

The 4 Things You Must Know

to Make Money While You Sleep

Book 1 in the Internet Marketing FAST Series

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Internet Marketing

There is no better model for making money while you sleep than internet marketing. This is because

- Your website is available to make automatic sales 24 hours a day, 7 days a week, 52 weeks (and one day) a year
- Your customers can live anywhere in the world, including countries that are awake while you are asleep.

The 4 Things

The four things you must know to get started in internet marketing are how to:

1. Select a Niche
2. Register a Domain Name
3. Open a Web Host Account
4. Build a Website.

These won't create a profitable internet business for you by themselves but they are the foundation that you will need first.

In the bricks and mortar world, these are equivalent to:

1. Deciding what business you want to be in, such as opening a restaurant
2. Getting and registering a name for your restaurant
3. Leasing premises
4. Building, equipping and decorating the restaurant.

At this stage, no one knows about your new business and you don't have any customers or income.

The big difference is the cost.

For the bricks and mortar business, it's considerable.

For the internet marketing business, it's trivial.

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First Thing: Select a Niche

Internet Marketing Starts with Selecting a Niche



Figure 1: Selecting a Niche: It Isn't That Hard

If you are starting any sort of business, whether it's bricks and mortar or an online business, the first question you have to ask yourself is "What is my business all about?"

In the online world, it's called choosing your niche and, although it's very important, bear in mind that it may be just the first of many online businesses that you are going to own.

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Unlike the bricks and mortar world, it costs very little to start an online business so the chances are that you will eventually own several.

This of course has the advantage that each one only needs to earn a small amount for it to all add up to a decent income. And if just one of them takes off, you can do very well indeed.

But it also means don't hesitate too much.

Avoid "paralyses by analysis" and jump right in, even if it's just for the learning experience.

So How Do You Select a Niche?

There are two ways to select a niche for your online business:

1. Choose something that you are knowledgeable, even passionate about. In other words, a familiar subject.
2. Choose something that gets a lot of searches and has a large number of related products. In other words, a popular subject.

Familiar Subject as Internet Niche: Advantage

The advantage of a familiar subject is that you are going to be writing a lot of content around it and that will be easier if you are already knowledgeable and passionate about it.

The aim of your website is to provide useful and valuable information about your subject to your visitors so that you become an authority in your niche. You can do this by writing articles that address different aspects of your subject (and which also target keywords aimed at getting you ranked in the search engines; don't worry, I cover Search Engine Optimization in one of the free books you can get at

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<https://superaffiliatechallenge.com/gifts>.

You might also write an e-book on your niche that you give away on your website in exchange for your visitor's name and email address so that you can subsequently send offers to them.

You don't even have to write the book yourself. For a very low price, you can buy PLR (Private Label Rights) to a book that has already been written for your niche. PLR means you can do anything you want with it, including making changes to the content, creating a new cover image and claiming authorship.

For extra income, you can publish your book on Amazon both as an e-book and a paperback. It's free to do so and can create an extra income stream. I'll explain how to do this in another book in this series.

Familiar Subject as Internet Niche: Disadvantage

The disadvantage of this approach is that while you may be passionate about a subject, if no one else is, then you won't get much in the way of visitors so all your good work in writing articles will be wasted.

Just because you're passionate about collecting old bottle caps or mapping the far side of the moon doesn't mean that visitors will flock to your specialized website or that you can make an income out of it.

Popular Subject as Internet Niche: Advantage

By choosing a niche that has a lot of searches and associated products, you increase the chances that, if your business is successful, you can make a lot of money from it.

For example, "weight loss" is one of the most searched for terms on the internet and has a ton of products associated with it, from diet books to treadmills.

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So is it a good niche to be in?

For a startup business, probably not.

Popular Subject as Internet Niche: Disadvantage

The disadvantage of a popular subject is, well, its popularity. It means that the competition is intense.

A Google search for "weight loss" will bring up over 1 billion results!

And all of them will have been in business for much longer than you. Every keyword you can think of will already be the subject of other websites.

Your chances of making it to page 1 of Google, Bing or Yahoo through SEO are pretty much zero and if you're not on page 1, you might as well be invisible.

Yes, you can pay for ads, and I'll examine that option in detail further down the track, but for the uninitiated, it's a rapid way to spend money with no return.

What to Do?

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Figure 2: Affiliate Marketing

Clearly, your best bet is to find something that you're knowledgeable about (or at least interested in) that will have a reasonable number of related searches but doesn't have an insane amount of competition and has associated products that you can sell.

What we are talking about here is selling products as an affiliate. That is, selling someone else's products that are related to your niche and you earn a commission. This is probably the best model for starting out with a money-making blog. Other models are advertising on your blog, dropshipping products bought wholesale (e-commerce) and, of course, the ultimate of developing and selling your own products for 100% of the profit.

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I will be covering all of these models as we proceed through this journey.

How to Select a (Profitable) Niche

We've covered the considerations involved in selecting a niche.

But you probably want to know exactly HOW to go about it.

Well, it's all about:

Keyword Research

There, you knew I'd get technical sooner or later, didn't you?

You see, the thing you want to do with your website is to rank highly in the search engines for particular keywords related to your niche.

Which means you need to find keywords (and note that while we call them "words" we actually mean phrases, so that, for example, "exercise routines for seniors" is a "keyword") that have a good number of searches but not so much competition.

But how do we find out?

Easy. You use the free Jaaxy keyword tool. [JAAXY CLICK HERE](#).

You can sign up with Jaaxy and get 30 searches for free, so go ahead and try it out. I don't suggest that you upgrade to a paid plan at this stage, as in a little while I'll be revealing a solution that provides you with free web hosting *and* free access to Jaaxy.

Here's what you do:

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Using Jaaxy to Find a Niche

Jaaxy is a keyword research tool, but as we'll find out later in this series, you can use it for many other things, including the important task of finding out how your site is ranking in the search engines.

But for now, we'll use it to find a good niche.

Let's say you're a bike rider and like many bike riders, you spend a lot of money on specialized clothing. These could include knicks, jerseys, socks, cleated shoes and so on.

Or even if you're not a rider yourself, you've noticed others and have decided bike clothing could be a good niche to be in.

So go into Jaaxy and enter bike clothing as the keyword to search.

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The screenshot shows the Jaaxy LITE interface. At the top, there is a search bar containing the text 'bike clothing'. Below the search bar is a table of search results. The table has the following columns: Keyword, Avg, Traffic, QSR, KQI, SEO, and Domains. The results are as follows:

Keyword	Avg	Traffic	QSR	KQI	SEO	Domains
bike clothing	397	68	130	Great	85	Find More
motorbike clothing	633	108	73	Great	85	.net .org
road bike clothing	199	34	46	Great	95	.com .net .org
kids bike clothing	32	6		Get QSR		Search
mountain bike clothing men	121	21		Get QSR		Search
discount mountain bike clothing	64	11		Get QSR		Search
rei bike clothing	120	21		Get QSR		Search
mountain bike clothing	471	81		Get QSR		Search
dirt bike clothing	121	21		Get QSR		Search
reflective bike clothing	24	5		Get QSR		Search
dirt bike clothing kids	48	9		Get QSR		Search
women mountain bike clothing	112	20		Get QSR		Search

At the bottom of the interface, there is a 'Back to menu' button on the left and a 'View Full Report on Jaaxy' button on the right.

Figure 3: Using Jaaxy to Find Keywords

We are going to look at Avg (searches per month) QSR (Quoted Search Results) and Domains (what is available).

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In short, you want a reasonably high Avg (anything above 100 is good) a reasonably low QSR (anything below 100 is good) and the .com to be available.

QSR measures how much competition there is for that keyword.

Have a look at road bike clothing above.

With an Avg of 199, a QSR of just 46 and roadbikeclothing.com available, it's perfect.

This is a niche you can drive traffic to, outrank the competition and make money as an affiliate.

Go ahead and do your own research.

Selecting a niche is examined in a lot more detail in Book 2 of the Internet Marketing FAST series *How to Select Your Internet Marketing Niche*.

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Second Thing: Register a Domain Name

Your Domain Name is Your Business Address



Figure 4: Your Domain Name

Just as a good street address is important to a bricks and mortar business, a good domain name is important to an online business.

But what makes a good domain name?

Well, first of all, it has to reflect your business. When a prospective visitor sees it, they should be in no doubt as to what your business is about.

In addition, these are the other desirable characteristics:

It should have a dot com extension

The shorter the better, as long as it still makes sense. All the single word domains are long gone, and most of the two-word ones. If you can summarize your story in three words and they're available as a .com domain name, that's great.

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For example, if I wanted to create a website that was all about coffee (a very popular subject) and use affiliate links to sell associated product, including high ticket items like fully automatic coffee machines, here are some domain names I could be investigating:

allcoffeelovers.com

thecoffeebarista.com

thedailygrind.com

coffeeforall.com

You just need a bit of imagination and just keep coming up with variations until you find one that no one else has thought of.

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What Are All These TLDs (Top Level domains)?



Figure 5: Top Level Domains

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TLDs (Top Level Domains) are what appears to the right of the dot in your domain name.

The name you've chosen, that appears to the left of the dot, is called an SLD (Second Level Domain).

Originally, there were just three TLDs.

.com was for commercial websites like yours.

.org was for non-profit or charitable websites.

.net was for everything else on the internet. Then .info was added for sites designed to inform and educate.

Since then, there have been a proliferation of TLDs, such as .biz, .pro, .tv and so on, with new ones being constantly added. This has happened partly because of the explosion of websites, to make more possibilities available, but also simply because the more available, the more potential profit there is for the domain name registrars.

However, this has also resulted in the .com version becoming more and more valuable and highly regarded.

The upshot is simply this. Get a .com domain for your website.

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How to Register a Domain Name

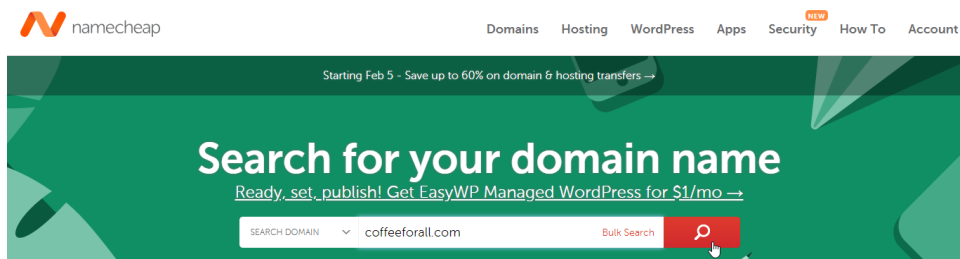


Figure 6: Search for Your Domain Name

Enter the domain you want and press Enter or click on the Search icon.

I've entered one of the coffee-oriented domains we considered earlier.

[Namecheap](#) will tell me if coffeeforall.com is available.

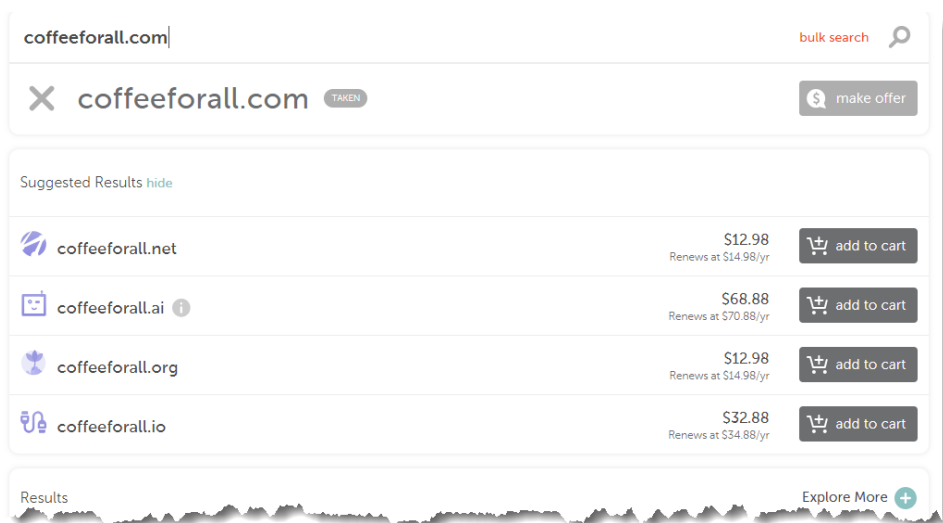


Figure 7: Domain Name Not Available

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As expected, this particular domain name isn't available.

Namecheap will tell you what other TLDs are available and you can scroll down to see them all. There are hundreds of them.

But we are only interested in the .com, so let's try some other possibilities.

What if we substituted youandme for all? It's a bit long, but not bad and rolls off the tongue easily. So let's try coffeeforyouandme.com.

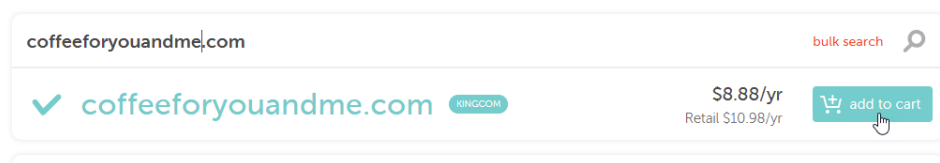


Figure 8: Successful Domain Name Search

And there we have it, a successful domain name search. We could continue searching from here or we could decide to go with this one by clicking on *add to cart* and paying \$8.88 for a year's registration.

Note: coffeeforyouandme.com was available when this book was written. It may not be available now.

Namecheap Domain Name Registrar

You've seen how you can use Namecheap to check out possible domain names until you find one that you're happy with. Then register and purchase for just \$8.88.

You can go to Namecheap [HERE](#).

Use Domain Wheel for Inspiration

A useful tool to help you research domain names is <https://domainwheel.com/>.

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Open Domain Wheel in one tab and [Namecheap](#) in another.

Enter your seed word into Domain Wheel, check only the .com extension and click *Search Domain*.

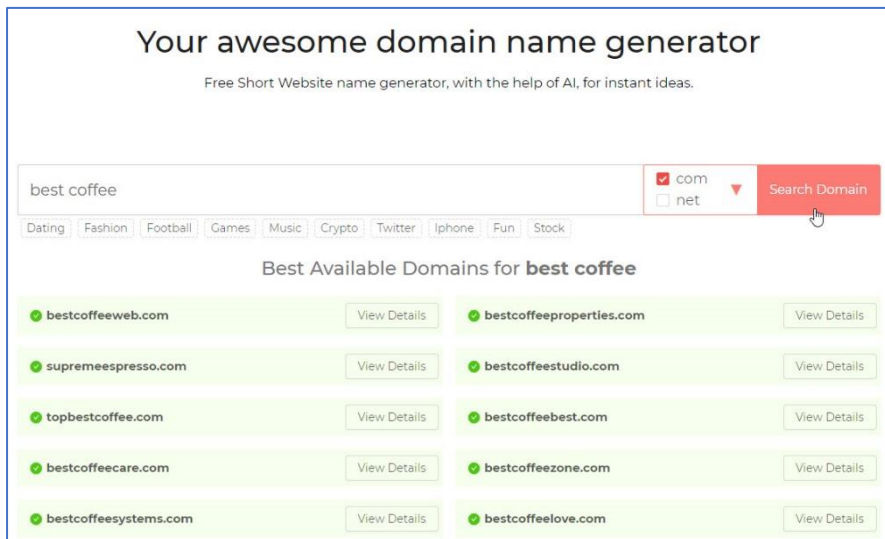


Figure 9: Domain Name Generator

If you don't see a suitable domain name, try a different seed word.

When you find a good name, go to [Namecheap](#) and register it.



Figure 10: Register the Domain You Found

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Third Thing: Open a Web Host Account

What is a Website Host?



Figure 11: Web Hosting and Domain Hosting

A website host is a computer connected to the internet where your website is stored. When someone enters your website's domain name into a search engine, the search engine retrieves your website's details from the website host and displays them.

Domain Name Host

In Your Domain Name is Your Business Address on page 17 we looked at using a domain name host.

A domain name host like Namecheap holds all of the details of your new domain name and most importantly, translates the human-readable address domainname.com into the actual digital address where your website is stored. This is referred to as your DNS (Domain Name Server).

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Web Host

Domain Name Hosts will frequently offer web hosting as well.

I really prefer to keep the two separate and independent. And, as you will see, I'm about to recommend a solution that provides fast web hosting for free, along with a heap of other benefits.

Wealthy Affiliate



Figure 12: What Wealthy Affiliate Offers

I cannot recommend Wealthy Affiliate highly enough.

It's not just a website host. In fact, that's almost just an incidental by-product of what they offer.

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Wealthy Affiliate is a 400,000+ world-wide community of successful and aspiring internet marketers.

And you can join for FREE!

[Join Wealthy Affiliate for FREE here](#)

Wealthy Affiliate has the most comprehensive, step by step training that you will find anywhere on the internet.

In fact, if you follow each step of the training and implement it as you go, you are pretty much guaranteed success.

And if you are stuck at any time or just need help or clarification, just post a question and a member of the WA community will answer it for you. In fact, often several members and, because it's a world-wide community, often more or less instantly.

What Does Wealthy Affiliate Cost?

There are two levels of membership, Free and Premium.

There is no trial period. You can stay a free member for ever, if you wish.

Premium membership costs \$19 for the first month and then \$49 per month thereafter. For what you get, it's the bargain of your internet marketing lifetime. If only one of your websites made just \$2 per day, you'd have your cost covered.

It's even less if you pay 6 months or 12 months up front. \$234 for 6 months (\$39 per month) or \$359 for 12 months (\$29.92 per month).

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What Do You Get with Wealthy Affiliate?

It's kind of hard to summarize it all to an outsider looking in, but once on the inside it quickly becomes apparent that it far exceeds anything else that is out there on the web.

- It starts with state-of-the-art website security for all sites hosted at WA.
- Complete site backup every 24 hours for all sites, protecting against a site owner's worst nightmare ... site crash.
- Premium membership includes unlimited searches using the powerful Jaaxy keyword search tool, which shows not only the number of searches for different keyword variations, but also the amount of competition. You can also use Jaaxy to see where your site is ranking on Google, Bing and Yahoo.
- Then there's the extraordinary features of Wealthy Affiliate's SiteRubix portal which almost defy complete description. It is the most technologically advanced website facility on the web and it's included with Premium membership. This is where your websites will be hosted.
- The Site Feedback feature gets valuable feedback from the community helping you to improve and optimize your sites. The Site Comment feature allows you to trade comments on other members' sites for comments on your own, thereby increasing engagement, which is a major factor for Google to determine site ranking.
- Incredibly responsive and accurate website Tech Support for fixing site anomalies and problems. Forget outsourced help desks, this is the real deal.
- The most comprehensive and up to date Affiliate Marketing training on the web ... world class does not adequately describe it.
- The most supportive community of like-minded folks providing almost instantaneous 1 on 1 coaching. It's the most interactive, helpful, and

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engaging online business building platform in the world. "It's More Than Anything Out There. It's Wealthy Affiliate."

And the best part is it just keeps getting better and better thanks to Kyle and Carson's commitment to continuous improvement.

Here's a summary of the differences between Free and Premium membership. And remember, YOU choose when to go premium (if at all). The Free membership gives you plenty of features and enough time to decide if Wealthy Affiliate is for you.

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WealthyAffiliate.com Membership Options

	Starter For Newbies to Get Started Fast! \$0/month	Premium For Those Who are READY for Success! \$49/month
Live Help	First 7 Days	Unlimited
Private Messaging	✗	✓
Websites	2 Websites	50 Websites
Website Security Package	✗	✓
Website Backup	✓	✓
Beginner Training Course	✓	✓
Personal Affiliate Blog	✓	✓
Affiliate Bootcamp Training	Phase 1	All Phases (7)
Live Video Classes	✗	✓
Video Walk-Throughs	✓	✓
Keyword Research Tool	30 Searches	Unlimited Searches
Training Classrooms	2	12
Affiliate Program	✓	2x Higher Payout
Earn While You Learn	✓	✓
1-on-1 Coaching	First 7 Days	Unlimited
Private Access to Owners	✗	✓
24/7/365 Website Support	✗	✓
Website Feedback Platform	✗	✓
Website Comment Platform	✗	✓
Website Analysis	✗	✓
Best For	Getting Started	Those Ready to Earn!
	\$0.00	\$49.00

Create Your Account Today!

Figure 13: WA Membership Options

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Wealthy Affiliate: Not Your Average Web Host

I hope you can see why I recommend WA to host your web sites. For the same price or less than some companies charge to do nothing but host your website, Wealthy Affiliate gives you so much more. In fact, everything you need, including the training, to be a successful internet marketer.

[Join Wealthy Affiliate HERE](#)

I'm an affiliate of WA as well as an enthusiastic user. If you join through my link and subsequently upgrade to a Premium membership, I will get paid a commission. This doesn't affect your cost at all. But you will have me as your personal mentor. I'm ranked in the top 50 of WA's 400,000+ members. Ranking is based on knowledge and ability to help others in the WA community.

You can go to Wealthy Affiliate [HERE](#).

SiteGround

The main advantages of Wealthy Affiliate are the video training, the community support and the keyword research. The fact that you can host your websites there is a side benefit.

If you don't feel the need for additional training, or simply don't wish to pay Wealthy Affiliate's fees, I recommend using [SiteGround](#) as your web host. They use fast, 100% reliable servers and their support is excellent.

What Does SiteGround Cost?

[SiteGround](#) has three service levels and corresponding pricing.

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Startup

The Startup plan allows you to host one website and costs \$4.95 per month, billed as \$59.40 for 12 months. You can have up to 10,000 website visitors per month.

I don't recommend this, as you will want to build several internet marketing businesses, not just one. In addition, the higher plans offer more features.

GrowBig

The GrowBig plan allows you to host an unlimited number of websites and provides premium features. It costs \$7.45 a month, billed as \$89.40 for 12 months. You can have up to 25,000 website visitors per month.

This is the plan I recommend that you use. It will allow you to get several businesses up and running on a fast, reliable server at an economic price.

GoGeek

The GoGeek plan is for when you have a large number of businesses running and want the best possible facilities for them. It costs \$14.95 a month, billed as \$179.40 for 12 months. It caters for up to 100,000 visitors a month.

You'll know when you're ready for this!

What Do You Get with SiteGround?

- The fastest, most reliable web host servers available on the internet
- Choice of server location. Choose the ones geographically closest to your target market for the fastest load time possible
- Free SSL certificate for all your websites, so that they use https protocol, essential for Google trust

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- One-click WordPress installation
- The best support in the business.

To sign up with SiteGround, or just to find out more, go to [Check SiteGround Here](#).

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Fourth Thing: Build a Website

WordPress

WordPress is arguably the best, easiest and most effective platform to build a commercial website on.

What used to be incredibly difficult has been made a lot easier with WordPress.

But many people still struggle with it.

Much of its strength comes from the huge number of themes and plugins that have been created to extend its functionality. Some are free. Many are not. They don't all co-exist peacefully. Some used to be good, but haven't been updated to work with later versions of WordPress. It's a bit of a minefield.

This guide will lead you through installing a basic WordPress site and turning it into an attractive front for your prospective business.

I can't possibly cover all of the variables inherent in all the different domain name hosts, web hosts, themes and plugins that are available. All of the examples used in this document are based on my recommendations. [Namecheap](#) for domain name hosting, [Wealthy Affiliate](#) or [SiteGround](#) for web hosting and [Thrive](#) for themes and plugins.

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Pointing Your Domain Name to Your Host's DNS

When someone enters your domain name into a web browser like Google or Bing, it has to find your web host to bring up your website. Your web host and your domain name host must be linked.

This is achieved by entering your web host's DNS (Domain Name Servers) into your domain name details at your domain name host's website. This is a one-time job.

If you used [Namecheap](#) as recommended for your domain name host, this is how you do it.

Sign into Namecheap

Sign into [Namecheap](#) using the credentials you established when you registered your domain name(s).

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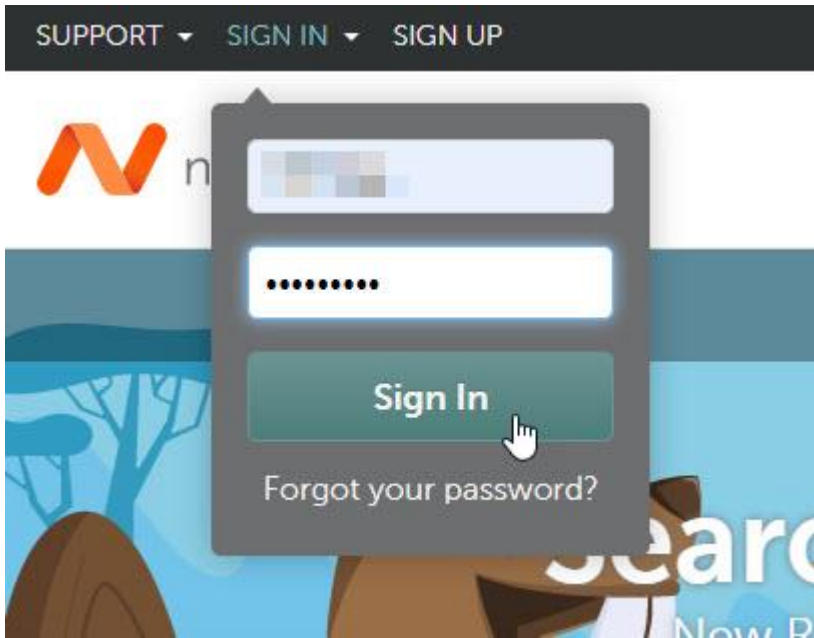


Figure 14: Sign in to Namecheap

Then click on *Domain List*.

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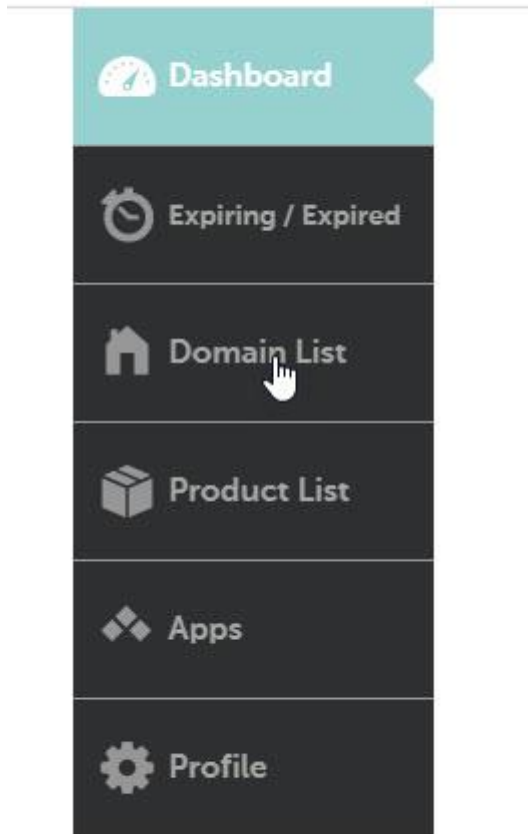


Figure 15: Click on Domain List

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Select the Domain to be Updated

Click the check box next to the domain name to be edited then the drop-down labelled *Actions* and select *DNS / Host Records*.

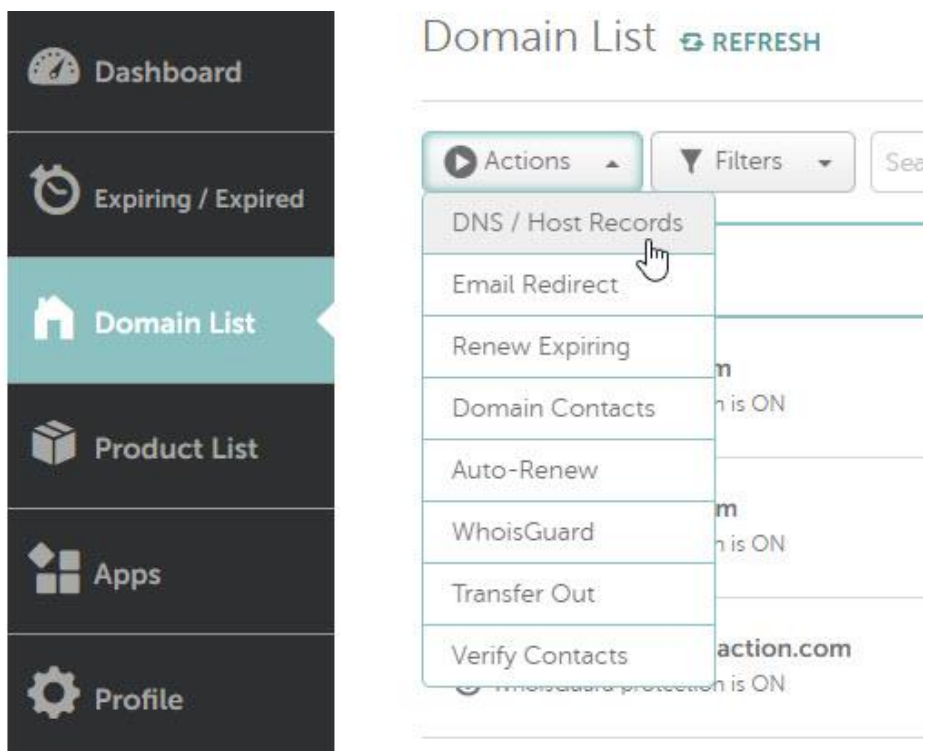


Figure 16: Select the Domain Name

On the next screen, click the check boxes that say you know what you're doing and then the *Next* button.

Enter Your Web Host's Name Servers

Check the radio button Custom DNS and enter your web host's domain name servers. If you are using [Wealthy Affiliate](https://www.wealthyaffiliate.com) as your web host, these

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will be `ns1.mywahosting.com` and `ns2.mywahosting.com`. If you are using [SiteGround](#), they will have advised you of the DNS to be used for your chosen plan and location,

What to do with DNS?

DNS changes here will impact all selected domains. Due to DNS propagation, DNS changes will take some time to apply. Follow this link for more info. [Learn More →](#)

Domain Nameserver

Server Type

- Namecheap BasicDNS
Your domain will use our default primary DNS system. [Learn More →](#)
- Namecheap BackupDNS
Your domain will use our secondary DNS System, recommended in case of issues with our default DNS. [Learn More →](#)
- Namecheap Web Hosting DNS
Your domain will use our shared hosting DNS, recommended for shared hosting. [Learn More →](#)
- Custom DNS
Your domain will use the Custom DNS you've registered. [Learn More →](#)
⚠ Updating DNS may take up to 48 hours.
- Keep Existing DNS

Nameservers

Nameserver 1	<input type="text" value="ns1.mywahosting.com"/>	
Nameserver 2	<input type="text" value="ns2.mywahosting.com"/>	
Nameserver 3	<input type="text" value="Nameserver 3"/>	OPTIONAL
Nameserver 4	<input type="text" value="Nameserver 4"/>	OPTIONAL
Nameserver 5	<input type="text" value="Nameserver 5"/>	OPTIONAL
Nameserver 6	<input type="text" value="Nameserver 6"/>	OPTIONAL

Figure 17: Update the Name Servers

Save and Propagate

Then click on *Save Changes*.

Note that this doesn't happen immediately because there are servers all over the world that need to be updated. This is called propagation.

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Although you will be told to allow up to 48 hours, it normally only takes a few hours.

After a little while, you will be able to install WordPress at your web host.

If you are not using [Namecheap](#) as your domain name host, the procedure will be different, but the principle is the same. Similarly, if you are not using [Wealthy Affiliate](#) or [SiteGround](#) as your web host, the name servers will also be different.

Installing WordPress

[Wealthy Affiliate](#) makes it particularly easy to install a new WordPress site.

If you're not already there, log into [Wealthy Affiliate](#), click on Websites, then on the + sign next to My Recent Websites.

Choose *On a Domain I Own*.

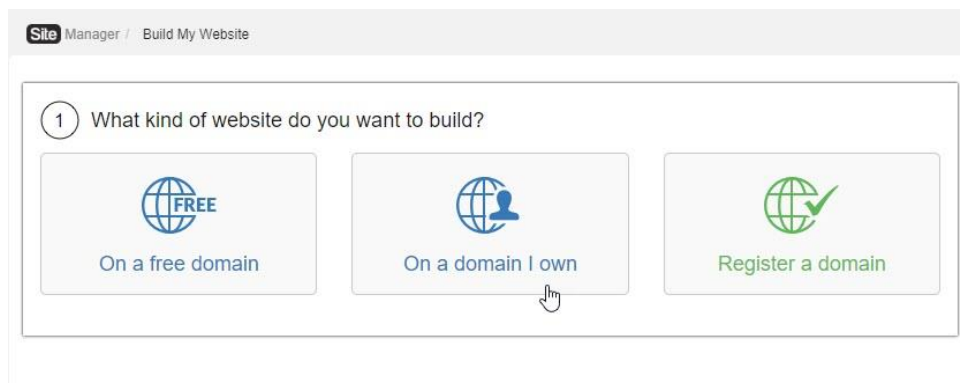


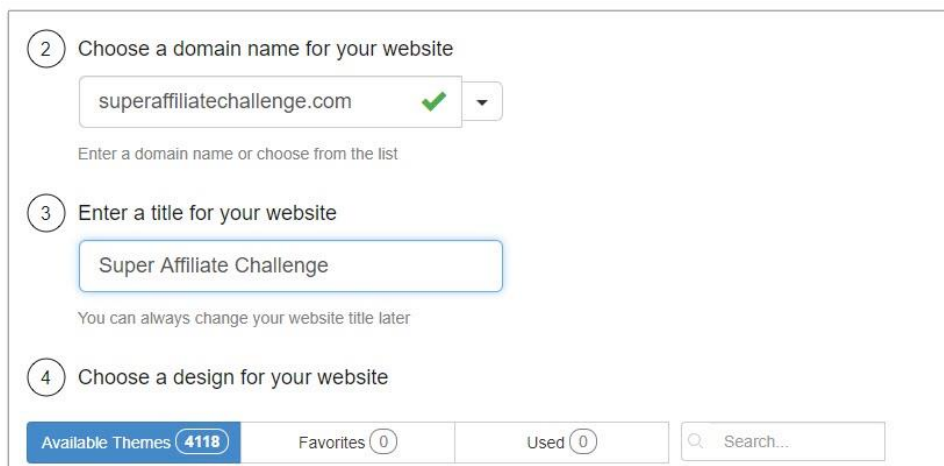
Figure 18: Create Your New Website

Enter your domain name and a title for your website. You can change the title later if you want, so don't stress too much about it.

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The domain name must already be pointed at WA's servers as previously described. You will not be able to proceed further otherwise.



The screenshot shows a three-step process for creating a website:

- 2 Choose a domain name for your website**
A text input field contains "superaffiliatechallenge.com" with a green checkmark and a dropdown arrow to its right. Below the field is the text "Enter a domain name or choose from the list".
- 3 Enter a title for your website**
A text input field contains "Super Affiliate Challenge". Below the field is the text "You can always change your website title later".
- 4 Choose a design for your website**
A navigation bar at the bottom contains four items: "Available Themes" with a blue badge showing "4118", "Favorites" with a badge showing "0", "Used" with a badge showing "0", and a search box with a magnifying glass icon and the text "Search...".

Figure 19: Domain Name and Website Title

It doesn't matter what theme you choose as you will be replacing it with a Thrive theme later.

Then sit back for a couple of minutes while [Wealthy Affiliate](#) builds your new website. How good is that?

There's a bit more involved in creating a new WordPress site at [SiteGround](#), but it's still quick and easy. I've covered it in detail in my Kindle Singles book *How to Host Your Website*.

Modifying the Basic Setup

There are a couple of things you should do to modify the basic WordPress setup.

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Trash the Default Post and Page

In your site’s WordPress back office, click on *Posts*. You will see the default WordPress post “Hello world!”.

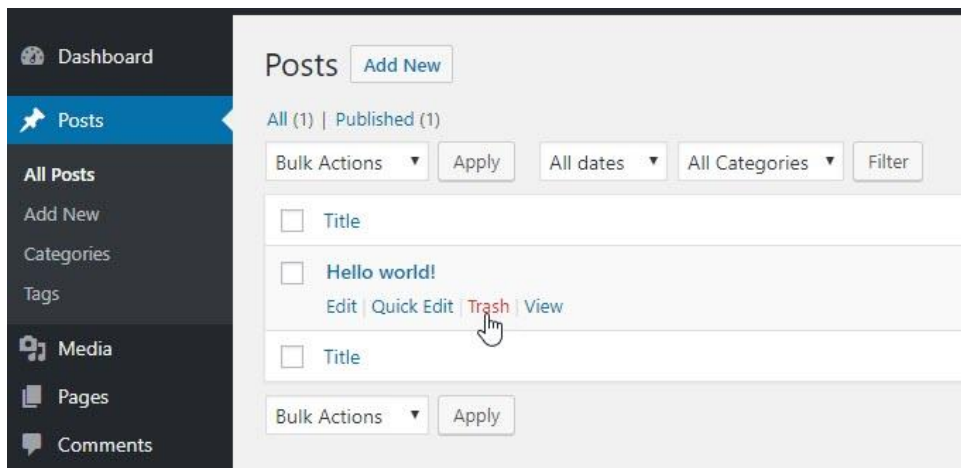


Figure 20: Trash the Default Post

Hover over the default post and click on *Trash*.

In your site’s WordPress back office, click on *Pages*. You will see default WordPress pages such as “Privacy Policy” and “Sample Page”.

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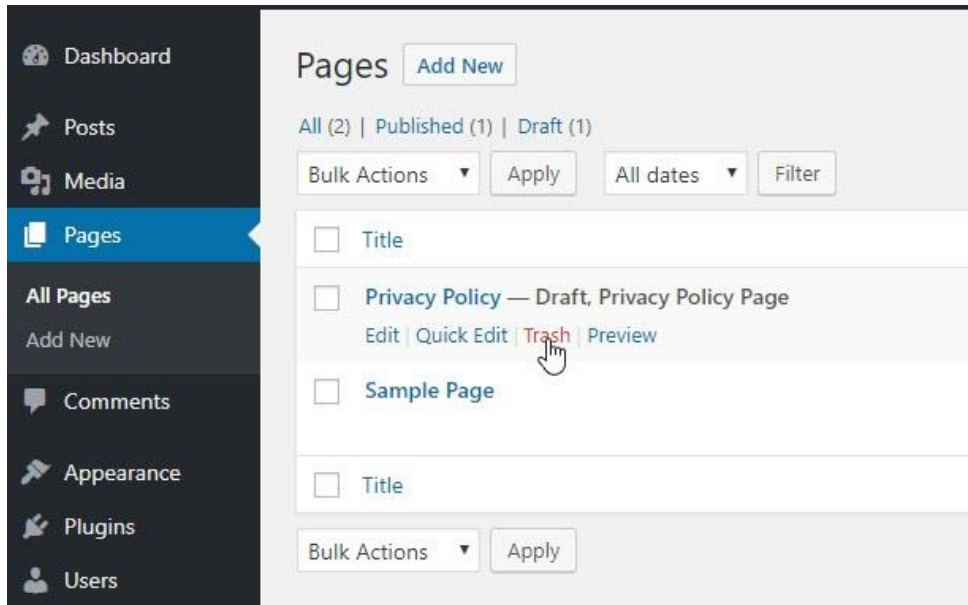


Figure 21: Trash the Default Pages

Hover over each of the default pages in turn and click on *Trash*.

You will be creating your own Privacy Policy page later.

Fix Site Identity

In the WordPress back office, click on *Appearance* then *Customize*.

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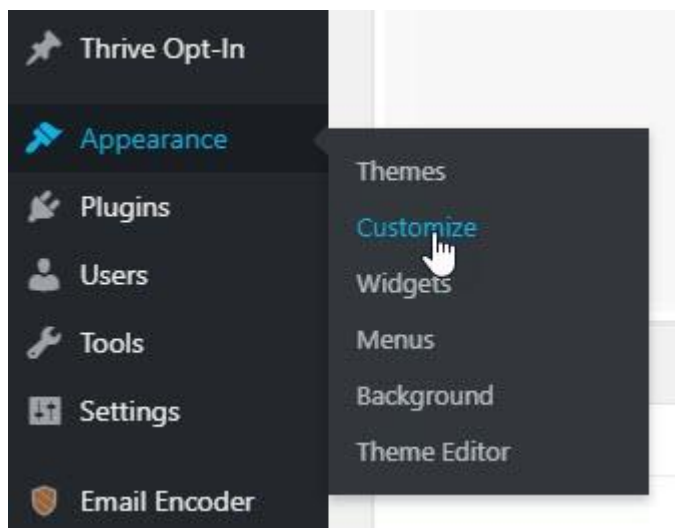


Figure 22: Click on Customize

Select Site Identity and complete Site Title and Tagline as appropriate for your site. You can always change these later.

Then click on the *Publish* button.

Clean up the Plugins

In the WordPress back office, click on *Plugins*.

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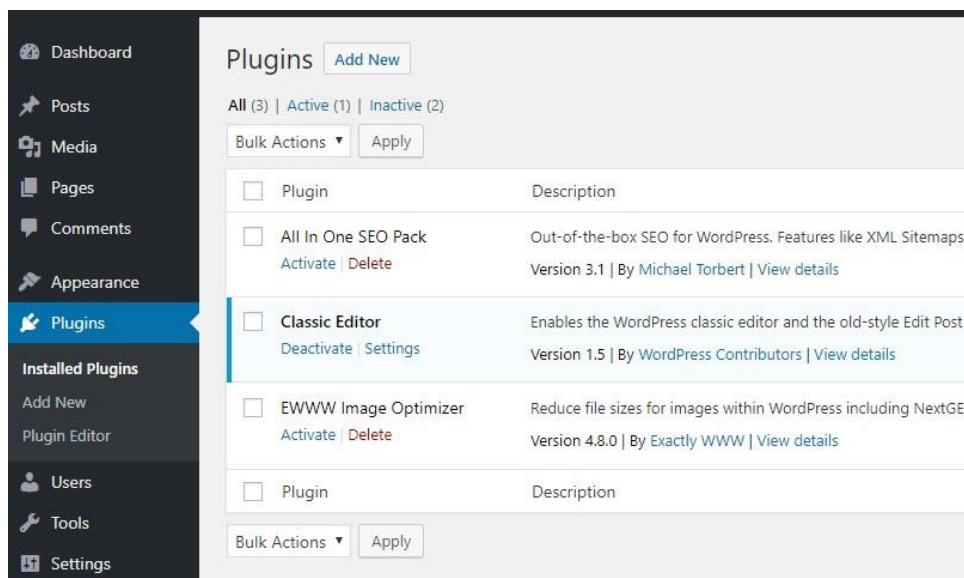


Figure 23: Initial Plugin Setup

Activate the All in One SEO Pack

If you are hosting your site with [Wealthy Affiliate](#), the All in One SEO Pack plugin is pre-installed.

Otherwise, you should install it as a new plugin. If you don't know how to do this, I've covered it in my Kindle Singles book *WordPress for the Technically Challenged*.

It's an excellent plugin. Click *Activate* and then make the following adjustments:

Under All-in-One SEO, click on *Feature Manager* and activate the XML Sitemap.

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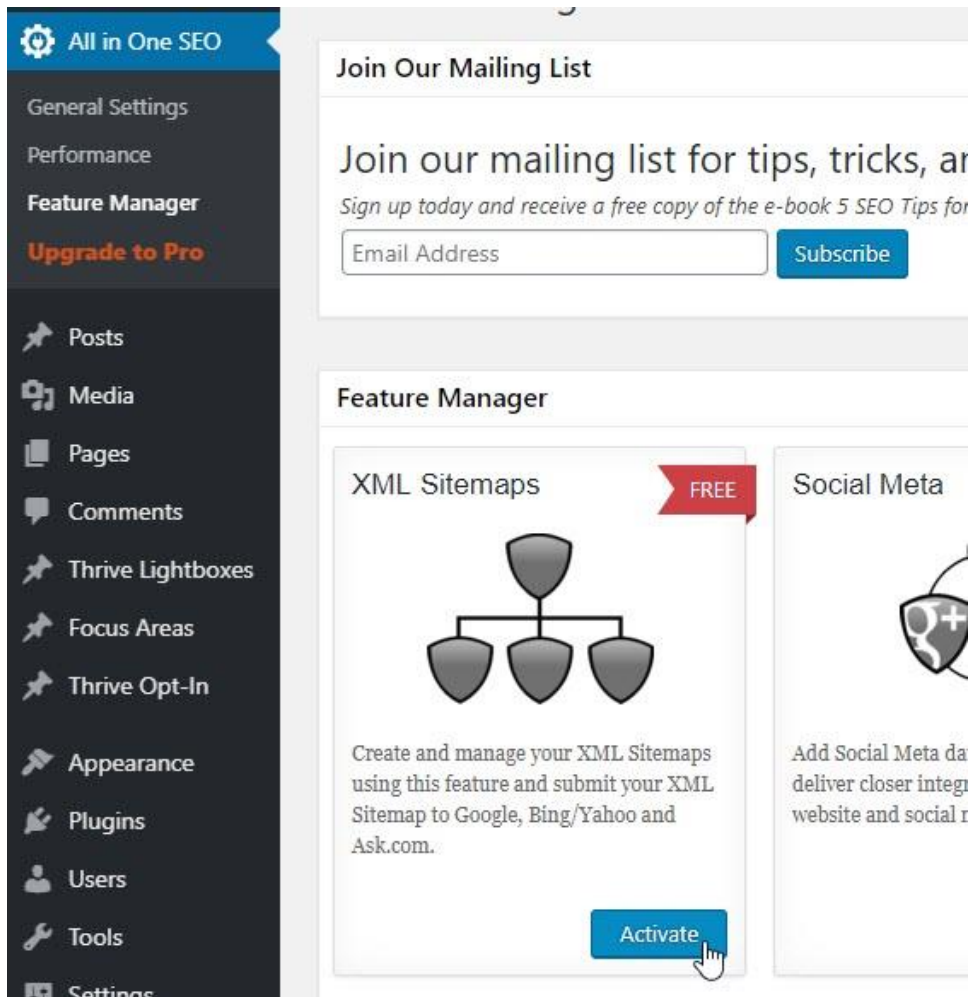


Figure 24: Activate XML Sitemap

There is no need to upgrade to the Pro version of All in One SEO Pack. The free version gives you all you need.

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Leave the Classic Editor activated.

Delete the EWWW Image Optimizer.

If you've followed my recommendation to get [Thrive Themes and Plugins](#), you can delete the EWWW Image Optimizer as Thrive has a better one.

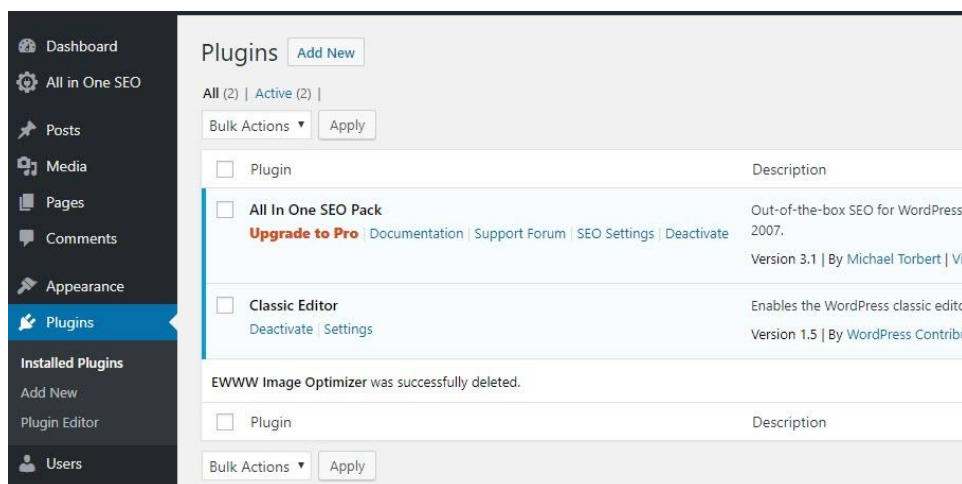


Figure 25: Plugins Updated

Install Backup and Restore

Most web hosts back up their hosted sites on a regular basis, typically daily. You don't see the backup; it's kept on their servers.

There are three reasons you shouldn't rely on that backup and need your own local one as well.

- The timing isn't under your control. If you've just put in several hours of painstaking work on your website that would be devastating to lose, you'll feel much better if you back it up immediately.

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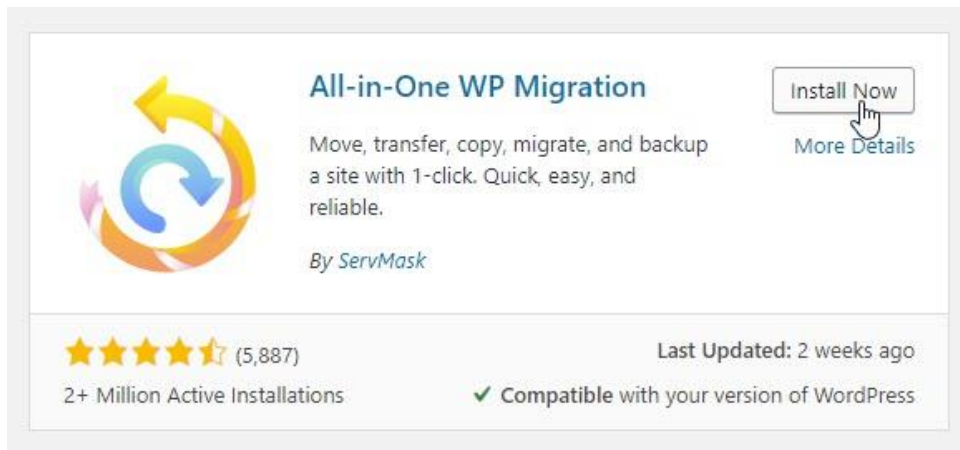
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- Having your own backup means you can move to another web host easily if you wish. Just point the domain name at the new host, create an empty WordPress site and restore your backup file to it.
- What if you have an issue with your existing host? Financial, for example. Without your own backup, your host can hold your website to ransom. Particularly if they also host your domain name. With a local backup and your domain name hosted elsewhere, they have no control over you.

All in One WP Migration

There are several backup and restore plugins for WordPress. I recommend *All in One WP Migration* because I've used it to back up *and* restore several websites and I know that it works.

Click on Plugins >> Add New and then do a keyword search for *All in One WP Migration*.



The screenshot shows the WordPress plugin interface for 'All-in-One WP Migration'. On the left is a circular logo with three arrows in yellow, blue, and orange. To the right of the logo, the plugin title 'All-in-One WP Migration' is displayed in blue. Below the title is a short description: 'Move, transfer, copy, migrate, and backup a site with 1-click. Quick, easy, and reliable.' The author 'By ServMask' is listed below. In the top right corner, there is a button labeled 'Install Now' with a hand cursor icon, and a link for 'More Details'. At the bottom left, there are five yellow stars and the text '(5,887)'. Below the stars, it says '2+ Million Active Installations'. At the bottom right, it says 'Last Updated: 2 weeks ago' and 'Compatible with your version of WordPress' with a green checkmark icon.

Figure 26: Install All in One WP Migration

Install the plugin and then Activate it.

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Create Your First Backup

Once you've activated the plugin, it will appear as a new tool in the WordPress menu.

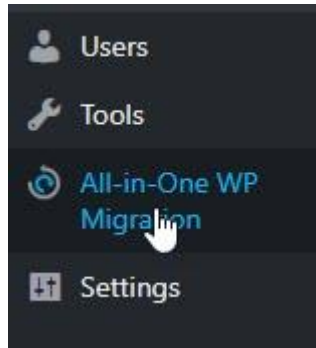


Figure 27: Backup Tool in WP Menu

Click on the menu item and then *Export* to create your first backup.

You have a number of options for your backup file's destination. My preference is as a file on my local computer.

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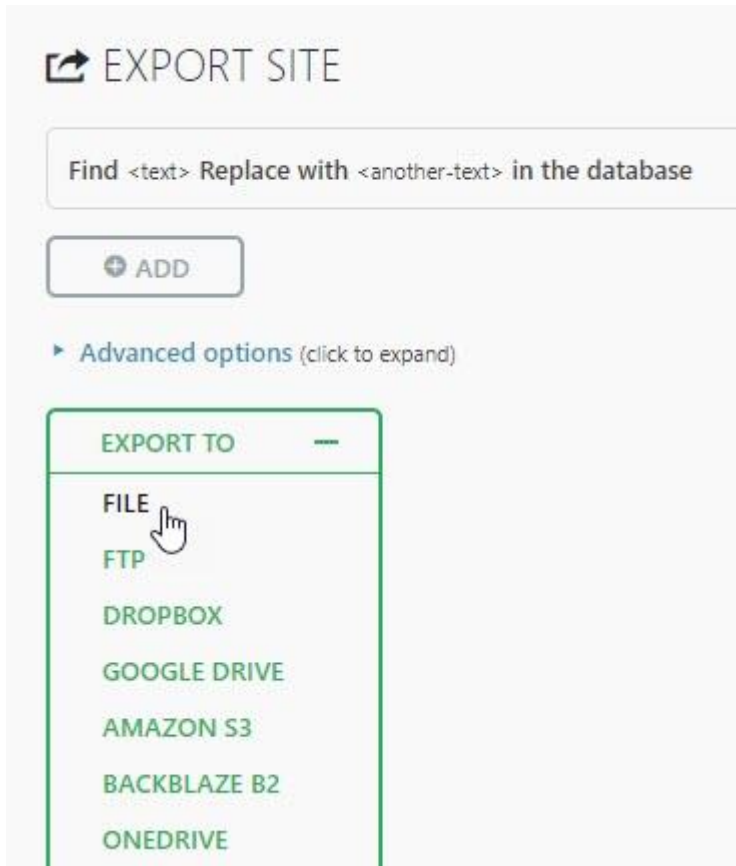


Figure 28: Select the Backup's Destination

Progress messages are displayed as the backup takes place, followed by a flashing invitation to download the file.

Click on the invitation and the backup file is downloaded into your Downloads folder, from where you can copy it to wherever you want to keep it permanently.

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Creating a Logo

An attractive logo is an important part of your site's impact.

You can have a small logo, with your menu to the right or (my preference) a banner logo, spreading across the page with the menu underneath.

You can get either designed for a reasonable price at Fiverr (go to <https://www.fiverr.com/> and search for logo design) or you can make your own.

You will need to find a suitable uncopyrighted image. There are a number of sites that provide these. My personal favorite is Pixabay (<https://pixabay.com/>). Their image quality is excellent and I can always find one that is suitable.

Then you need software that will allow you to trim, resize and add text to create your actual logo.

A tool that I've used for years and wouldn't be without is Snagit by Techsmith. Snagit is the king of screen capture software, but it also comes with an editor that you can use to create your logo.

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The Rest of the Books

The *4 Things You Must Know* is the first book in my Internet Marketing FAST series.

Watch out for the rest, all available as Kindle Singles.

1. The 4 Things You Must Know (to Make Money While You Sleep)
2. How to Select Your Internet Marketing Niche
3. How to Register a Domain Name
4. How to Host Your Website
5. WordPress for the Technically Challenged
6. Building Your Website with Thrive
7. The Thrive User
8. The Thrive Expert
9. Become an Affiliate Marketing Ninja
10. Become an E-Commerce Ninja
11. The Deadly Combo of Blog Posts and Landing Pages
12. Google is Your New Best Friend
13. Building Your Mailing List
14. All About Free and Paid Traffic
15. How to Publish Your Book on Amazon
16. The Secret to Making Money with Your Internet Businesses (after You've Done Everything Else)

Get Free Stuff

- I've made some additional information that will complement the knowledge you have gained from the Internet Marketing FAST series. For example, after you've read Book 9 *Become an Affiliate*

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Marketing Ninja, the free *5 Affiliate Marketing Strategies for Crazy Conversions* will give you the final piece of the puzzle.

Go to my website at

<https://superaffiliatechallenge.com/gifts>

where you can download:

Books

- 5 Affiliate Marketing Strategies for Crazy Conversions
- 12 of the Best List Building Secrets
- The Best Dropshipping Products
- Advanced SEO (Search Engine Optimization)
- Facebook Domination

Videos

- Hosting Your Website
- Installing WordPress

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About the Author



As a 75 year old fitness fanatic and successful internet marketer, Phil Lancaster is a bit of an anomaly.

Through a combination of bad luck and bad business decisions, he found himself broke and alone at 74.

Now, a year and a bit later, he has several internet businesses that combine to bring him a 6-figure income.

It wasn't easy and he got burned a few times on the way, but he reckons that anyone can do it with the right road map.

He wants to help you to get started the way he did, but without making the same mistakes.

Anyone, from student to baby boomer (and older) can make money through the internet.

Phil's IM Fast series of mini-books will get you started. At just \$2.99 (Kindle) or \$7.99 (paperback) each, you won't find a better investment.