the following fields: First Name, Last Name, Business Name (optional), Country (dropdown menu with 'United States' selected), Street Address, City, State (dropdown menu with 'Please select a state' selected), ZIP Code, Phone Number (with '(123) 456-7890' entered), Ext (extension field), and E-mail Address. A note at the bottom states: 'Your receipt will be sent to this address.'

### 5) Package Information

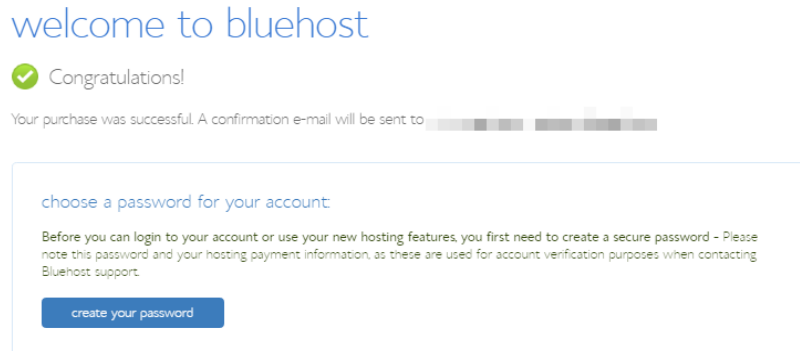
Be careful here. You'll be presented with a whole host of options regarding the package you're selecting. It's easy to accidentally buy more services than you actually need, and I'd hate for you to spend more than necessary.

### 6) Enter Payment Information

Pop your card number in, click the "Submit" button and prepare to become the proud owner of your brand new blog!

## 7) Select Your Password

As soon as your payment has been processed you'll be able to take the final step of selecting a password for your account.



Then go check your emails, where you should have a confirmation message. You'll be needing the contents tomorrow when we actually turn your new account into a polished-looking blog.

*That's it for lesson #2. Hopefully you'll agree that it was far from difficult, was it? Yet in just the first two lessons of this course you've successfully selected a niche, brainstormed and purchased a domain name and web hosting.*

*Next time things get even more exciting as we actually install a blog onto your chosen website address. See you next time!*