



9 WEBSITE BUILDING  
**MISTAKES**



AVOID THESE MISTAKES AT ALL COSTS

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# Nine Website Creation Mistakes You Should Avoid!

Your online business is your future; making the wrong mistakes in your beginning phases of building, or in any one of initial stages of early, crucial development, could cripple your growth, if it doesn't crush it completely.

Even worse, some of the most common, easiest-to-make mistakes are also the most damaging.

Getting the first phase of your website right is **critical** to your success. If you can keep yourself from making the same nine (common) mistakes, which ruin the majority of websites, you will give yourself the best possible opportunity to tap into the limitless success that you and your online business deserve.

## 1 - Using the Wrong CMS

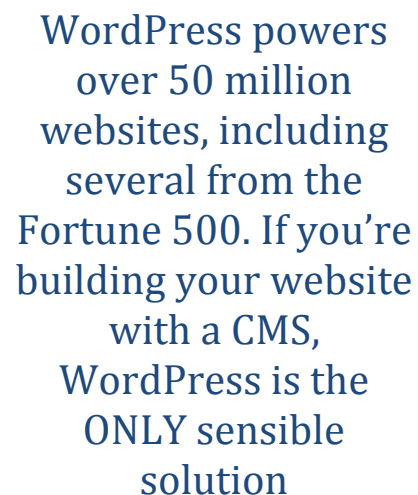
Nothing about building a website was easy in the early days. If you wanted a website, you had to write each page individually in HTML. Few people could build and edit websites. And those who could charged accordingly. Fortunately, this is no longer the case.

Thanks to some extremely smart people, we now have wonderful software that allows anyone to create and edit web pages, even with zero technical knowledge. This type of software is called a CMS, or **content management system**. Many different quality CMS's are available, ranging in price from free to downright ludicrous.

Yet even among all the paid solutions, WordPress is arguably the best. It's 100% free to use because it's open-source software. WordPress is free, but that doesn't mean the application is limited to small-time or unprofessional businesses. WordPress powers over 50 million websites, including several from the Fortune 500. If you're building your website with a CMS, WordPress is the **ONLY** sensible solution.

Here are 9 reasons why.

1) **WordPress is Free** – Not only is WordPress free to use, thousands of free plugins and themes are available. Plugins extend the capabilities of WordPress; themes alter its appearance. Both serve to help you build a bigger, better business with no additional out-of-pocket expenses.



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2) **WordPress Has Widespread Adoption** – WordPress powers over 50,000,000 web sites. This means you have a massive network of peers and available support. If something goes wrong, or you can't figure something out, chances are good that someone else has experienced the same problem and there is a documented solution a search away. With WordPress, a quick trip to Google will usually answer any question. Plus, thousands of tutorials are available on YouTube, also for free.

3) **WordPress is Simple** – WordPress wasn't developed with technical geniuses in mind. The admin panel is intuitive and easy to use. Within an hour you will feel like an expert. Everyone from 10 year olds to senior citizens use WordPress with ease.

4) **WordPress is Fast** – A fresh install of WordPress is blazing fast, though many people make the mistake of adding too many fancy plugins and widgets that can slow it to a crawl. Focus on adding only those elements that enhance your customer's experience, rather than going for vanity or good looks alone.

5) **WordPress is Reliable** – WordPress is extremely reliable. If your site goes down, it's probably everything but WordPress that is failing (your host, human error, etc.) Because WordPress is open source, you can use it for free forever. You can leave WordPress, but it will never leave you.

6) **WordPress is Flexible** – WordPress is a simple yet effective CMS, right out of the box. Yet through the use of plugins and themes, you can extend its possibilities to make your website so much more, without any additional cost. Portfolios, eCommerce sites, discussion forums, jobs boards, Wikis and Q&A websites, are all possible with the push-button plugin install.

7) **WordPress is Constantly Improving** – WordPress has full-time development teams and thousands of individuals contributing to improve the software on a daily basis. The WordPress you use today is a quantum leap over the WordPress from just one or two years ago. Needless to say, security holes are quickly fixed as soon as they surface.

8) **WordPress Has Solid SEO (Out-of-the-Box)** – Without any modifications, WordPress gets about 90% of **search engine optimization** right, and with a few tweaks, it's easy to get that last 10%. WordPress follows cutting-edge coding practices, meaning your site is built on rock-solid foundations that simplify SEO. It's not uncommon for open-source software to require a ton of technical modifications just to get up to par with SEO. This is never true with WordPress.

9) **Smart, Simple Social Media Integration** – Social media is changing the way business is done. If you aren't regularly connecting with your customers online in social media hotspots such as Facebook or Twitter, you are quickly falling behind. WordPress gives you plenty of easy ways to integrate social media into your website, from like buttons and boxes to using Facebook as your blog's comment system.

WordPress is a miracle for many small business owners on the web. There are other solutions, but dollar for a dollar and minute for minute, nothing beats WordPress.

**outstanding tip:** *WordPress is what's best for YOU, which is why it's the only CMS that outstandingSETUP setup is willing to use.*

## 2 - Choosing a Hosted Platform Instead of a Self-Hosted Solution

When building your website using a CMS (content management system) such as WordPress, you must choose between a hosted or self-hosted solution.

A hosted solution means that the CMS is owned and controlled by an online provider that allows you access to it, for example, WordPress.com.

Some hosted solutions allow you to create custom templates and other features, while back-end maintenance (backups, security, updates, plugins, server configurations, monitoring, etc.) is handled by the hosting provider.

A self-hosted solution means you run the CMS on your own domain, giving you full control over every element of your website, from every pixel of your theme to every font in your copy.

A simple way to tell whether you are using a hosted platform is your URL, if your website is on a subdomain of someone else's platform then you are being hosted.

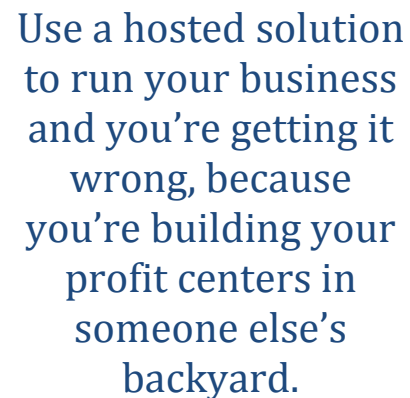
<http://outsideordinary.wordpress.com/> (Uses WordPress.com)  
<http://oufan.tumblr.com/> (Uses Tumblr.com)

A hosted version of WordPress has limited scope for style and customization, and is intended for plug and play bloggers or non-designers.

Use a hosted solution to run your business and you're getting it wrong, because you're building your profit centers in someone else's backyard. WordPress.Com, Blogger.Com, Tumblr, Posterous, even Facebook and Twitter are great places to drive traffic and help your business grow, but only when used to augment your actual website.

As an online business, you **MUST** have your own self-hosted domain.

Your self-hosted domain should be the hub of your online efforts. Hosted solutions are terrific for ease of use, but they leave you with limited control. And yes, you have access to the profiles and pages you create on Web 2.0 sites, but access isn't the same as



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ownership. And you should never minimize the effect solid design will have on your visitors.

If you don't own something, then you can't control it. And don't you deserve to control every element of your online business?

It's different with brick and mortar enterprise, but online you have no excuse. Owning your own retail space is usually prohibitively expensive, which is why so many businesses lease their space, often for thousands of dollars per month.

Top-notch hosting on the other hand can be found for under \$20 a month, and you'll be left with a retail space that gives you global reach and helps searchers find you, and whatever you have to sell, 24 hours a day, 7 days a week.

You may be easy enough to find on Facebook and Twitter, but as powerful as that may be, it's ultimately a remote fan base resting on someone else's site. Even if you have 100,000 fans, nothing can equal the power of a self-hosted domain.

Yes, a hosted solution will save you money, and you will never have to worry about your server crashing, or upgrades since everything is automatic. Yet those benefits aren't worth the freedom your business is forced to surrender. You don't control the software or the server, meaning there are simply too many extras, add-ons, and opportunities for profit that are unavailable with hosted solutions.

A remarkable number of themes and plugins can help you easily turn your self-hosted blog into a super solution for nearly every element of your online business, though you are responsible for managing everything and keeping it updated.

Plugins, themes, and WordPress itself require constant upgrades, backup and security. There will also be the occasional glitch that can only be solved by specialists who truly know what they're doing.

The best solution is to find someone who can give you support and security for a low monthly price. Even better if you can secure your hosting from the same account.

**outstanding tip:** *outstandingSETUP offers the best of both worlds — all the control and ownership of a self-hosted solution, without the technical difficulties.*

### **3 - Choosing an Unreliable Host**

Few things are more critical to the success of your website than securing a proper host and hosting solution. Choose the wrong host and you will pay the price on repeat, surrendering profits whenever your website is loading slow or goes offline completely.

Your hosting doesn't have to be expensive, but it **MUST** be reliable.

Most online businesses can get started with an entry-level solution for less than \$10 a month, but you must expect to pay more as your website grows and visitor count continues to climb, which of course you want it to do.

Fortunately, additional visitors mean additional revenue, which will make your hosting expenses cheaper relatively in the long run.

You can find the host that's perfect for you, so long as you're willing to look. There is certainly not a shortage. A quick Google search will yield countless results spanning hundreds of pages. The problem is, without a clear understanding of what you're looking for, it's almost impossible to know what you're looking at, or if the quality of your possible host is worth your time and money.

A word-of-mouth referral is the best way to choose your host. A recommendation from someone who has already built a website, ideally a friend or expert, is the best way to find a quality host, by far. Trust is important regarding your website, and the business behind it. What others say about a hosting company is always more important than what they say about themselves.

If you don't have any personal referrals, read through the offers from the various hosting companies to find the solution that's right for you.

Price will be one of the biggest factors in your decision. You don't want to sign up for a \$100/month host when plenty of \$10/month hosts will suit your needs, especially if you don't have a clear understanding of how they're different.

It isn't that most hosts are out to rip you off. Price differences are usually based on the specificity of your package. That means you must first know what you're looking for if you expect to make the best possible decision.

Don't decide on your host lightly. Your solution, for better or worse, is the bedrock beneath your website, and will be for a long time. If your hosting falters, your business can crumble since it's your website that will seep through the digital cracks.

Secure a quality web host with an outstanding reputation and your website can grow as big and strong as you deserve.

**outstanding tip:** *outstandingSETUP makes it EASY. We offer quality hosting that will keep you from ever worrying about a thing.*

## 4 - Choosing the Wrong Domain for Your Business

One of the most important steps in creating a website is choosing the address where your site will reside. The address you choose, and what appears in the address bar of your web browser, is called a domain.

- Google.com

- YouTube.com
- Amazon.com
- Ebay.com
- Twitter.com
- Bing.com

Your domain is how customers will find your website. All six of the above words are domain names that are universally recognized.

Choose the wrong domain and your odds of being found without you directly telling someone where to go will plummet. Yet as important as this is, many businesses get it all wrong.

Maybe because they find buying a domain scary. Yet, buying your domain is actually the easiest part. And while it's certainly easier to have someone do it for you, securing your own domain is as simple as heading to a domain registrar such as GoDaddy or NameCheap, opening an account, and then buying the domain of your choice.

The hard part is choosing your name. Yet this is especially important since the domain you choose will be with you for a long time, if not forever. The one thing you **MUST** consider when choosing your name is to know exactly what you want your name to do.

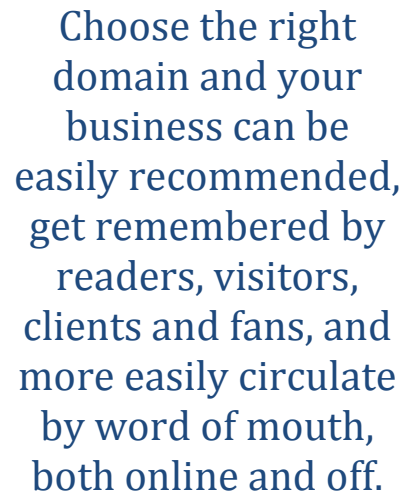
Do you want your domain to be easily pronounceable?  
Do you want your name to be easy to remember or brandable?  
Do you want your domain to be the name of your already existing business?

Choose the wrong domain and your website can be misspelt, forgotten by your visitors, and recommended to no one.

In other words, it will be impossible for your business to grow.

Choose the right domain and your business can be easily recommended, get remembered by readers, visitors, clients and fans, and more easily circulate by word of mouth, both online and off.

**outstanding tip:** *outstandingSETUP* not only includes a domain in your package, our team will help you choose the one that's best for you.



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## 5 - An Unprofessional Design

A professional theme or custom design will help your website stand out and above the millions of other *me-to's* that get started each day, yet never grow into more than an echo.

The sound of an echo fades all too fast. And so will your online business if it suffers from an unprofessional or tired design. Fortunately, if you're using the WordPress CMS, you are using a content management system that is extremely flexible, meaning your design can look however you want.

Your business will never get a second chance to make a first impression. Every visitor matters. Your website is an extension of you, your business, and your online philosophy. It is your most powerful branding tool, globally available at the speed of a click. Your website says everything about who you are, what you do, and why your visitors should stick around long enough to become buyers, fans or evangelists.

Yes, content is KING, but your site is the kingdom. Looks do, and always will, matter.

A higher-quality design will give your visitors a better first impression of you and your business. If the aesthetic difference is enough to encourage even 1% of your visitors to click through to whatever you're selling, it's definitely worthwhile.

Treat your website like the visitor magnet it is, designed to help you build a bigger and better business. A well-designed website will put your visitors at ease and give them a comfortable place to get to know you better.

The better your visitors knows you, the more time they will be willing to spend with you and your words, and the more likely they are to spread your work to their own network.

If you can't afford a designer, you can always get an inexpensive template from a company such as ThemeForest, or host with outstandingSETUP, where they take care of 100% of the setup, design, hosting and regular maintenance for you. Anything is better than a free theme, since 90% of free themes are poorly coded, slow and outdated. Most premium themes will get you a professional look with clean code, right out of the box.

**outstanding tip:** *All outstandingSETUP accounts come with a FREE premium theme.*

## **6 - No Security or Backup**

Your website IS your business, which means if you don't have a quality solution for your security in place, or if you're not making regular backups, you are jeopardizing your future a day at a time.

If you've never made a full backup of your blog or website, you're leaving yourself vulnerable to losing months, or even years of your hard work overnight. You could wake up to a total loss, with every word you've ever published totally gone, along with all your images, comments, and links.

Worst of all, you could lose the authority you've worked so hard to build.

Everything could vanish, instantly and without warning, leaving you lost, helpless, and ready to quit. How would you recover it all if your blog was hacked or your hosting company let you down? It's a thought most online business owners don't want to consider, even though each one of them should.

Backing up your WordPress website is simple enough to do, yet most people don't do it since they don't know how and don't want to take the time to learn.

Yet, if you don't take the time to secure your website and schedule regular backups, it's essential you find someone who knows WordPress well enough to help you recover your data in the event that your website suddenly vanishes. This happens more than you might realize, and you simply cannot afford to leave yourself vulnerable to malicious hacker attacks or unexpected server crashes.

By using a service such as outstandingSETUP, you will ensure that you have regular backups, in addition to the security of knowing that no matter what happens, your website will be up and running in little time, and without any permanent damage.

**outstanding tip:** *All outstandingSETUP clients get full, regular nightly backups. The only thing they ever lose is worry.*

## 7 - ZERO Support

Chances are, your online business has nothing to do with figuring out why your website is broken. Technology is amazing, when it works. When it doesn't, it can bring your online commerce to a standstill, costing you money by the hour until you can get your problem resolved.

If you don't know how to do it, who will?

Tech support can be ridiculously expensive; even the lowest price techies will charge around \$25 per hour. And worse, you'll be forced to give a stranger complete access to your site, and all your online assets.

As essential as support is to every online business, it's amazing how many people fail to make it a part of their basic foundation *before* there is a serious problem. Businesses often assume that nothing will go wrong, or incorrectly believe that finding someone to fix their problem in a timely manner will be easy.

Yet most businesses who crash into sudden calamity with a problem on their website wind up paying for an "emergency" provider and wishing they'd set up something beforehand.

Quality tech support, like security and backup, is a non-negotiable for every professional website or online business. And like security and backup, you can get a quality all-in-one solution such as outstandingSETUP that will help you maintain profitability 24 hours a day, 7 days a week.

**outstanding tip:** *All WordPress customers get full access to the outstanding support team, who promise to answer your email within 24 hours, and always with a smile.*

## 8 - No Optimization

To truly find the success you and your business deserve, your website must be optimized for everything from traffic and conversion. The big search engines (Google, Bing, Yahoo) direct millions of visitors to web pages each day based on search queries. n to SEO and social media integration.

SEO stands for **Search Engine Optimization**, which is the process of optimizing your web pages so they receive the highest amount of visibility in search engines. Many people online struggle with SEO, unnecessarily.

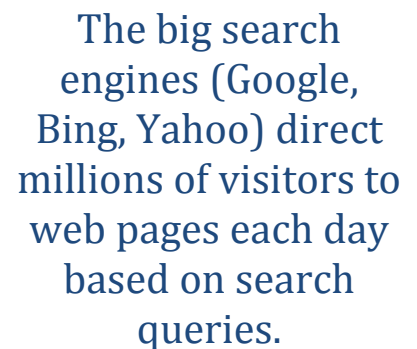
Fortunately, search engine optimization is not the mysterious, unknowable demon many webmasters make it out to be. Master the basics, and you will multiply the traffic for everything you publish on-site. This means ranking in the highest position possible for search terms relating to your business (the same search terms customers are using to find you already).

The big search engines (Google, Bing, Yahoo) direct millions of visitors to web pages each day based on search queries. The purpose of SEO is to have your pages show up for searches regarding your business and its products.

WordPress is built for SEO and has everything you need to optimize your site, built right into the software. Yet plenty of plugins, both paid and free, can help you make your website an SEO powerhouse at the push of a button.

You also want your blog or website optimized for social networks such as Facebook or Twitter, which will make it easier for you to share the content that will help you quickly grow your online business.

Social media acts as an instant conduit, connecting you with others in your space. This includes buyers for whatever you're selling, as well as fans and evangelists who will spread your message far and wide. Social media is an easy-to-use, always-available way to amplify your network and influence a little each day. Building it into your blog from the beginning will help you take advantage of the extraordinary traffic source.



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The conversion elements of your website must be optimized as well. Conversion includes everything from the layout of your page to the placement of your buttons. While this part of optimization could also fall under the umbrella of design, making sure your site is ready to convert the visitors who land on your page is the best way to make sure that every one of your visitors matters.

Most websites aren't nearly as optimized as they could, or should, be simply because the website owners don't know any different.

But you do.

Make sure your blog is built to take advantage of basic SEO, social media, and visitor conversion, so you can build a more profitable business without wasting your time.

**outstanding tip:** *Every outstanding SETUP site is delivered fully optimized for search engine optimization.*

## 9 - Not Having a Plan

This is, by far, the biggest mistake ruining most websites, even if they're fueled by amazing ideas. For some reason, even the most sensible businesspeople sometimes lose all sense when it comes to building their websites.

The same people who would strategically pour over every element of their offline business lose all perspective when it comes to running their business online.

Don't let this happen to you.

If you launch a blog or a website without an intelligent plan, you will probably make most, if not all, of the above mistakes. Take time to plot your website, know what you need and how to get it, then use the above mistakes as a roadmap for what *not* to do, and you can have a winning website in little time.

Whatever you do, don't wing it. If you do, you will wind up wasting time and money, with nothing to show for it, except a broken blog that needs fixing.

Would you like a website with the wrong domain, hosting and CMS?  
How about a website that's not optimized for traffic, social media or conversion?  
Do you want a website that has zero security, backup or support to keep you safe?

Not if you want your online business to succeed.

You don't want to make any of the all too common, yet devastating mistakes that will cripple your website's growth in its early, crucial stages of development.

Getting the first phase of your website right is critical to your success, and you owe it to yourself and your business to do everything possible to start off right.

outstandingSETUP offers a ridiculously great “done-for-you” solution for just \$19 per month. We build professional websites, from scratch and ready for profit in less than 48 hours. **Our websites are all hand-made**, and built on the WordPress CMS. We start with your choice of theme, then host and support your professional website so it can be an outstanding success hours after your initial order.

We also back up your site NIGHTLY and are always an email away when you need us most. Best of all, outstandingSETUP offers a 30-Day, social media enforced, 100% money back guarantee.

We do ALL the hard work so you don't have to. You get the fun and easy decisions:

We start with your domain name, helping you choose a relevant, memorable domain. Then we move to your theme, giving you an easy-to-navigate gallery with over 100 outstanding themes for you to choose the one you love most. Finally, you choose one of our tremendous value packages tailored to serve your individual needs.

Outstanding packages start at just \$19, including the cost of the domain and initial design, hosting & support.

You've never seen anything like outstandingSETUP, and there is no better deal than this online. Eliminate the worry and headache from your website and hosting. Focus on the profit potential instead.

outstandingSETUP will take care of everything for you with a smile on our faces!

Visit us today at <http://outstandingSETUP.com!>

Best Regards,

Sean Platt