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How Set Up Your Very Own Website by [Abdiel Bennett](#)

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The internet has become a platform where even small businesses can increase their visibility to the majority of people who use the World Wide Web today. Coming up with a website is as easy as writing a message and this does not require a person with programming skills to accomplish the task. The art of setting up a Website has also been made simple due to the friendly online programs that allow users to post articles and products details using forms which have been pre-built for the users. On the other hand one can use the freely available WYSIYG (What You See Is What You Get) designing programs to make a stylish website.

Requirements

- A computer with internet connection
- Basic word processing software such as Microsoft Word or WordPad
- Web hosting Company

The procedure

In order to come up with a good website, you must decide what you want to tell your audience. If you are talking about your products, you should list them and support them with pictures if possible so that your visitors are interested in reading them. It does not matter what you want to communicate but originality is paramount. Once you have the necessary material put it in your home page usually denoted by index.html or index.php if you are working offline. However, if you are using the preformatted online forms supported by your webhosting company, the experience can be simple since you only post your content on a form and you are done.

Offline Uploading

Web hosting companies normally understand that the art of setting up a Website can be complicated especially if they do not have preformatted templates and so they create a control panel. Normally this requires paying for a webhosting space or going for the ones which are freely offered to promote such companies. Once you sign up, they give you a username and password so that you can be able to access the dashboard which will allow you to perform basic operations of uploading your files. Depending on your budget, you might need a programmer to design and program the pages for you since pages developed from scratch requires basic HTML skills.

Putting it together

Now you have gathered the contents and decided on the right company where you get a domain either free or a paid one. Your domain name usually follows the syntax: www.yourdomain.XXX. It is highly advisable to come with a unique and easy to understand domain name which your visitors can easily memorize. If all goes all, associate the domain name with what you do. For instance, if your business is about shoe-making, come with a clear distinctive name such as shoeprofessionals.com, this will tell even the ordinary person that you specialize in the shoe business.

Getting the visitors

In most cases many people manage to make a website but fail to promote it. There are many ways that this can be done and it basically depends on ones likes, tastes or budget. One common way of promoting a website is through the word of mouth. Another way which is proving the best is joining social networks and creating a profile for your business. It should be noted that networking works best and this can bring a lot of visitors who might in turn be interested with what you are offering and this will guarantee you a steady income. Lastly remember, setting up a Website is good but it can be better if it measures the original purpose of campaigning for your business.

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