

# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE

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## HOW TO SETUP YOUR OWN SELF-HOSTED BLOG/WEBSITE IN 20 MINUTES

If you've been putting off creating your own blog or website for too long, let's get it sorted out right now. Just follow my steps below and you'll be up and running in 20 minutes.



### MY SOLUTION

People wait for months, even years, deliberating how to create their website or blog, what system to create it on, and what design to go for. Meanwhile you have no site and you're not progressing your business or blog.

#### Screw that!

I have a simple solution: **WordPress**. WordPress is a superb free blogging system but it can also run your entire website (my website [www.screwworkletsplay.com](http://www.screwworkletsplay.com) runs on WordPress). It doesn't even need to look like a blog if you don't want it to.

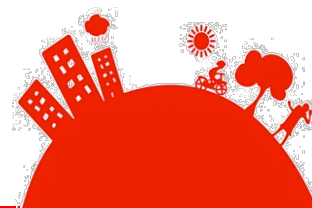
However I am *not* talking here about registering a blog on [wordpress.com](http://wordpress.com) – doing that will not give you a website or blog you have full control over. You will have a limited set of designs to choose from and you won't have the freedom to add all the useful widgets and doodads you'll want to have on your site.

What I'm talking about is **self-hosted WordPress**. That means WordPress running on your own web space. The web space is about £5 a month but this is a trivial investment in creating a site that is almost unlimited in its options for design and expansion and saves you hundreds of pounds on web design fees!

It's easy to set this up – let me show you how. Turn over to next page to see how to get started.

# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE



## REGISTERING YOUR DOMAIN & WEBSITE

### 1. Sign up for web hosting

**START HERE:** Go to [hostgator](http://hostgator.com) ([www.bit.ly/swlphost](http://www.bit.ly/swlphost))

*I chose this company after much analysis for a number of reasons: They're one of the largest hosting companies in the world, they provide unlimited disk space and bandwidth (unlike some other webhosts), have 24hour support 365 days a year and provide a 99.9% uptime guarantee (i.e. you're extremely unlikely to see your website go down). Oh and they run on green electricity. But particularly important to us, they have a one-click install for WordPress (trust me, this makes life much simpler)*

On the [homepage](#), click **VIEW WEB HOSTING PLANS**

### 2. Choose the web hosting plan

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> Private SSL &amp; IP</li><li><b>FREE</b> Toll Free Number</li></ul>
Monthly - \$7.16/mo*	Monthly - \$7.96/mo*	Starting at \$10.36/mo*
<a href="#">Compare All Hosting Plans</a>	<a href="#">Compare All Hosting Plans</a>	<a href="#">Compare All Hosting Plans</a>
<b>ORDER NOW</b>	<b>ORDER NOW</b>	<b>ORDER NOW</b>

\*Price reflects 20% off first invoice

1. **Go for the Hatchling Plan** – this is the cheapest web hosting plan and is ideal if you're just creating one website. (You can always upgrade later if you get into multiple websites etc)

# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE



2. Choose whether to pay monthly or yearly. Choose monthly if in doubt.
3. Then click ORDER NOW

Watch a 2 minute video of the whole process of choosing hosting here:  
<http://www.screencast.com/t/zi4yWCddMT>

### 3. Choose a domain

#### Step 1: Choose a Domain

Step 1 » Step 2

#### Register a New Domain

Help me **register** a new domain name.

**Enter Domain Name:**

.com

or

#### I Currently Have a Domain Name

Use an existing domain name.

**Enter Domain Name:**

CONTINUE TO STEP 2 ▶

CONTINUE TO STEP 2 ▶

#### Enter a Coupon Code

Coupon Code:   You have chosen our most valuable coupon!

Your domain is the address of your website (like google.com or redcross.org). Unless there is a very good reason otherwise, I recommend you choose a .com address even if you're a UK-specific business. They're just so much more memorable. If you're creating a charity or campaign project you might consider a .org domain.

### Save \$9.95 with my discount code!

Before continuing from the domain page, you can save a further \$9.95 off your hosting simply by entering this discount code I've set up for you: **SWLPCOUPON**. This makes your first month of hosting completely free!

# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE

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There are 2 options with domains here:

1. **If you are registering a new domain**, enter it on the left hand side and choose .com, .net, or .org from the pop up.
2. **If you already have a domain** (that you registered somewhere else but haven't used yet) enter the full domain name (including the .com etc) on the right side of the screen.

- **Make sure you've entered the discount code then click CONTINUE TO STEP 2**

NOTE: If you are registering a new domain and you have chosen one that is already taken by somebody else, you will get a message warning you. Go back to the box on the left of the screen and keep trying names you like until you get one that's available.

### 4. Enter payment information

- **Choose a username and security pin to login to your web hosting**
- **Enter your payment information** – either by credit card or paypal account.
- **Scroll down to see a summary of your payment** showing that your first month is completely free because you've used the SWLPCOUPON code.
- **Hit CREATE ACCOUNT**
- **If you chose to pay by Paypal**, you'll see 2 options: Choose 'Subscribe' to make sure your ongoing payments happen effortlessly.

Watch a 2 minute video of the whole process of paying for the hosting here:

<http://www.screencast.com/t/O7jgzlBN>

### 5. Check your email inbox

**Congratulations! You now own your own domain and web space.** A few clicks and \$15 was all it took! In a few minutes, you'll receive an email with details of how to log into your web hosting.

# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE



## INSTALLING YOUR WEBSITE/BLOG

You have a website address and somewhere to host it, now it's time to set up the site itself. Fortunately Hostgator makes this easy too.

### 1. Login

- **Look at the email you just received from hostgator** and click on the link labelled 'Your Control Panel'
- **Enter your username** as shown in the email
- **Copy the password from the email** and paste it into the password box on the login page (you can change this password later to be something more memorable and typable). Then hit Login
- You'll see the control panel for your webhosting.



# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE

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## 2. Install WordPress

Here's a 4 minute video demonstrating the whole process:

<http://www.screencast.com/t/Fs2cBf4HI>

- **On the control panel page**, you'll see buttons for the all the different features (most of which you don't need to worry about!)
- Scroll right to the bottom of the page and in the penultimate box (labelled Software/Services), look for the smiley face icon labelled **Fantastico De Luxe**. This contains the magic button to install WordPress for us – click it!
- **On the left hand side of the Fantastico screen** is a long list of the clever things you can do with one click.
- WordPress is about the 5th one down – click it and you'll see the WordPress install screen
- Click the link labelled **New Installation**.
- This takes you to the Wordpress install options. Here's how to fill them in:
  1. Administrator username: enter your first name starting with a capital letter. Eg John
  2. Password: enter a good password that people won't be able to guess (this is important to protect your website)
  3. Admin nickname: leave this blank
  4. Admin email: enter an email address you check regularly. This email will receive notifications of comments and other important things happening on your website
  5. Site name: Enter the title of your website Eg A Ukrainian Adventure. You might simply use your domain name if appropriate – e.g. UkraineAdventure.com (Don't worry, you can easily change this later in WordPress)
  6. Description: This is your website tagline Eg A hitchhiking adventure in the Ukraine. (You can easily change this in WordPress too.)
- Then click **Install WordPress** and on the next screen, you'll see a confirmation of the details you entered
- **Click Finish Installation** to complete the Wordpress installation
- **You'll see a confirm screen** which reminds you of your login name and password. Don't forget these as you'll need them to access your website!

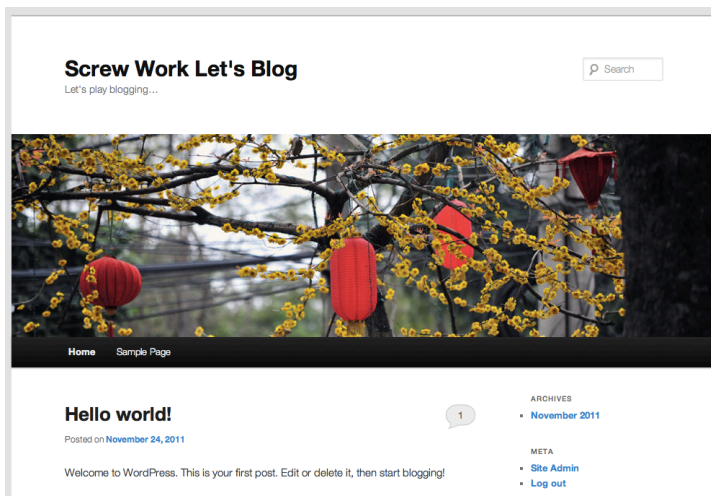
# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE

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### Check out your new website



You now have a website on your own webspace and domain! Try typing the address of your website (eg UkraineAdventure.com) into the browser and see if it comes up. It might look something like this pic if so.

If it doesn't, don't panic! It takes time for new domains to propagate around the world. Sometimes it takes up to 24 hours, more likely it will be an hour or even less. Go and take a break!

The next task is to choose a design and set other options for your new site.



# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE

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## CONFIGURING YOUR WORDPRESS SITE

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Once your website is visible (which might take some time as I explained above), go and login.

- Go to [yourdomain.com/wp-admin/](#)  
Replacing [yourdomain.com](#) with your actual domain name
- Enter the username and password you set up during installation of Wordpress and click Login.
- You'll see the wordpress dashboard. From here you can write a new blog post, create a page, and change the settings of your blog.

You are now in the wonderful world of Wordpress where you can edit your website, add new content and change appearance and configuration. I won't attempt to explain everything you can do here because it's a lot but fortunately Wordpress is a pretty straightforward system to use.

There are lots of guides to how to use it on the web. The official one is here:  
[http://codex.wordpress.org/Getting\\_Started\\_with\\_WordPress](http://codex.wordpress.org/Getting_Started_with_WordPress)

There is also help built in on every page of Wordpress.

## Changing the design

To start changing the design of your website go to the Appearance menu.

Here's a very quick video showing how to get started: <http://screencast.com/t/Eb73w8rej>

From here you can install one of the thousands of free themes for Wordpress or change the settings of your current one.

If you want a premium theme that allows you lots of control over your site, take a look at buying Thesis: <http://bit.ly/thesisth>

And if you want a completely custom design, you can still engage a web designer. Shop around for one that has experience designing for Wordpress (the majority of good designers do these days).



# SCREW WORK LET'S PLAY

## THE FAST BLOG SETUP GUIDE

---



### Settings

There are a couple of settings you are likely to want to change. Firstly, you can change the title and tagline of the blog in the Settings menu (at the bottom of the left hand navigation bar), under General.

And I strongly recommend you change a setting called Permalinks. Choose Permalinks from the settings menu and choose the option “Month and name”. This has a number of benefits including helping search engines to find your content.

### Adding blog posts and website pages

To add a new blog post, click on Posts in the navigation bar and Add New.

Type a title and your post and then click Publish to make it visible on your website. Go look at your site and it will be visible straight away.

You can also add static pages such as an About page or Contact page. To do this, click Pages in the navigation menu then Add New.

Watch this short video to see it in action: <http://screencast.com/t/2RBCF0Axhe>

That's it – you're up and running! Play around with Wordpress and see what you can do.

When you've got a site with a design and content you're proud of, tweet me and show me! I'm [@johnsw](#)

Best wishes,

Get more free guides plus a free chapter of my bestselling book at [www.screwworkletsplay.com](http://www.screwworkletsplay.com)