



# MODULE 12

## SEGMENT 2



# Setting Up Your Website Platform



# In This Class

- Creating & Managing Your Website
- Web 2.0 vs. Self Hosted Websites
- Wordpress
- Installation Demo
- In Module 13, You Will Be Getting BONUS Training That Covers WordPress From A-Z, But In This Video, I'm Going To Show You How To Get It Installed So You Can Start Building Out Your Sales Funnel Pages.

# Creating & Managing Your Website

- When Deciding On Your Options For Creating And Managing Your Web Sites, The Primary Choices Are HTML Or CMS (Content Management Systems). Examples: Drupal, Joomla, And Others, But The "King" of CMS is Wordpress.
- Wix
- Do It For You Services

# Web 2.0 Vs. Self Hosted Sites

- What Is Web 2.0
  - Wordpress.com
  - Tumblr.com
  - Blogger.com
- Self Hosted Sites
  - Buy A Domain
  - Buy A Hosting Package
    - Self Hosted
    - Private Server

# WordPress

- Over 74 Million Sites Use It Daily
- It's Free
- Easy To Get Started
- Search Engine Friendly
  - Built In SEO Features
- Ready For Mobile
- Customizable
  - Themes
  - Plugins
- E-Commerce Friendly
- Membership Sites
- Tons Of Support

# Installation Demo

- Must Need Before Installation
  - Domain
  - Hosting
  - Email Address
- Getting Started
  - Cleanup Of The Site

# Let's Review

- Creating & Managing Your Website
- Web 2.0 vs. Self Hosted Websites
- Wordpress
- Installation Demo
- In The Next Video, Dave Will Talk About Getting Prepared & Organized Before Building Out Your Site.