Lesson 18: Your own website vs free options online I

We wrapped up the previous module discussing the best SEO practices. SEO is something that’s pretty useful, especially if you’re planning to go long term with this whole Internet Marketing thing. Since it is long term, you want your efforts to go towards something valuable that perhaps you could sell off down the track. This is where a lot of newbie Internet Marketers struggle.

You can choose between setting up your own website and choosing from many of the free options online. One of the biggest problems with setting up your own website is that you might not know where to start. Words like, “domain” “FTP” and “URL” draw a blank look from you. There really isn’t much to it and hopefully by the end of the next few modules, you will have a better idea of how to set up your first website.

This email in particular will focus on the free options online for starting your online business. One of the more popular options are self-contained webpages that belong to a main website. A good example to start off with is Google’s blogging network, Blogger.com. If you wanted to start your Internet Business from Blogger.com, your site would most likely look something like…

<http://Blogspot.com/yournamehere>

the slash after the “.com” implies that the folder, “yournamehere” is a subfolder that belongs to the main folder, “Blogspot.com”. You can almost think of Blogspot.com as a filing cabinet and yournamehere is just a single manilla folder within a particular drawer.

Alternatively, you might get a subdirectory instead of a subfolder. An example is the site, Tumblr.com. It will look like...

<http://yournamehere.tumblr.com>

So again, although the structure is not quite the same as a subfolder, a subdirectory still allows you to start your Internet Business; it’s just that you won’t technically own all of the content that is published. With the same analogy as before, you could think of a subdirectory as different drawers in the filing cabinet.

Also, with a lot of these sites, they have quite stringent rules about what can and can’t be published. Sites related to gamblings, pornography and sexual enhancement drugs are not permitted. If your site is too “salesy”, it also won’t make the cut, which is the danger for a lot of Internet Businesses. For this reason, a lot of people suggest that you start off with your own website.

The next module will talk about just what you need to start your first website and the pros and cons of owning your own website.