

**From: Damien Dupont, [PublicDomainSuccessKit.com](http://PublicDomainSuccessKit.com)  
Re. Website Setup Quick Start Guide**

Welcome,

I have put this page together in order to include a number of useful resources that you might need when setting up your website.

**1. Domain Name Registration:**

One of the most popular and best value for money domain name registrars around is called GoDaddy. They offer .com domains for \$9.99 (as at November 2007) or lower when on special. [Click Here Visit GoDaddy.](#)

If you're new to domain name registration & hosting, they also provide a number of useful Guides on such things as how to set up your domain so the dns settings points to your Web Hosting provider, etc... Their user guides page is located at [https://www.godaddy.com/gdshop/support/user\\_guide.asp](https://www.godaddy.com/gdshop/support/user_guide.asp)

**2. Web Hosting:**

I've used many different hosting companies over the years, and have suffered downtime and had bad experiences with a few of them. Three companies have proven themselves to me over the years, and I still use all of them:

**HostGator:** This is a Florida, USA based company. These guys are about the best value for money that I know of and they are reliable and provide great service too. I say "best value for money" because their \$7.95p/mth "Baby Plan" offers 6000Mb of webspace AND they allow you to host as many domains as you like within that 6GB with no extra charge for each addon domain. Now that is great! Again, this is on a Linux (Unix) host with cPanel and AWStats. [Click Here to visit HostGator.](#)

**Hosting Bay:** This is a Melbourne, Australia based company. They are really reliable, have great support and service, and offer multiple plans on Linux hosts with cPanel and AWStats. Their cheapest plan (at November 2007) is only A\$3.97 p/mth (\$40 p/yr), but it limits you to 1 website on 10Mb webspace. [Click Here to visit Hosting Bay & checkout their other plans.](#)

**WebHost4Life:** I use these guys for Windows hosting (as opposed to Unix hosting – above). If you use Microsoft's Frontpage program as your html editor, then Windows hosting provides what is known as "Frontpage Extensions" which allows you to use more of Frontpage's features such as form creation for capturing people's submissions, etc... You can get Frontpage extensions on a Unix host as well, but they're not usually installed by default. [Click Here to visit WebHost4Life.](#)

**3. The "How To's" of Setting Up a Website:**

**XsitePro:** For starters, you're obviously going to need an html editor. If you're running Windows XP and have Office XP professional installed, then by default you will have a program called FrontPage as a part of your MS Office Suite. This will save you buying a separate html editor, although FrontPage is a little impractical in some areas, but quite easy to learn how to use. DreamWeaver is another popular one. It is very comprehensive but conversely, has quite a steep learning curve. The newer of the 3 most popular editors is called XsitePro. It is quite easy to learn and use and has many time saving features. It's also great for SEO "search engine optimizing" your website, and many "AdSense Generation" webmasters use it. [Learn more about XsitePro.](#)

[Online Coaching Video Tutorials](#): I am a member of this site as it is not only for beginners but also advanced users. The site carries over 300 videos that show you step by step how to do such things as:

- a) Register a domain name and setup a website
- b) Add audio to your website
- c) Create password protected members areas
- d) Create ebooks (including the free tools to do it)
- e) Set up a blog
- f) Installing popups & autoresponders
- g) How to run an eBay business

[Learn more about the A to Z Coaching Videos site](#). The creator of this membership site is Singaporean, and nearly half the videos have been recorded by him. The other 50% or so are by a gentleman named Louis Allport who has a distinctly 'royal family' British accent! 😊

#### **4. Accepting Website Payments:**

There are many ways to do this. You can have your own shopping cart subscription and setup a merchant facility with a company like 2Checkout.com, but the easiest options are the following:

- a) [Open a PayPal account](#). PayPal offers a free shopping cart which you can use, and it also offers "BuyNow" buttons which I frequently use on sites where I am only selling one product. Signup is free.
- b) [Open a PayDotCom account](#). You first need to have opened an account at PayPal before you can use PayDotCom. PayDotCom provide two very important features: affiliate tracking and a marketplace. What this means is that you can list your product in their marketplace, offer a % of the sale price as a commission to anybody else who sells it, and PayDotCom will take care of tracking the sales for you. This enables you to gain higher exposure for your product, and to recruit affiliates who will send traffic to your site. Signup is free.
- c) [List your product at ClickBank](#). ClickBank are similar to PayDotCom in that they provide a marketplace and affiliate tracking, but they also provide the merchant service (payment processing) which PayDotCom does not provide directly themselves (they use PayPal). The disadvantage with ClickBank though is that it will cost you \$50 to get each of your products listed in their marketplace – a bit of a disincentive ☹, but signup is free.

#### **5. Autoresponders, Bulk Emailing & Email List Management:**

[Aweber](#) are the best in the business for this. The biggest problem with email marketing is keeping your mailserver ip address white-listed with the major spam policing bodies such as SpamHaus and SpamCop. If you broadcast email from your webhost's mailserver (i.e. if you use a program like [MailLoop](#)), it doesn't take too many people clicking the "This is Spam" button in their Yahoo! (or similar) webmail program to blacklist your mailserver ip address. This has even happened a couple of times this past year to Marketers Choice.

Aweber seem to make the best effort of all the providers in keeping their mailserver ip's whitelisted. This ensures that you will get more of your emails delivered, and delivered into your recipients' inboxes, and not their "spam" or "bulk" folders. [Click here to learn more about Aweber](#).

## 6. Shopping Cart - Affiliate Tracking:

For my main website's shopping cart and affiliate tracking, I use the Canadian shopping cart [Marketers Choice](#). Most of the top internet marketers use this cart under a variety of different private labels such as 1ShoppingCart, etc.. They have different plans according to the features you require. You can try them out first and [can register for a free 30 day trial here](#).

## 7. Website Graphics and eBook Cover Graphics:

**Website Graphics:** I often just buy a website template from [Template Monster](#) and tailor this to my requirements. They also provide logos. This is very cost effective as they have a whole selection of full and professional looking website templates from \$20 upwards, with many under \$30.

**eCover Graphics:** There are many software programs available such as [eCover Generator](#) which you can use to create eCovers, but these software programs can't match the professional look that you can create by combining [Adobe Photoshop](#) with a good suite of eCover Action scripts such as [Max Rylski's 1ClickCovers package](#) (which I use). If you don't want to mess with learning how to do eCovers yourself, an excellent eCover designer I sometimes also use is Michelle Brouse from [EcoverFX.com](#) who will design and create a professional looking eCover for you for \$67. She does full minisite graphics as well.

**Website Popups:** Ah yes, this is one of my sites. What shameless self-promotion eh? 😊  
I actually have four different popup programs in this package, as well as a number of additional bonuses in that package. [Click here to learn more and to check out the popup demos](#).

I hope you've found this little guide helpful.

Warmly,

*Damien Dupont*

[PublicDomainMastery.com](#)

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This includes an *eCover Graphic Creator "Action Script"* as described above, as well as a *Domain Uptime Monitoring* script.



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