Lesson 19: your own website vs free options online II

In the previous module, I introduced to you different ways that a newbie Internet Marketer could get started online. In particular, we talked about the free options online that you could use to get started, as well as the pros and cons of doing so. In this module, we are going to talk about what you need for your own website and the advantages and disadvantages of doing so.

A good analogy to use for starting your own website is a house. If you want to send mail to a house, what does it need to have? A postbox. On that postbox, there has to be your house number and address.

If you’re talking in terms of websites, the URL is the same as the home address. You might also hear the term “domain” being thrown around sometimes; domain simply refers to the name of the address. The terms URL, domain and web address are often used interchangeably. You buy domain names and that domain name becomes the web address people visit you at.

Now, if you want to build a house, what do you need first before you even start with bricks and mortar? The foundation. In terms of websites, website hosting is the equivalent of the foundation. If your website isn’t hosted on a server, you can’t build your own website. The server is sort of like the local council whom you have to pay yearly for that piece of land. An example of a server is http://GoDaddy.com.

Contrary to popular belief, that’s pretty much all you need to set up a website. People make it out to be something harder than it actually is, but that’s all there is to it. In terms of advantages and disadvantages, the main advantages are that a hosted website with your own domain is something you own. The server doesn’t own it. You have a lot more freedom with what you want to write as well, within reason.

Websites are sometimes called pieces of VRE or Virtual Real Estate. They do everything that “real” real estate does: they can appreciate and depreciate, can be auctioned off. Space on the site can even be sold to people who want to advertise there.

Having said this, websites aren’t impervious to all damages. They can be hacked. They aren’t treated any differently from other webpages online when it comes to SEO and they are still policed the same by online authorities. The next module will talk about a particular type of website that’s best for beginners.