

**A Kickstart Special Report**

# **A Beginner's Guide to the Basics of Internet Marketing**

*Demystifying Domain Name Registration  
and Hosting*

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## How to buy a domain and set up hosting



When you first start out in Internet marketing there is a lot to learn.

Unfortunately, some of the most essential things to learn are, for newcomers, the most confusing. They are surrounded by jargon, seem to involve overly complex procedures and appear to be counter-intuitive and often contradictory.

It doesn't help that all mentors, coaches, teachers and info product writers seem to assume that you already know how to do this stuff and throw out such unhelpful advice as 'Just go and buy a domain and hosting and we'll take it from there.'

I remember well my own early days when I stalled and dithered about getting started in Internet marketing precisely because I had no idea how to buy a domain, didn't understand what hosting was and could no more 'just' buy them than fly in the air. And even when I did work it out, linking the two things together baffled me.

That's why I've written this Kickstart Guide to Domains and Hosting.

I have taken screen shots of every single step in the process, no matter how small, and written a full explanation of everything you need to know and do.

Follow along and don't let confusion over the basics stop you from getting started in one of the most rewarding and fun businesses I know.

In deconstructing the process of selecting and buying a domain, arranging hosting and changing DNS settings to link the two together, it appears that the whole thing is very complex. After all, at the last count there are 38 pictures in this book! But the reason for that is that I have tried to cover the process in great detail so you won't be left high and dry.

In reality, the entire process that is covered here, from beginning to end, should take you about 5-10 minutes. And once you've done it once, one of the hurdles that for many people blocks their progress in Internet marketing will have been removed.

Before you know it you'll have dozens of domains and several hosting accounts and will be making great money from many of them!

## A note about suppliers

Throughout this book I have used [GoDaddy](#) as the domain registrar and [HostGator](#) as the hosting company. Both companies will pay me an affiliate commission if you follow the links in this book to buy domains or hosting of your own.

Although it is nice to receive a small commission, the real reason I have used these two companies here is three-fold:

1. They are the biggest at what they do.
2. In my experience they both offer excellent support if you need it.
3. I use both companies almost exclusively in my own business so speak from the point of view of a very satisfied customer.



As subscribers to my free newsletter, [Kickstart](#), will know, I promise my readers that I won't recommend any product to them that I haven't used myself and tested to my satisfaction. It is nice to make affiliate commissions, but not if you think badly of me as a result.

I extend that same courtesy to you.

## What is a domain name?

A domain name is the website address that comes after the <http://www> bit up to and including the .com (or .co.uk or .org or any other suffix)

So, in the case of my blog, the website URL – the address you type in to a browser to get to it – is <http://www.imkickstart.com> so the domain is imkickstart.com

There are many different suffixes that can be had - .com is just one of them. You can also have domains ending in .info, .org, .net, or one of hundreds of country-specific ones like .co.uk for sites from the UK.

While all are valid, Internet marketers tend to prefer to buy domains that end in suffixes that Google is most likely to rank well in their search results. At the moment, that means primarily .com endings. The others may be okay, and in certain circumstances – see below – may be preferred, but the general rule is that if you stick to .com you won't go far wrong.

That being said, the domain name you want may simply not be available as a .com, so in that case, the preferred order of next choices would be .net, .org, .info.

## Country-Specific Domains

If you want to build a website that is intended for use by people in a single country only, then it can often be better to buy the country-specific domain.

For example, if your business is in the UK, a .co.uk domain would be appropriate; in New Zealand you might go for a .co.nz suffix and in France a .fr could be best.

The rule of thumb is to think about where you want to attract customers from. If you are happy to get people from all over the world (as most Internet marketers are) then .com is the way to go, but if you are offering plumbing services in your own local area, then your country suffix would likely be best.

## 'Buying' a Domain Name

The very first thing you must understand is that cannot buy a domain name. You can only rent one.

When you find a domain you want to have, you are offered the option of registering it in your name for various fixed time periods: one year, two years, five years and so on.

After that time has elapsed, you get the option to renew it, but if you fail to do that, the domain reverts to being unregistered and anyone else can take control of it.

We talk about buying a domain, but really mean rent it.

## Thinking up a domain name

You will quickly discover that millions – probably billions – of domains names have already been registered, so finding the perfect one for your needs can be a bit tricky.

All of the very short 3 and 4 character domains have long gone and finding one with 5 or 6 characters is very difficult now.

But that isn't necessarily a bad thing.

A domain name should reflect the name of your business or service, or, in the case of an Internet marketer, reflect the products you are selling.

Google seem to take a lot of interest in domain names and appear to give a higher index rank to those that include the keywords a searcher has typed in.

For example, I have an affiliate website that I created just 24 hours ago called [www.factsaboutabs.com](http://www.factsaboutabs.com)

I just did a Google search using the keyphrase 'facts about abs' and found my site on the first page of the results already. The site has no backlinks and little in the way of SEO yet, so its rank is clearly based on the total relevance of the domain name.

Because this 'Google Factor' is so important – we all want free traffic to our sites sent by the search engines – it is a very good idea to do some keyword research before you go to buy a domain.

## Keyword Research

The easiest tool to use for keyword research is Google's own Keyword Research Tool. It is free to use and very useful. You can get to it at

<https://adwords.google.com/select/KeywordToolExternal>

I will show how I have used it to find a great domain later on.

Doing some keyword research is vital to keep you on the right track and to make sure that the domain you end up buying has the best chance of success.

And, truth to tell, five minutes spent doing this will put you ahead of the 99% of people who buy domains without bothering to check the value of their keywords.

## What is Hosting?

Hosting is storage space.

It is just a special kind of computer that you store all the files on that make up your website.

In theory, you could keep all those files on your own PC, but in order for people to be able to access your website you would need a special kind of Internet connection that is always on and which can accommodate many users all at once. Your Internet service provider would not allow it.

So instead we use specialized companies.

When you open an account with one of those companies they create space on one of their servers for you. That space is your hosting account and you upload your files to it via a process called FTP (File Transfer Protocol). Don't worry about FTP right now – I'll cover it later on.

Hosting is quite low cost these days – [HostGator's Baby Plan](#) is sufficient for most people's early needs - is under \$10 per month.

When buying a hosting plan, there are three things to think about:

1. **Will it allow unlimited domains?**

Some hosting companies only allow you to host one domain on each account. Obviously, it is far more cost-effective to have many domains under the one account.

2. **How much Disk Space are you given?**

The amount of disk space is important in the same way that the hard disk size on your PC is important – the bigger the better! The disk space determines how many or how big the files that make up your website can be – and in the case of hosting many domains in one account, how many can be fitted in!

3. **How much bandwidth is allowed?**

Bandwidth is the measure of throughput on your account. For example, if your web page is made up of files that total 10 Mb and you get 100 visitors to that page per day, then for simplicity's sake, the daily bandwidth usage would be 10 MB x 100 or 1 Gb. As bandwidth is usually set monthly, the monthly figure here is 30Gb.

If your hosting account happened to limit you to 25 Gb of bandwidth per month, the chances are that for 5 days your site would be shut down and would be inaccessible to visitors. Not a good thing to happen!

[The HostGator Baby Plan](#) gives you unlimited domains, unlimited disk space and unlimited bandwidth – which is a other reason I recommend it!

## The Missing Link – How Domains and Hosting are Joined Together

Hosting is the place your website lives. Think of the domain name as being a label on a pigeon-hole in your local mail sorting office.

Hosting is your house.

In between the place the mail is sorted and your letterbox is a route the mailman has to walk to get to you.

In between the domain name and your hosting account is also a route – in the form of a code called the DNS – Domain Name System.

Don't worry if this is starting to sound complicated – keep with me as it will all make sense soon enough.

This is how the process works:

1. Domain: Someone types your domain into their browser
2. DNS: The browser goes to a special storage space online to find the route to your website's files
3. Hosting: The DNS code tells the browser where the files are hosted and how to get to them

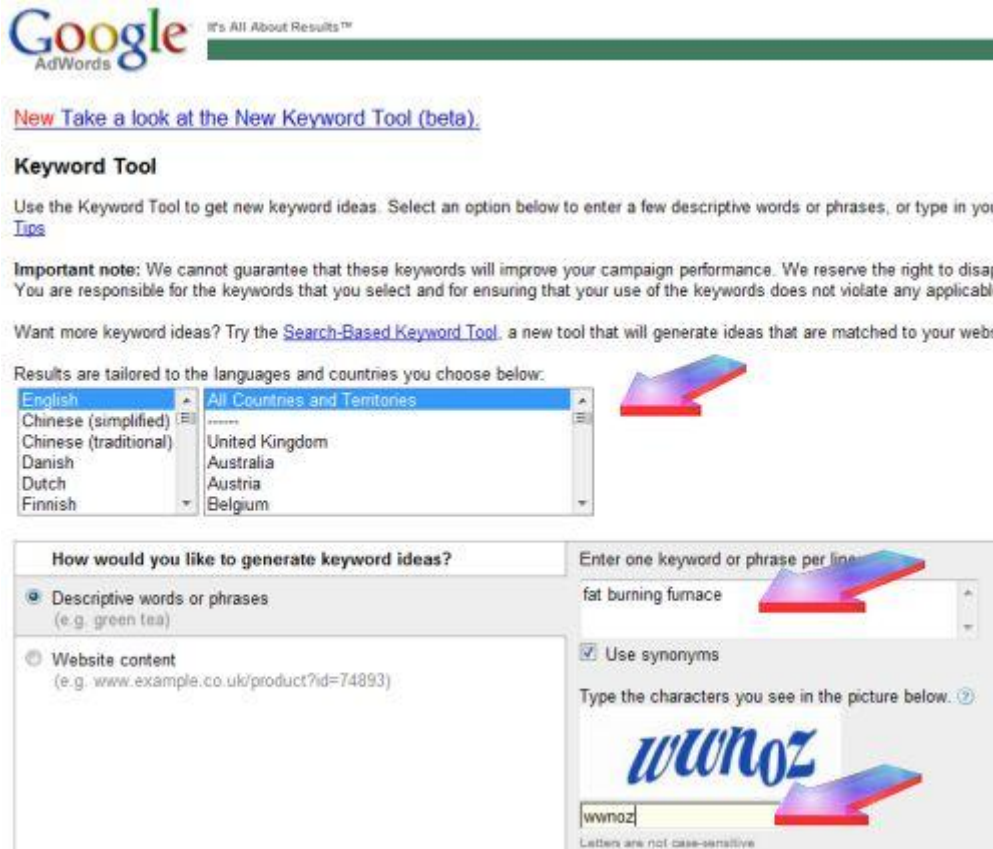
The DNS system works by looking up your domain on a special database called a Name Server, which translates the nice human-readable domain name into a code that allows the Internet to find where the files related to that domain are hosted.

When you open a new hosting account the host company will send you an email that tells you which Name Server codes you'll need (there will be two of them). I'll show you what to do with them a bit later.

## Let's Get Started...

As our working example let's assume I want to build a website to promote a ClickBank product by the name of Fat Burning Furnace.

As I've explained, it is very useful to try to get a domain that reflects the keywords people might type into a search engine to find out about the product. So the first port of call is Google's free keyword tool:



Google AdWords It's All About Results™

[New Take a look at the New Keyword Tool \(beta\)](#)

### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your [Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapp You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable

Want more keyword ideas? Try the [Search-Based Keyword Tool](#), a new tool that will generate ideas that are matched to your websi

Results are tailored to the languages and countries you choose below:

English	All Countries and Territories
Chinese (simplified)	United Kingdom
Chinese (traditional)	Australia
Danish	Austria
Dutch	Belgium
Finnish	

**How would you like to generate keyword ideas?**

Descriptive words or phrases (e.g. green tea)

Website content (e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line

fat burning furnace

Use synonyms

Type the characters you see in the picture below. ?

wwwmoz

Letters are not case-sensitive

The arrows show what I've done:

1. Changed the location to All Countries and Territories (and the language to English)
2. Entered my keyword: Fat Burning Furnace
3. Typed in the Captcha

The results that pop up look like this:

Choose columns to be displayed: [?](#)  
 Show/hide columns

Keywords	Advertiser Competition <a href="#">?</a>	Local Search Volume: March <a href="#">?</a>	Global Monthly Search Volume <a href="#">?</a>
<b>Keywords related to term(s) entered - sorted by relevance <a href="#">?</a></b>			
fat burning furnace		Not enough data	135,000
fat burning furnace reviews		Not enough data	3,600
fat burning furnace diet		Not enough data	1,600
fat burning furnace scam		Not enough data	14,800
fat burning furnace rob poulos		Not enough data	2,400
fat burning furnace review		Not enough data	12,100
the fat burning furnace		Not enough data	3,600
fat burning furnace ultimate		Not enough data	2,400
fat burning furnace book		Not enough data	2,400
fat burning furnace free		Not enough data	6,600
fat burning furnace download		Not enough data	6,600
fat burning furnace ebook		Not enough data	2,400
fat burning furnace free download		Not enough data	4,400
fat burning furnace rob		Not enough data	2,900
fat burning furnace work		Not enough data	1,600
fat burning furnace pdf		Not enough data	1,300
fat burning furnace ultimate fitness		Not enough data	880
fat burning furnace ultimate fitness system		Not enough data	880

If we are to go by the number of searches, ‘fat burning furnace’ is way out front. It is almost certain that the product itself will have that domain, but you never know.

Next in line is ‘fat burning furnace scam’ and ‘fat burning furnace review’.

A lot of people search for the name of a product with ‘scam’ after it to see if there are any negative reports. And a lot of canny Internet marketers buy up those domains so they can create a review site that sings the product’s praises and show the potential customer that it certainly isn’t a scam.

The other keyword – ending in ‘review’ is also a common search term for a popular product as people search out opinions before they buy. It is a keyword that I particularly like to look for in a domain. It somehow seems more positive to me than going for the ‘scam’ option.

With global monthly searches of over 10,000 each, any of those keywords (or, more accurately, key phrases) would suit me.

So, having determined that the product I’m interested in promoting has a good number of monthly searches and found a few potential keyword variations to look for in a domain, I next head on over to [GoDaddy](#) to see what is available.

## Finding and Registering a Domain at GoDaddy



First, head on over to [GoDaddy](https://www.godaddy.com) to get to the page above (they change the look of their home page periodically, so don't be surprised if it appears differently for you).

Then, if you don't have an account with GoDaddy already, you'll need to create one. Click on the 'Create Account' link at the top of the page:



You will come to a signup form:

## Create A New Customer Account

To create an account, please enter the information below: (Items marked with \* are required.)

### Enter Your Contact Information

First Name:  \*

Middle Name:

Last Name:  \*

Login Name:  \*

**Enter a Password:** To form a secure password, we recommend including a combination of letters and numbers. Also, the password needs to be at least 5 characters long.

Password:  \*

Confirm Password:  \*

Password Hint:  \* [Why provide a hint?](#)

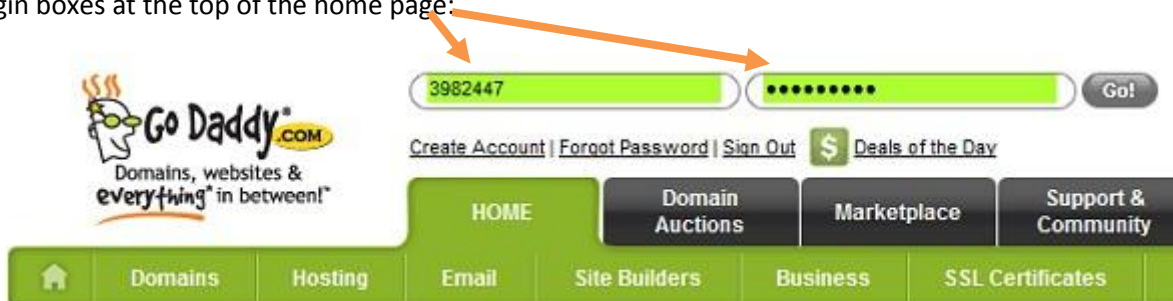
Call-in PIN:  \* [What is a Call-in PIN?](#)

Organization:

Fill it all in and then click on the 'Create a New Account' button that is right at the bottom of the page:



Now you will have your own GoDaddy user number and password that you can enter into the login boxes at the top of the home page:



## Now Let's Find a Domain...

Having set up an account at GoDaddy, our next job is to find a good domain to register.



On logging in you come to a screen like this. This is my own account so it has a few extra alerts and things that you won't see on a brand new account, but the important part is here:



This is where you start. I've entered `fatburningfurnace.com` to see if the very best domain just happens to be available:



Not surprisingly it has already been taken:



But note that now you have a different box to type your searches in and you don't have to add the .com bit on the end.

So my next attempt is 'fatburningfurnacereview' (the .com is automatically added):



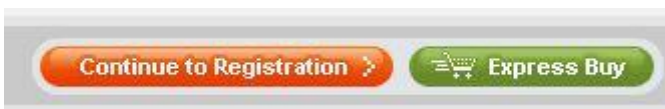
Sadly, that is taken too. But now I decide to start adding a dash to check out fat-burningfurnacereview on the understanding that Google don't seem to care much about the occasional dash (hyphen). Wouldn't want to add more than one, but this domain struck lucky:



There was no need to look any further, I was quite happy to buy that one.

Sometimes you can get lucky on one of your first attempts, and other times it seems that every possible permutation has been taken. Just keep trying new permutations and try to think laterally and you'll get something worthwhile in the end.

Click on the 'Continue to Registration' button:



Now a word of warning. GoDaddy are a very successful business and they got that way by making sure to try to sell you stuff at every opportunity. If all you want to do is buy a domain registration, you can ignore all the ads that they will put in front of you, no matter how urgent or important they make them seem.

For example, as soon as you click on the Continue to Registration button you'll most likely get a popup appear like this one:

**STOP! Don't miss your chance to SAVE 62%!**  
Protect and expand your domain name with matching variations and SAVE BIG!

Standard - Get 3 more!	Deluxe - Get 5 more!
Protect your domain with 3 more names!	Get these 5 unique names...before it's too late!
✓ fat-burningfurnacereview.net \$12.99	✓ fat-burningfurnacereview.net \$12.99
✓ fat-burningfurnacereview.org \$14.99	✓ fat-burningfurnacereview.org \$14.99
✓ fat-burningfurnacereview.info \$10.69	✓ fat-burningfurnacereview.info \$10.69
	✓ fat-burningfurnacereview.us \$19.99
	✓ fat-burningfurnacereview.mobi \$14.99
<b>.net / .org / .info</b> retail price..... <del>\$38.67</del>	<b>.net / .org / .info / .us / .mobi</b> retail price..... <del>\$73.65</del>
Get all 3 for just <b>\$15.00<sup>+</sup>* - Save 61%! </b>	Get all 5 for just <b>\$28.00<sup>+</sup>* - Save 62%! </b>
<b>Add</b>	<b>Add</b>

[No Thanks](#)

Just click on No Thanks to proceed. Now you start the registration process:

✓ 1. Domain Registration Information

☐ 2. Your Domain Settings

<b>Your Domain Names (1)</b> fat-burningfurnacereview.com <a href="#">View and Edit All Domains</a>	<b>Registration Length</b> 1 yr	<b>Registrant</b> Martin Avis [Redacted] [Redacted] [Redacted] m.avis@nth <a href="#">Edit</a>
---	------------------------------------	--

Hosting these domains elsewhere? [Set nameservers](#) ⓘ

Includes FREE Auto-Renew Protection. [Click here to change to Manual renewal](#) ⓘ

**Continue** >

The important thing on this section is to set the period of time that you want to register the domain for. The default is 2 years and normally I would accept that, but in this case, I don't know if the product I want to sell will be popular so I'm only going to take the domain for one year.




You always have the right to extend your registration after the period you've bought expires, so it won't be a problem, if this turns out to be a successful website, to buy further years later on.

One thing to note: there is a widely held belief that Google check the length of registration and somehow downgrade sites that are only registered for one year. The view is that spammers don't buy sites for the long term. I don't know if that is true, but haven't particularly noticed any problem with sites I've registered this way – but you have been warned!

Note also that on the above screenshot there is a link to Set nameservers. I usually ignore the option to set the name servers at this point because it is easier to do it later on – and I'll show you why and how later in this report.

Just click on that big orange Continue button to get to the next section. Part three of the registration process looks like this:

**3. Your Privacy & Domain Protection**

Keep your information <b>private</b> Select a registration type	 <b>Standard</b> Included <b>In Cart</b>	 <b>Deluxe</b> \$9.99/yr <b>Select</b>	<b>BEST VALUE!</b>  <b>Secured</b> \$24.99/yr* <b>Select</b>
Personal information is unprotected in <a href="#">Public WHOIS database</a>	✓		
<a href="#">Private Registration†</a> Helps protect yourself from spam, scams, prying eyes and more by shielding your personal information from public view.		✓	✓
<a href="#">Business Registration</a> Provides vital details of your business to millions of daily WHOIS searchers.		✓	✓
<a href="#">Expiration Protection Go Daddy EXCLUSIVE!</a> Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			✓
<a href="#">Deadbolt Transfer Protection</a> Protects your domain against any accidental or malicious transfer.			✓
<a href="#">3 Matching Domain Names<sup>†††</sup></a> , perfect for: Securing your name, protecting your brand, and expanding your online presence. fat-burningfurnacereview.net - \$12.99 value fat-burningfurnacereview.org - \$14.99 value fat-burningfurnacereview.inf - \$10.69 value			✓

Note: You will set up your Whois Advertising Listing information by logging into My Account after purchase.

**Continue** ➤

What they are asking here is if you want to make the domain registration private.

When you register a domain, your name, address and telephone number all become a matter of public record. Anyone can look them up on a special website called a [Whois](#) search site. They just enter your domain name and the site will display all your details.

Most people have no problem with that and the vast majority of sites are set up that way.

However, some people are concerned about their privacy – or may be running a website they wouldn't want other people to associate with them – so prefer to hide their registration details.

GoDaddy let you do that at an additional annual cost.

In the above screenshot you can see that I have opted for the standard registration, but if I'd have wanted more privacy I'd have simply clicked the Orange select button under the icon for the level of security I wanted.

Click the Continue button to go to the next step...

The screenshot shows the '4. Activate Your Domain' step in a GoDaddy registration process. It features a yellow banner at the top right that reads 'Get your domain for only \$1.99\* with any purchase below!'. Below this, there are two main sections: 'Add Email' and 'Add Website and Hosting'. The 'Add Email' section shows an email address 'you@fat-burningfurnacereview.com' with a status of 'Inactive' and a prompt to 'Choose from the options below'. It offers three email packages: '5 email addresses & 2GB storage' for \$1.99/mo, '10 email addresses & unlimited storage\*\*' for \$3.99/mo, and 'The Complete Email Package‡' for \$4.99/mo (a 35% savings). The 'Add Website and Hosting' section also shows an 'Inactive' status and a 'Choose from the options below' prompt. It asks 'How will you use your Website?' with radio buttons for 'Personal', 'Business' (selected), 'Web Development', and 'No thanks, checkout now.'. Below this, it offers two hosting plans: 'Web Hosting Economy' for \$4.74/mo (a sale price of \$3.99/mo) and 'Web Hosting Deluxe' for \$8.99/mo (a sale price of \$7.99/mo).

This section is just another attempt by GoDaddy to sell you stuff. Email accounts, hosting plans and all kinds of things to augment your website.

You can safely ignore the lot and scroll down to the Checkout button at the bottom of the page:



Nearly done ... Next we come to the checkout page, which has three sections. First a summary of what you have agreed to buy:

**1. Review Your Shopping Cart**



Product Name	Quantity	Unit Price	Your Price	Total Price
.COM Domain Name Registration - 1 Year* Sku: 101-1 Domain: FAT-BURNINGFURNACERE VIEW.COM	1 domain(s) 1 Year <input type="button" value="Remove"/> <input checked="" type="radio"/> Public <input type="radio"/> Private	\$10.69	\$10.69	\$10.87*
<b>Add these matching domains. <a href="#">Why?</a></b>	<input type="checkbox"/> Upgrade to 5-yr registration <b>Save 6%!<sup>3</sup></b> <input type="checkbox"/> Add Private Registration <a href="#">Why?</a> <b>\$6.99/yr! SAVE \$2.00!</b>	recurring		
<input type="checkbox"/> Domain: FAT-BURNINGFURNACE REVIEW.ORG for \$14.99*/yr				
<input type="checkbox"/> Domain: FAT-BURNINGFURNACE REVIEW.NET for \$12.99*/yr				

Enter your promo or source code:   [View offer limitations](#)

**Your Subtotal (USD): \$10.87**

Check this carefully to make sure you haven't ticked any boxes you don't really want. AS you can see above, the total is for a one year with public registration and I have left unchecked the extras that GoDaddy have thoughtfully offered to sell me. Below this you'll find the last two sections:

**2. Select Your Payment Method:**

- EXPRESSCHECKOUT [\(What is it?\)](#)
- Credit Card
- Credit Card Account on file at Go Daddy [\(What is it?\)](#)
- Pay by Check
- 
-  Account on file at Go Daddy, Inc.
- Gift Card(s) [\(Check card balance\)](#)

**3. Go Daddy Universal Terms of Service**

Go Daddy  
Universal Terms of Service Agreement

Last Revised: April 8, 2010

PLEASE READ THIS UNIVERSAL TERMS OF SERVICE AGREEMENT CAREFULLY, AS IT CONTAINS IMPORTANT INFORMATION REGARDING YOUR LEGAL RIGHTS AND REMEDIES.

**1 OVERVIEW**

- I have read and agree to the terms of the Universal Terms of Service above
- I have read and agree to the terms of the Domain Registration Agreement above

[Keep Shopping](#)

I have elected to pay from my PayPal account, which I have previously logged with GoDaddy, but you can use a credit card or other payment method if you prefer.

Then you have to check the terms of service boxes before clicking on the Continue With Checkout orange button.

There is just one more screen...

Checkout in 4 easy steps!

Cart Login **Payment** Confirmation

\* Required Information

**1. Enter your billing information:**

First Name:\* Martin Last Name:\* Avis

Address1:\* 75 Longlands Road

Address2:

City:\* Sidcup State/Territory:\* Not Applicable

Zip Code:\* SE15 7JG Country:\* United Kingdom

Province: Kent

Email:\* m.a.w@btinternet.com

**2. Value-Added Tax (VAT):** ⓘ \*

Personal  Business  VAT Exempt Region

**3. Select Your PayPal® Account**

Account Number: \* Martin's GoDaddy Acc #####653H

[Your personal and financial information is safe with us.](#)

**FINAL STEP: Confirm Your Order Amount**

Subtotal .....	\$10.87
Shipping & Handling .....	\$0.00
Tax .....	\$0.00
<b>Order Total .....</b>	<b>\$10.87</b>

**Place Your Order**

Clicking the checkout button above will process your order. Please do not click the button more than once.

At last! We are done. Click here to complete the order

On the next page you'll see this:

 **Secure Checkout**

Godaddy.com Cart Log In Payment **Confirmation**

 **Thank you for your order**

Please keep the following information for your personal records: \*

[View printable receipt](#) [Login to Begin Using Your Products](#)

Note: To ensure proper delivery of our emails, add notice@godaddy.com

I find it very useful to keep a printed record of all the domains I register so if you'd like to do that too, click the View printable receipt link. An invoice will pop up that you can print out to keep for your records.

Phew. Written out like that it looks like registering a domain at GoDaddy is incredibly complicated, but once you've done it a time or two it becomes second nature, and in reality only takes a few minutes.

At this stage, it is a good idea to leave the GoDaddy page open in your browser and open a new tab to go set up the hosting account. We will need to come back to GoDaddy in a minute.

## Now We Sort Out Hosting

At I mentioned at the beginning, I use [HostGator](#) for almost all my hosting needs and highly recommend them. Their service is excellent, their prices very competitive and their support has never let me down.



The banner features the HostGator logo with a cartoon gator and the slogan "we eat up the competition". Contact information includes Toll Free: 1.866.96.GATOR and Local: 1.713.574.5287, with a note "Now hosting over 2,500,000 domains!". A "LIVE CHAT" button is visible. The navigation menu includes HOME, WEB HOSTING, RESELLER HOSTING, VPS HOSTING, DEDICATED SERVERS, SUPPORT, and AFFILIATES. The main headline is "Unlimited Web Hosting" with the sub-headline "Web Hosting made EASY and AFFORDABLE!". A list of features includes: UNLIMITED Disk Space, UNLIMITED Bandwidth, FREE SiteBuilder (Try Demo), EASY Control Panel (Try Demo), 1-CLICK Script Installs, 4,500 Free Website Templates, 99.9% Uptime Guarantee, 45 Day Money Back Guarantee, 24/7/365 Technical Support, and \$50 Google AdWords Credit. A "VIEW WEB HOSTING PLANS" button is present, along with a price tag "STARTING AT \$4.95/mo". A "POWERED BY 100% WIND ENERGY" logo is also shown.

Click the View Hosting Plans button to get to the next page:



The page is titled "Get Started with HostGator Web Hosting Today!". It features an image of server racks and the "POWERED BY 100% WIND ENERGY" logo. The text states: "HostGator is one of the world's top 10 largest web hosting companies with more than 2,500,000 hosted domains. We have over 300 employees to provide you superior around the clock support. We are the perfect choice whether you are looking for business, personal, or even Fortune 500 hosting. Every web hosting plan comes with a 45 day money back guarantee, 99.9% uptime guarantee, and is fully guaranteed by the owner himself. If you ever have a problem with the regular support, just ask that your ticket be assigned to Brent and he will personally take the time to give you the VIP attention that you deserve."

» Hatchling Plan	» Baby Plan	» Business Plan
<ul style="list-style-type: none"><li>Single Domain</li><li><b>UNLIMITED</b> Disk Space</li><li><b>UNLIMITED</b> Bandwidth</li><li>Shared SSL Certificate</li></ul>	<ul style="list-style-type: none"><li><b>UNLIMITED</b> Domains</li><li><b>UNLIMITED</b> Disk Space</li><li><b>UNLIMITED</b> Bandwidth</li><li>Shared SSL Certificate</li></ul>	<ul style="list-style-type: none"><li><b>UNLIMITED</b> Domains</li><li><b>UNLIMITED</b> Disk Space</li><li><b>UNLIMITED</b> Bandwidth</li><li><b>FREE</b> Dedicated SSL &amp; IP</li><li><b>FREE</b> Toll-Free Number</li></ul>
Starting at \$4.95/mo	Starting at \$7.95/mo	Starting at \$12.95/mo
<a href="#">Compare All Hosting Plans</a>	<a href="#">Compare All Hosting Plans</a>	<a href="#">Compare All Hosting Plans</a>
<a href="#">ORDER NOW</a>	<a href="#">ORDER NOW</a>	<a href="#">ORDER NOW</a>

The plan I generally recommend people sign up for is the Baby Plan – in the middle. It is fantastic value and caters for most needs.

If you click on the Baby Plan Order Now button you'll come to the first step in the hosting set up.

The first thing they want to know is about your domain.



You are immediately faced with a choice. If you don't already have a domain, HostGator can register one for you, or if you already own a domain, you can use that.

I don't like to have my domain registration and hosting with the same company because I fear that if they have a problem with your account they have too much control over your business. That's why I prefer to register domains with GoDaddy and host with HostGator.

The reason they start by asking about your domain is because the Baby Plan has to be set up in the name of a single domain. That doesn't stop you adding other domains to the hosting account later, but at this stage you have to nominate your primary domain for this account.

If I wanted to open a new account now I could use the fat-burningfurnacereview.com domain we just registered at GoDaddy.

Assuming that you have decided to use the domain you've just registered, click the Continue to Step 2 button on the right.

Next you will be asked to fill in a form with your billing information:

## Step 2: Billing Information

Step 1 » **Step 2**


Please confirm your hosting package information:

<b>Package Type</b> Baby	<b>Billing Cycle</b> 1 Month @ 9.95/mo
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Please choose your account information:

<b>Username</b> <input type="text"/> ✔ May not contain capital letters ✘ Must start with a letter ✘ Must be 2-8 characters long ✔ May not contain special characters	<b>Security Pin</b> <input type="text"/> ✘ Must be 4-8 characters long ✘ May only contain numbers
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Please enter your billing information:

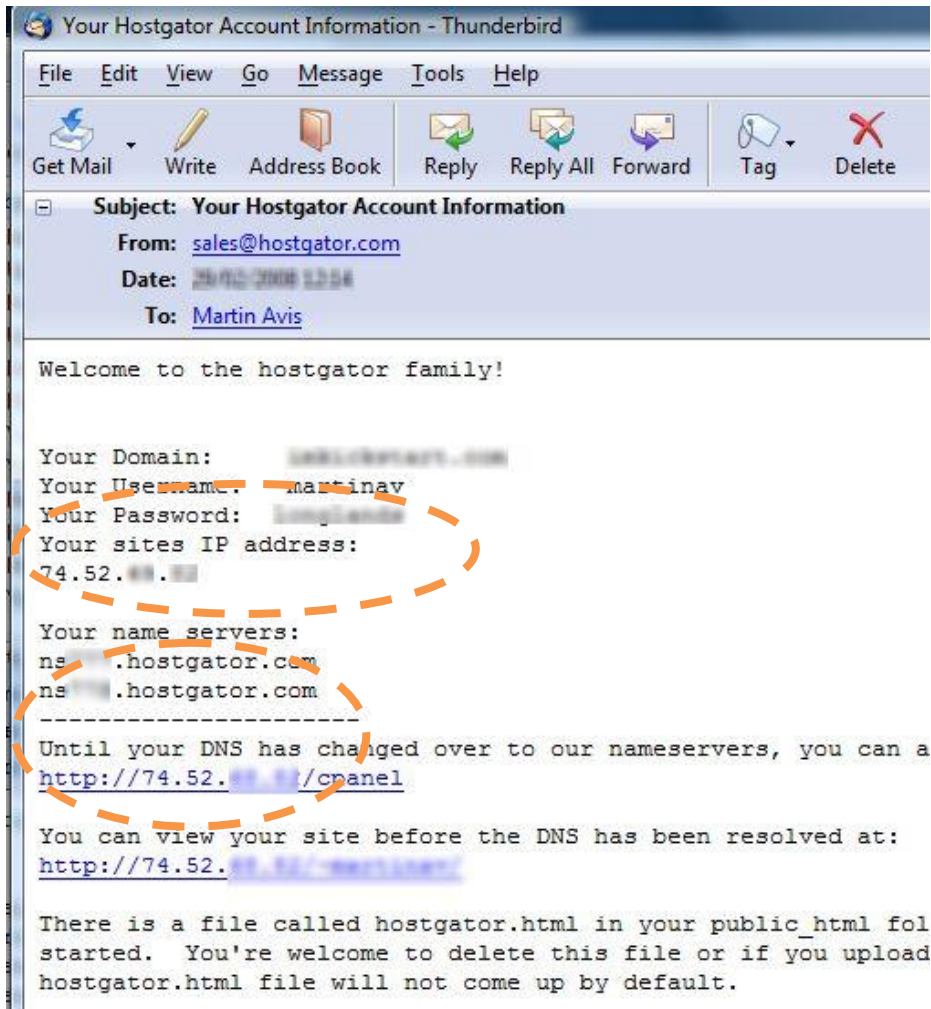
<b>Billing Information</b> First Name <input type="text"/> Last Name <input type="text"/> Email <input type="text"/> Home Phone <input type="text"/>	<b>Payment Information</b> <input type="radio"/> Credit Card <input checked="" type="radio"/> PayPal  You will pay on the next page since you selected to use PayPal.
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It is all standard stuff. After that, click on:

**Create Account**

## Linking your Domain and Hosting Together

A few minutes after you've created your account, HostGator will send you an email to confirm. In that email are some important things, so make sure you don't delete it:



The important bits to remember are your username and password and the two name servers.

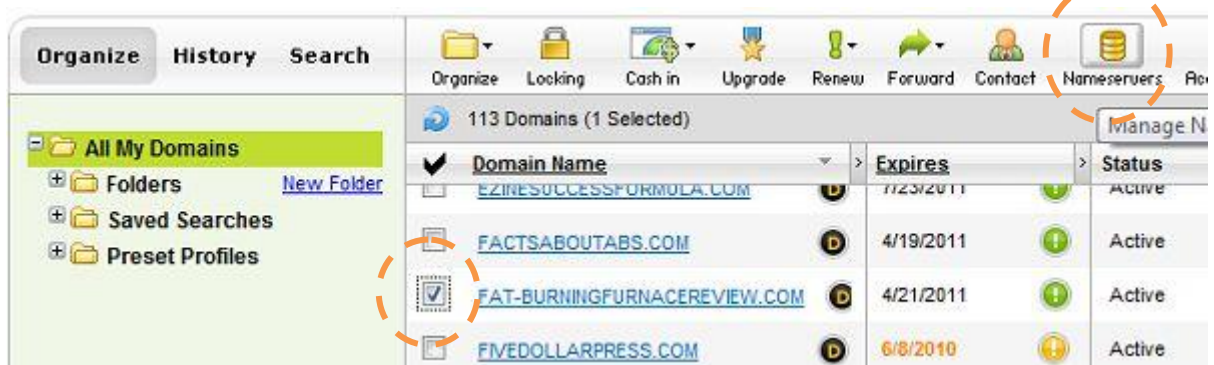
The username and password are used to access the CPanel (control panel) of your hosting account and the nameservers are needed back at GoDaddy to tell them about where your hosting account is.

Now, go back to the GoDaddy page you have left open in another browser tab:



And click on the link to Domain Manager in the left-hand panel

...something like this will be on the next page...



In this case I have several domains in my domain manager, whereas you will only have one.

Check the box next to the one you want to work on and then click on the Nameservers icon at the top.

Up will pop a screen where you enter the nameserver codes that HostGator provided:

**Set Nameservers**

If you are hosting your Web site with us (you have a hosting account with us domain) or you want to Park or Forward your domain, we will automatically set nameservers for you.

I want to **park** my domains.

I want to **forward** my domains.

I have a **hosting account** with these domains.

I have **specific nameservers** for my domains.

**Nameserver 1: \***  **Nameserver 2: \***

**OK**

You must check the radio button to say that you have nameservers to enter and then type both of them into the boxes provided. Note that there are, in fact, four boxes for nameservers on the page, but you only fill in two of them.

Then click the OK button at the bottom of the page.

GoDaddy will confirm that they have received your request to change the nameservers:

**Set Nameservers**

Your changes have been submitted. Please allow a few minutes for the changes to take effect.

In most cases the domain and hosting account will be linked together almost instantly once the nameservers have been set. However, it can take a little while for the new nameserver codes to 'propagate' around the Internet. It used to take up to 48 hours, but now normally only takes a minute or two.

So that's it. You have registered a domain name, set up a hosting account and linked the two together by means of setting the nameserver codes in GoDaddy.

## FTP – How to Get Files Into Your Hosting Account

The next step is to build a web site.


All a web site is is a collection of files that can be accessed via the Internet.

Generally you would create those files on your own PC and then transfer them to your hosting account's server.

The process by which the transfer is made is called FTP – or File Transfer Protocol.

Don't let that jargonny name put you off. Thankfully it is just a case of drag and drop. There is nothing arcane or complicated to learn.

You will, however, need a special program on your computer called an FTP Client. A very good one that I use every day is called FileZilla and the great news is that it is absolutely free! You can download it from

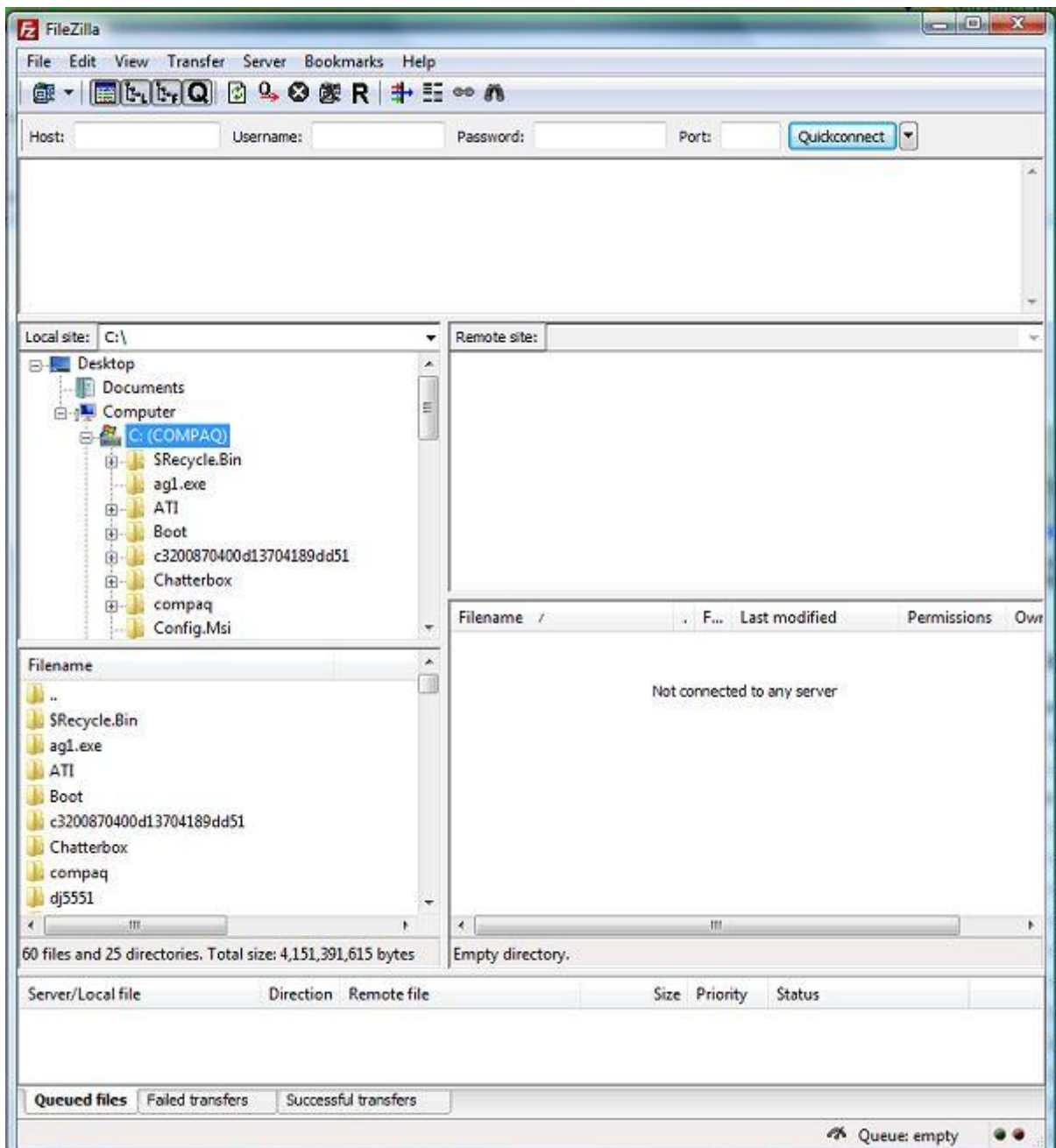
 <http://filezilla-project.org/download.php>

When you get to that page you'll see this:



Quite honestly, this isn't the most user friendly page I've ever seen! But if you are using a Windows computer just click on the top link (the one they mark as recommended) and follow the on screen prompts. Mac users can click on the top link in the Mac OS section further down the page.

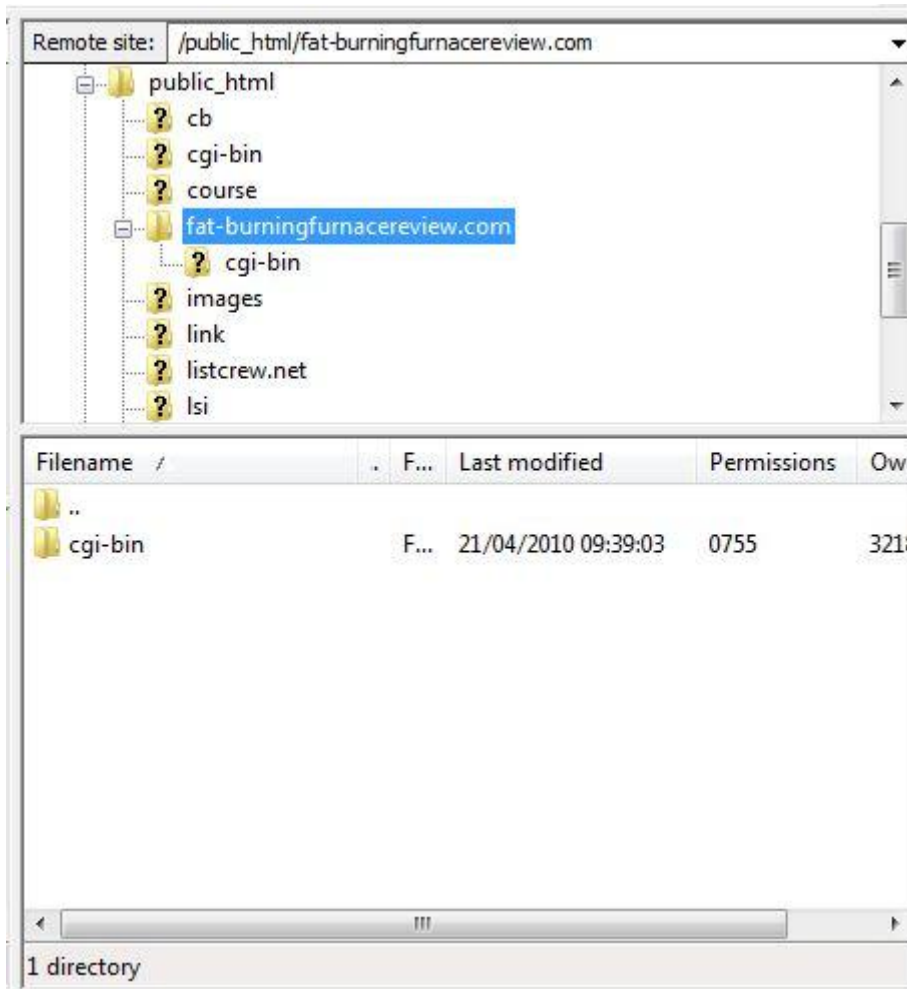
When the program has downloaded, installed and you've run it, you'll be presented with a panel like this:



The windows on the left are looking in to your own computer. The upper one at folder level and the lower one will show folders and files within the highlighted directory or folder (in the upper window). In the example above you can see the upper pane shows the main directories on my computer, with the C drive highlighted. The lower pane then shows the contents of my C drive.

The two panes on the right will show the same structure but this time will look at the domain I specify on my hosting account. In other words, it will look at my folders and files on the hosting company's server computer. There is nothing showing yet because I haven't logged in.

If I log in to my HostGator account where I have put fat-burningfurnacereview.com the right-hand panes will look like this:

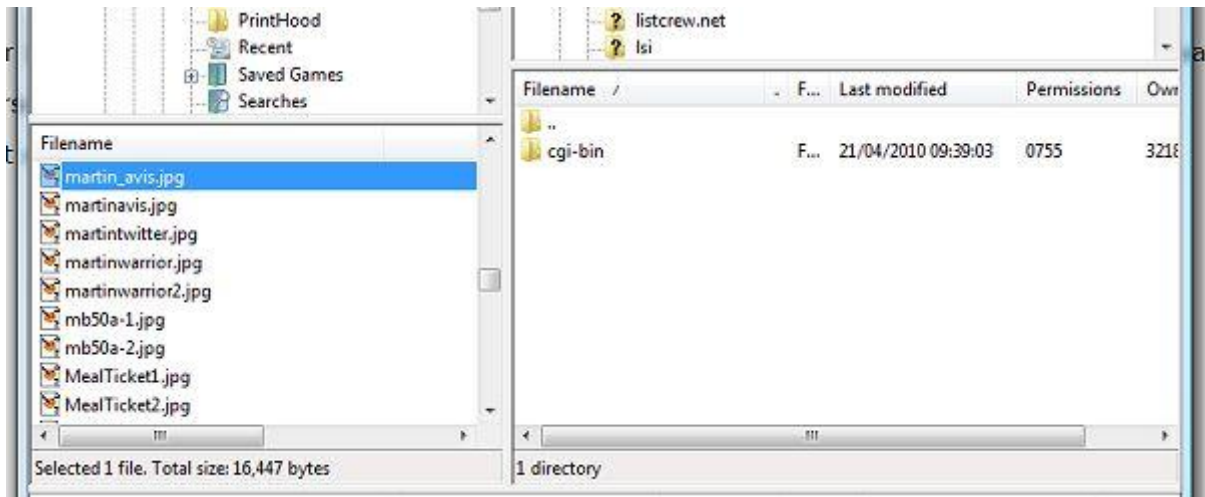


In HostGator Baby Plan hosting each domain shows up as a folder in the `public_html` folder of the domain name that the account is created in.

I've clicked on the folder in the upper pane to highlight it and you can see that right now there is nothing inside it other than a folder called `cgi-bin`.

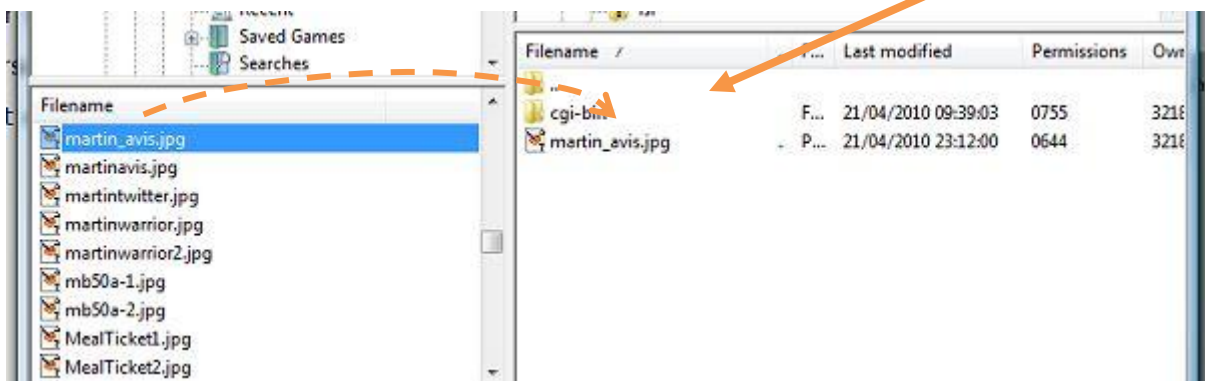
Now, to make things very simple, I'll show you how to upload (transfer by FTP) an image file from my computer to the hosting account.

First, using the left-hand panes, navigate to the place on your computer where the file you want to upload is stored. In this case it is in the Pictures folder and is a file called `martin_avis.jpg`



I've highlighted it to make it obvious.

Now, simply left-click on the highlighted file, keep the mouse button held down and drag the file to the right-hand pane, then let go of the mouse button. The process is called drag and drop.



That is it! The file has now been uploaded to the server. Easy wasn't it!

You can check it out by entering the following URL in a browser (or simply clicking this link):

[http://www.fat-burningfurnacereview.com/martin\\_avis.jpg](http://www.fat-burningfurnacereview.com/martin_avis.jpg)

That's really all there is to uploading files. Downloading them – transferring them back to your own computer is exactly the same process but in reverse.

Sorry to subject you to my ugly mug!

## Resources used in this book

### Keyword research tool

Google's Keyword Tool <https://adwords.google.com/select/KeywordToolExternal>

### Domain Name Registration

[GoDaddy.com - World's No.1 Domain Name Registrar](#)

### Hosting

[HostGator \(Baby Plan recommended\)](#)

### Whois Site Ownership Lookup

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

### FTP Program

[FileZilla](#)

## Other Useful Resources from Kickstart and Martin Avis

[Kickstart Newsletter](#) – free, twice a week look at Internet marketing and a lot more.

[Internet Marketing Kickstart Blog](#) – News, views and reviews

[Newsletter Success Formula](#) – How to make a 6-figure income in 2 hours a week.

[Keyword LSI Spy](#) – How to write articles and websites that Google will love

[You CAN Write Articles](#) – How anyone can easily write articles for the Internet