



# Make My Job Easy

Lets Create Your Basic Website In 3 Hours or less

# Creating Your Basic Website





So you want to brand yourself or create a business website?

This simple guide used in [thinkBIGacademics.com](http://thinkBIGacademics.com) was designed to make your web developers job easier by providing a template they can use to populate your future pages. You may even be able to do it yourself if you are a hands on type of person.



We will break down this process into **3 steps** with links to assist you. We know you will find the advice helpful in bringing you clarity and saving you money.

## THE COST OF BUILDING A WEBSITE

### FOUR COMPONENTS THAT MAKE A SITE

<p>A domain is the unique name of your website. This is what your visitors will type into the address bar to get to your website.</p> <p></p> <p>Average Cost / Year \$10 - \$100</p>	<p>A host stores your website files and makes your website accessible online.</p> <p></p> <p>\$4 - \$200 Per Month Ave Cost of Website Hosting</p>																		
<p>Design is the look of your site. Costs vary depending on whether you DIY or hire a professional.</p> <p></p> <table border="0"><tr><td>CUSTOM LOGO.....</td><td>\$.50 - \$200</td></tr><tr><td>PREMIUM/CUSTOM TEMPLATES.....</td><td>\$50-\$500</td></tr><tr><td>NOVICE DESIGNER.....</td><td>\$500-\$1000</td></tr><tr><td>PROFESSIONAL DESIGNER.....</td><td>\$1000-\$3000</td></tr><tr><td>SMALL WEB DESIGN AGENCY.....</td><td>.\$1500+</td></tr></table>	CUSTOM LOGO.....	\$.50 - \$200	PREMIUM/CUSTOM TEMPLATES.....	\$50-\$500	NOVICE DESIGNER.....	\$500-\$1000	PROFESSIONAL DESIGNER.....	\$1000-\$3000	SMALL WEB DESIGN AGENCY.....	.\$1500+	<p>Be aware that advanced features can bump up the cost of your site by a significant amount.</p> <p></p> <table border="0"><tr><td>E-COMMERCE FEATURE.....</td><td>.\$3000+</td></tr><tr><td>MULTILANGUAGE FEATURES.....</td><td>.\$2000+</td></tr><tr><td>SECURE CLIENT AREAS.....</td><td>.\$2000+</td></tr><tr><td>CUSTOMER ACCOUNT DASHBOARDS.....</td><td>.\$2000+</td></tr></table>	E-COMMERCE FEATURE.....	.\$3000+	MULTILANGUAGE FEATURES.....	.\$2000+	SECURE CLIENT AREAS.....	.\$2000+	CUSTOMER ACCOUNT DASHBOARDS.....	.\$2000+
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### TWO MAIN ROUTES TO BUILD A WEBSITE

<p></p> <p>DIY – Creating a website with a website builder like WordPress is the most affordable option and still manages to yield beautiful, professional results without having to deal with coding.</p> <p>Use plugin’s to make your job easier.</p>	Free - \$300
<p></p> <p>PROFESSIONAL – Reasons to use a professional include time, money and practicality. You need to ensure that you have access to your site and that you retain ownership of the site and domain.</p> <p>A complex site will require considerable investment and will incur ongoing expenses to maintain.</p>	\$4000 +

Web design is not a cheap undertaking. Those who are experts and passionate about it charge a great deal of money because they know their time is valuable. If you are not prepared of course you will be paying more money.

Lets get started with those steps.... You May Want To Print & Fill This Out.

This is a quick start guide and if you have questions schedule me for 15 minutes [kenbigblake.com](http://kenbigblake.com)

## Step 1. Knowing what you want

You know you want a site...we all know that. But what do you want your site to convey? How many pages do you need? Do you need room to grow as your options increase? This brief template was built for you to narrow down your thoughts so it can be easily transferred to your pages... Don't worry about the pictures etc... for now let's just get the words down.

**p.s. You can have one page for everything or multiple pages.**

### 1. Home Page

- a. Mission Statement or Vision Statement ( 1 sentence or short paragraph )

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### 2. About Us

- A. Brief History or WHY you do what you do ( 1 paragraph or 3 paragraphs )

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### 3. Services

- A. Provide a service name and brief description ( You can add a cost or link to purchase page )

Service 1

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Service 2

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Service 3

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#### 4. Contact Us

The email and phone needed to contact, physical location or just web address.

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#### 5. Payment Portal and page

Research all of the different payment methods and decide the best one for you. You can use multiple methods as well... Perhaps pay pal for the website and square for your phone.

### Step 2. Lets Find A Website Design!

The first suggestion is to google websites in your industry...

Top 10 blogging websites

Top 10 realty websites

Top 10 house cleaning websites

Top 10 You Get The Picture!

Once you find some websites you like copy and paste the best 3 here.

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You can figure out what design, theme and plugins they use if a word press site by placing the name in the site below...

[www.wpthemedetector.com](http://www.wpthemedetector.com)



### Step 3 Buying Your Domain Name & Taking Your Site Live..

Let's begin this by talking **FREE**.

If this is your first time out you can have a free site built to work out the kinks etc...

[www.wordpress.com](http://www.wordpress.com) When you build this site have the builder name in your web domain but place a 1 in it. EX: myfirstsite1.com The reason behind this is because you will one day move to a paid provider and you can always keep this site up after copying and pasting. Your true domain you purchase can be forwarded to the updated site. (myfirstsite.com)

[www.wix.com](http://www.wix.com) is also a great FREE website builder. Remember as of this date when you choose a theme on wix you cannot choose another theme. So make sure you put a 1 or 2 or whatever at the end of that name because you may decide on a different template and have to start over..

There are many FREE builders out there but we are just covering the two most popular. Google free site builders for more..

Before you can take your site live you need to purchase a domain name. There are many domain name providers and most people go with a brand they have heard of before. That is always a good choice but in some cases some smaller brands will provide more savings with the same service or better.

1. Godaddy.com
2. Domainspricedright.com

Also Google domain name providers for different pricing and options.

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## HOSTING – Pay to have your site on the web

In some cases, the domain name provider will also be able to host your site for a small monthly or yearly fee. Every web developer will have a favorite and in most cases the provider will have exemplary customer service.

I love to say GOOGLE... So google or YOUTUBE best hosting services and pick the one you feel most comfortable with after researching..

# Things to know....

Lets think long term for a minute.

This may be your BRAND for years to come. So lets look at an order that makes the most sense to move forward.

1. Company Name – should also be domain name  
**Before you purchase this name make sure you can also get the gmail acct**
2. Get the gmail account set up
3. Get a google voice number.
4. Buy the domain name and use the google voice as the contact number
5. When your site is up and running start with twitter as your first social media acct.

The next page is one of the beginner templates we use to get you started on your brand marketing campaign. You can tailor the media to fit your profile but twitter, Instagram and face book have been known to provide many business leads and should be a part of your free marketing arsenal..

Thanks for taking the time to review this manual and remember if you are in need of any business assistance our teams would be glad to assist you.

[www.thinkBIGacademics.com](http://www.thinkBIGacademics.com)

[www.thinkBIGradio.com](http://www.thinkBIGradio.com)

[www.kenbigblake.com](http://www.kenbigblake.com)

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**Brand Name / Corporate Name / Website** \_\_\_\_\_

Gmail	_____	Pass Word	_____
G Voice	_____	Pass Word	_____
Twitter	_____	Pass Word	_____
Instagram	_____	Pass Word	_____
Pinterest	_____	Pass Word	_____
Facebook	_____	Pass Word	_____
Google +	_____	Pass Word	_____
You Tube	_____	Pass Word	_____
Tumblr	_____	Pass Word	_____
Blog Talk	_____	Pass Word	_____
Periscope	_____	Pass Word	_____
Meetup	_____	Pass Word	_____



# Notes