

The Free Web Design Ebook

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Introduction

I remember the first websites I ever created. To say the least, they looked pretty ugly. I spent lots of time fumbling around with web design software, HTML editors, and website templates, pulling my hair out in the process. Things would always go wrong, and the fact that I'm a slow learner didn't help matters.

Thankfully, someone came up with the concept of "Open Source", which basically translates into software and other applications you can download on the internet and use free of charge. Open source web design software makes it 1,000 times easier for anyone to create great looking websites, without having to know anything about HTML, PHP, CSS, or other web programming languages.

It is my goal in this ebook to show you how to create great looking websites without any knowledge of web programming. You will be amazed at how easy web design can be, and you will be even more amazed when you are able to set up your websites in a matter of minutes.

So are you ready to get started? Here we go!

The First Step: Select A Domain

Before you start building your website, you'll need to purchase a domain, which is a website address like www.FreeWebDesignEbook.com. You can get a domain for less than \$10 a year. I'd suggest choosing a domain name containing keywords that relate to the topic of your website.

IMPORTANT!

DO NOT create a domain from trademarked terms!

The best domain names to use are either dot coms, dot nets, or dot org domains. I'd suggest staying away from dot infos, because I've heard that some people with dot info domains have had their websites de-indexed from Google, and you do not want that!

Personally, I usually use [1and1](http://1and1.com) to register my domains because they offer private registrations for \$8.99 per year. However, [Godaddy](http://Godaddy.com) has some very easy to use domain suggestion tools, so if the domain you want is taken, it is really easy to come up with alternatives. The main downside, however, is that Godaddy will charge extra for private registrations, so you will have to take that into consideration.

IMPORTANT!

When ordering your domains, **I would suggest getting a private registration**, because if you don't, people will have access to your email address, phone number, as well as your home address.

Likewise, **I would suggest getting an email address to be used exclusively for internet marketing**. You will find that you will be giving out your email address quite a bit online, so it is nice to separate your personal emails from your business emails, and using a separate email for business means you don't have to worry about spam in your personal email. Yahoo and Hotmail work great for this!

The Second Step: Get A Hostgator Account

I'm going to show you how to automatically install an open source web design and content management program called Wordpress, which you will use to create your websites.

In order to automatically install Wordpress, you will need a hosting account with a feature called [Fantastico Deluxe](#), which makes the process of installing websites very quick and easy. Usually, I hate to use those words in the same sentence, but you can literally have a website up and running using [Fantastico Deluxe](#) in under two minutes.

The reason why I recommend using [Hostgator](#) is because they have a hosting plan that gives you free access to Fantastico Deluxe PLUS unlimited storage and allows you to host unlimited domains for only \$7.95 a month – they call this their “Baby” plan. When you are ready to set up your web hosting account, I have a coupon code on my website that will give you your first month for a penny at FreeWebDesignEbook.com/hosting.html.

The Third Step: Update Your DNS Settings

After you have your hosting account up and running, you will need to change your DNS settings for your domain to match the name servers for your hosting account. It will take several hours before you can update your DNS settings for your domain, and sometimes you will need to wait until the day after you get your domain and/or hosting account to do this.

Also, before you can update your DNS settings, you will need to get your name servers for your hosting account, which you will receive via email when your hosting account is ready. Your name servers will look something like this: NS9999.hostgator.com.

Here are the steps to follow to update your name servers if registered your domain through [1and1](#):

Step 1 Log into your 1and1 control panel.

Step 2 Click in the “Domains” link:

Selected package: **1&1 Instant Domain**



Step 3 Check the box next to the domain you want to set up and select “Edit DNS Settings” from the drop down menu:



Step 4 Change “Basic DNS Settings” to “My name server”, enter your Primary name server in the respective field, and follow the same procedure to update your Secondary name server:

Domain Data

Domain name
 DNS settings [DNS Check](#)
 General settings DNS CNAME

Basic DNS Settings

Name server *

Advanced DNS Settings

Primary name server

Secondary name server

1st secondary name server

2nd secondary name server

3rd secondary name server

This procedure will be very similar if you registered your domains through Godaddy, although the screen shots will be a little different. Once you have updated your name servers, you can auto install Wordpress.

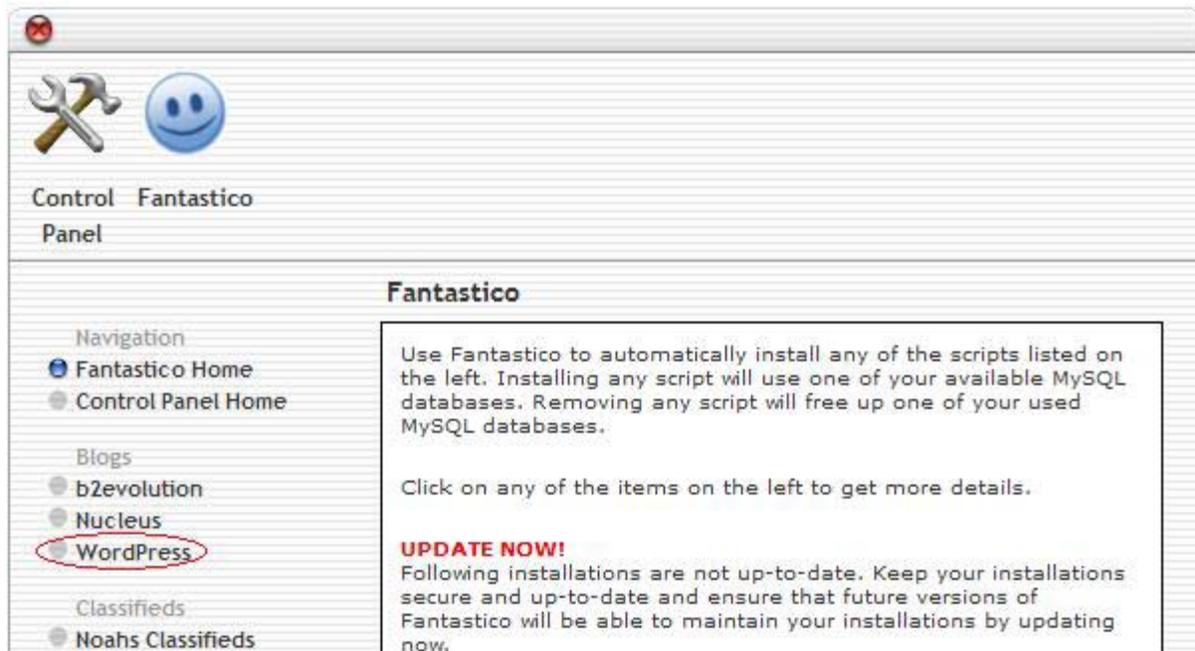
The Fourth Step: Install Wordpress

Step 1 Log into your hosting control panel.

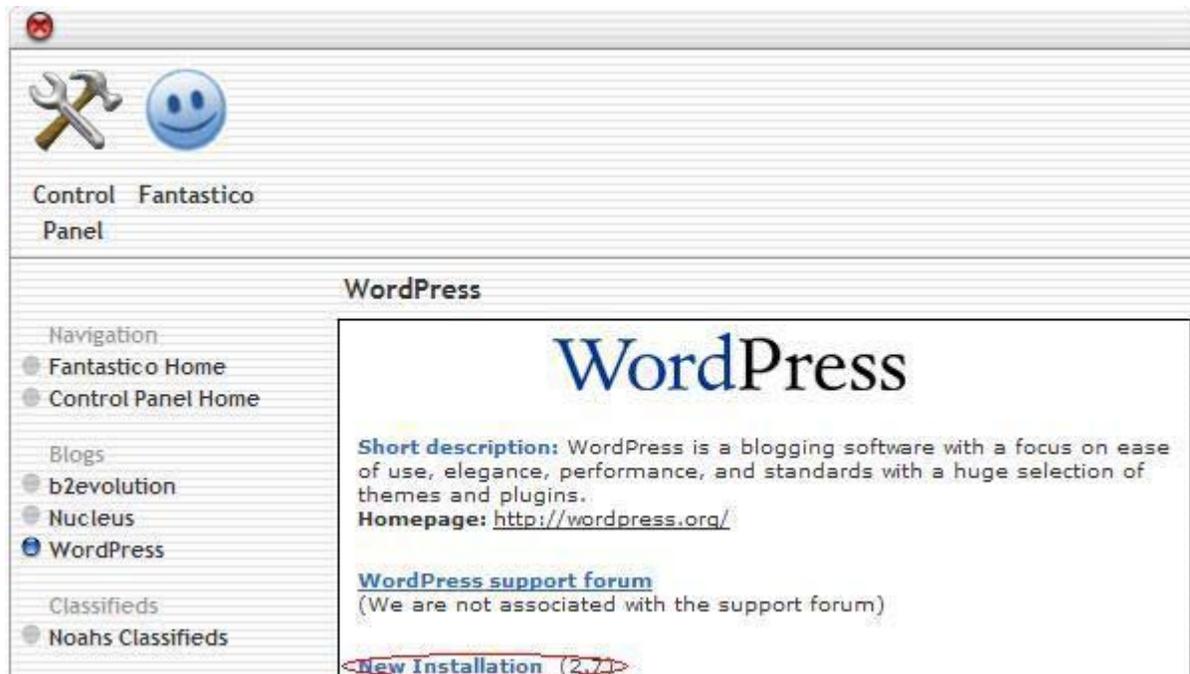
Step 2 Scroll down and click on the [Fantastico Deluxe](#) icon. You will usually find this toward the “bottom” of your control panel, under “Software/Services”:



Step 3 After you are in the [Fantastico Deluxe](#) application, click on the Wordpress link. It should be on the upper left hand side of the page:



Step 4 Click on “New Installation”:



Step 5 Select the domain you want to install Wordpress on, then select a directory to install it in. If you already have a website and are adding Wordpress to that website, you can just enter the name of the directory in the field that says “Install in directory”.

However, if you are starting a website from scratch, I'd suggest leaving this field blank (see the screenshot on the following page).

Then, enter in your administrator user name and password, and make sure to write this information down so you remember it later, as you will need this information to log into your Wordpress admin area.

Finally, complete the remaining fields. Some of the information may be pre-populated, so you may need to change it, especially your email address, since it will default to your hosting email address, which will not be set up.

When all of the fields are populated, click on "Install Wordpress". When you get to the next page, click on "Finish Installation" button.

After the installation is complete, you will see a link that directs you to the login page to your Wordpress account. You may want to add this link to your favorites so you will have easy access to it later. It should look like this:

<http://yourdomain.com/wp-admin>

or

<http://yourdomain.com/wordpress/wp-login.php>

You will use this link to log into your Wordpress administration area.

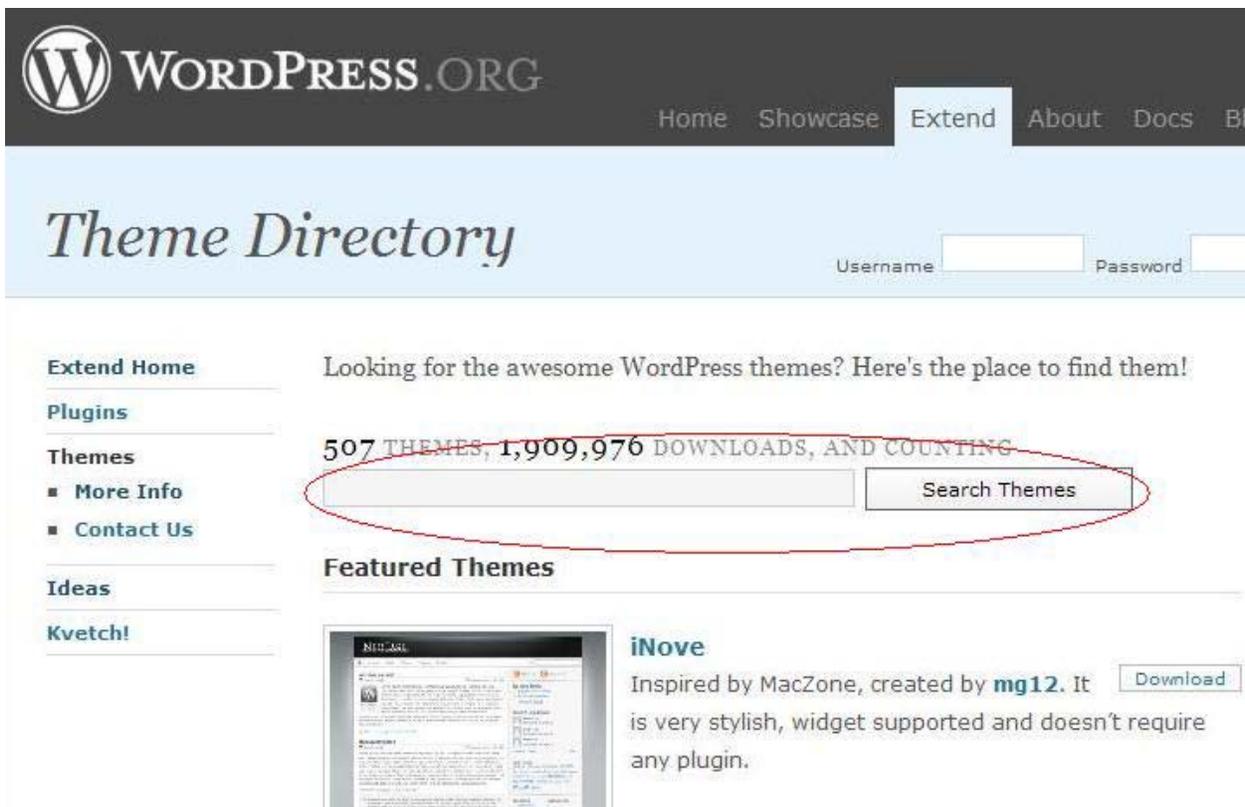
The Fifth Step : Select A New Template

Your Wordpress account will come with a standard template, but I'd suggest selecting a different template to give your website a more professional look and feel. Follow the steps below to find and install a new template:

Step 1 Log into your Wordpress administration area.

Step 2 Visit www.wordpress.org/extend/themes

Step 3 Browse through the available themes. I'd suggest starting out with a 2 column theme. To find a two column theme, simply type "two column" into the search field:



Step 3 Look for a theme that looks professional, yet simple. When you have found a theme you like, download it to your computer, and unzip the files. I usually download the files to my desktop, and instead of unzipping the files, I just drag and drop the folder containing the template files within the compressed zipped folder onto my desktop.

Step 4 If you don't already have one, download an FTP program. I use a free FTP program called Filezilla. You can download it at Filezilla for free at:

<http://filezilla-project.org/download.php?type=client>.

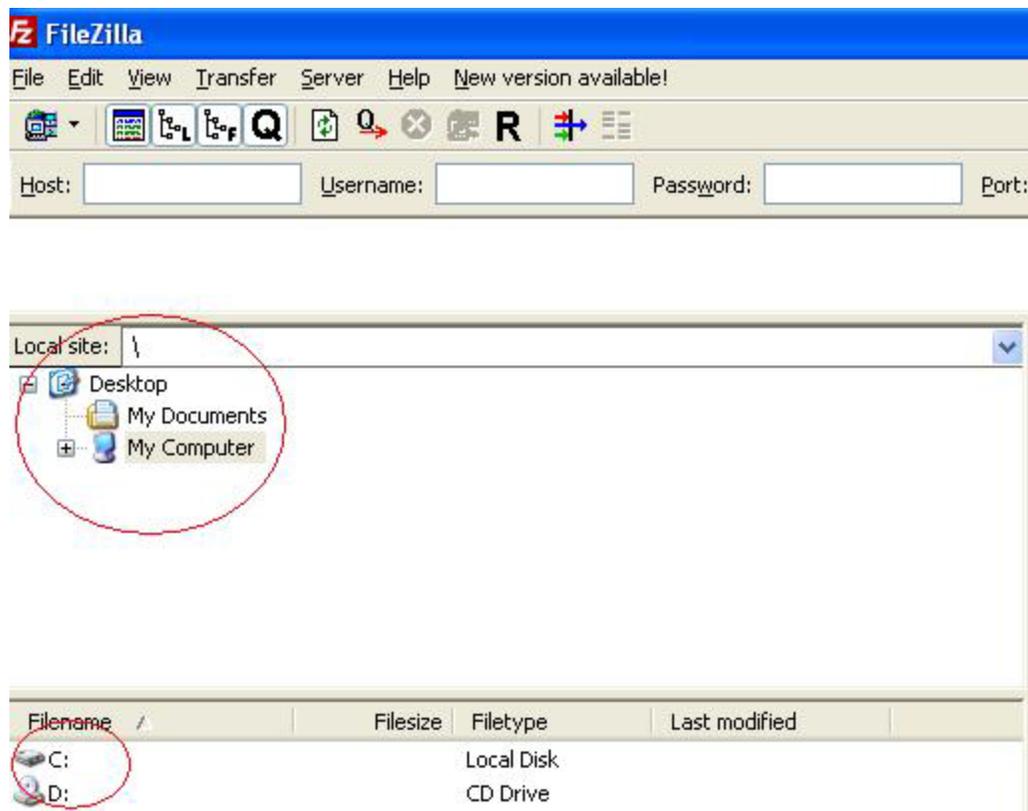
Step 5 Use Filezilla to upload the files to Wordpress. To do this, follow the steps below:

1. Open up Filezilla.
2. At the top of the screen, enter in the name of your Host, followed by your user name and password you use to log into your hosting account with. Then, hit the "Quickconnect" button.

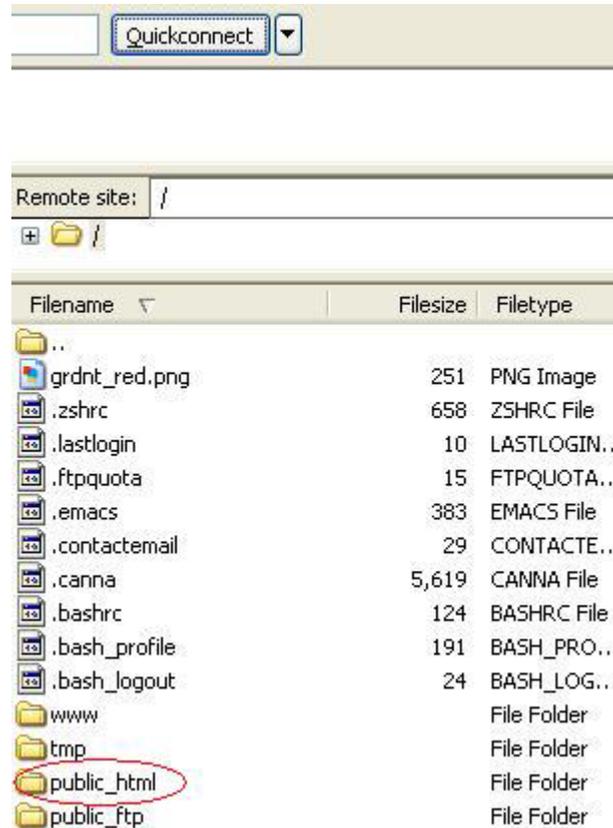
If for some reason you don't know the name of your Host, just log into your hosting control panel, and scroll down to the very bottom of the screen until you see the "Account Information" box. You will see it on the left hand side of the screen, and the numbers you need to enter for your host are in the box labeled "IP Address". Here is a screen shot of what that box looks like:

Account Information	
Package	Baby Croc
IP Address	<input type="text"/>
Server Name	<input type="text"/>
Name Servers	
<input type="text"/>	
Home Directory	<input type="text"/>
Operating System	Linux CentOS
Server Time	<input type="text"/>
Server Status	Click to View
Program Paths	Click to View
Program Versions	Click to View

- Use Filezilla to locate the template files stored on your computer. The files from your computer will be on the left hand side of the Filezilla screen:



- Look on the right side of the Filezilla screen. Locate the your public_html file, and double click on the yellow folder next to it:



5. Now, locate the folder that you created your Wordpress account with. This folder will most likely have the same name as your domain. So, if your domain is cheapwidgetsforale.com, look for the folder called [cheapwidgetsforale](http://cheapwidgetsforale.com). When you locate it, double click on the folder, and you will see a screen that looks like the one on the following page:

Please note: If this is your first website for your hosting account, this folder won't exist. You will find the files for Wordpress directly in your public_html folder.

Filename	Filesize	Filetype	Last modified	Permissions
..				
xmlrpc.php	75,403	PHP File	7/24/2008 5:08...	-rwxr-xr-x
wp-trackback.php	3,434	PHP File	5/25/2008	-rwxr-xr-x
wp-settings.php	17,171	PHP File	8/29/2008 1:38...	-rwxr-xr-x
wp-rss2.php	555	PHP File	5/25/2008	-rwxr-xr-x
wp-rss.php	484	PHP File	5/25/2008	-rwxr-xr-x
wp-register.php	316	PHP File	5/25/2008	-rwxr-xr-x
wp-rdf.php	473	PHP File	5/25/2008	-rwxr-xr-x
wp-pass.php	487	PHP File	5/25/2008	-rwxr-xr-x
wp-mail.php	6,404	PHP File	5/25/2008	-rwxr-xr-x
wp-login.php	19,357	PHP File	8/26/2008 12:5...	-rwxr-xr-x
wp-load.php	1,950	PHP File	6/23/2008 10:4...	-rwxr-xr-x
wp-links-opml.php	1,986	PHP File	5/25/2008	-rwxr-xr-x
wp-feed.php	661	PHP File	5/25/2008	-rwxr-xr-x
wp-cron.php	1,257	PHP File	5/25/2008	-rwxr-xr-x
wp-config.php	1,685	PHP File	10/20/2008 10:...	-rwxr-xr-x
wp-config-sample.php	1,569	PHP File	7/3/2008 12:16...	-rwxr-xr-x
wp-commentsrss2.php	625	PHP File	5/25/2008	-rwxr-xr-x
wp-comments-post.php	3,091	PHP File	6/20/2008 3:56...	-rwxr-xr-x
wp-blog-header.php	274	PHP File	5/25/2008	-rwxr-xr-x
wp-atom.php	555	PHP File	5/25/2008	-rwxr-xr-x

6. Use the bar on the right hand side to scroll down. You will see a folder called “wp-content”. Double click on this folder.

wp-load.php	1,950	PHP File	6/23/2008 10:4...	-rwxr-xr-x
wp-links-opml.php	1,986	PHP File	5/25/2008	-rwxr-xr-x
wp-feed.php	661	PHP File	5/25/2008	-rwxr-xr-x
wp-cron.php	1,257	PHP File	5/25/2008	-rwxr-xr-x
wp-config.php	1,685	PHP File	10/20/2008 10:...	-rwxr-xr-x
wp-config-sample.php	1,569	PHP File	7/3/2008 12:16...	-rwxr-xr-x
wp-commentsrss2.php	625	PHP File	5/25/2008	-rwxr-xr-x
wp-comments-post.php	3,091	PHP File	6/20/2008 3:56...	-rwxr-xr-x
wp-blog-header.php	274	PHP File	5/25/2008	-rwxr-xr-x
wp-atom.php	555	PHP File	5/25/2008	-rwxr-xr-x
wp-app.php	34,072	PHP File	7/22/2008 11:0...	-rwxr-xr-x
readme.html	7,642	HTML Docu...	8/14/2008 9:54...	-rwxr-xr-x
license.txt	15,407	Text Docu...	3/2/2008	-rwxr-xr-x
index.php	397	PHP File	5/25/2008	-rwxr-xr-x
fantversion.php	36	PHP File	10/1/2008 8:08...	-rwxr-xr-x
fantastico_fileslist.txt	394	Text Docu...	10/20/2008 10:...	-rw-r--r--
.htaccess	205	HTACCESS ...	10/25/2008 4:1...	-rw-r--r--
.ftpquota	12	FTPQUOTA...	12/9/2008 5:04...	-rw-----
wp-includes		File Folder	9/8/2008 1:28:...	drwxr-xr-x
wp-content		File Folder	9/30/2008 12:2...	drwxr-xr-x
wp-admin		File Folder	9/8/2008 1:28:...	drwxr-xr-x

7. You will see a folder called “themes”. **DO NOT DOUBLE CLICK ON IT.** Instead, note its location.
8. Now, go back to the left hand side of the screen and locate the folder containing the Wordpress template files. Left click on this folder while holding the mouse button down, and drag it over the “themes” folder on the right hand side of the screen. Then, simply release the mouse button and “drop” the template files into the themes folder. You can now close Filezilla, and are ready to activate the template.
9. Log into your Wordpress administration area.
10. Click on the “Design” link at the top of the screen.
11. You should see a screen shot of the new template you downloaded.
12. Click on the screen shot of the template, and click on the “activation” link to activate the template.
13. You now have a professional looking website! To see what your website looks like, just click on the “Visit Site” link at view your website.

If this process seemed painful, don't worry about it. When I first did this kind of thing, I wanted to pull my hair out! However, like me, once you have done this a few times, you will be able to do this procedure in just a few minutes, and it will seem like second nature to you!

The Sixth Step: Create A Website Banner

Once you have completed the steps above, you can create a banner (header image) for your website. The easiest way to do this is to:

1. Use a template that already includes a header image.
2. Create your own header image. You can find banner making software with a free trial at <http://freewebdesignbook.com/banner.html>.
3. Name the banner you created the same as the name of the existing banner image. Make sure to save it as the same format of the existing file (e.g. jpeg, GIF, etc.).
4. Replace the existing banner image within the Content/themes/images folder with the banner image you created.

Unfortunately, you aren't going to be able to do this with all Wordpress templates, and you may find this process to be a bit confusing, not to mention frustrating. If this is the case, you can try using [this plugin](#), which allows you to add a unique header image to each post.

One thing I want to stress here is that if the banner you create looks unprofessional, I would advise you to use stock photos instead. You can just insert the photo at the top of your content. One stock photo per Wordpress post should suffice. You can get royalty free stock photos for about \$1 each at www.istockphoto.com, and free stock photos at <http://www.sxc.hu>.

To add images to your Wordpress posts, simply click on the "add an image" icon from within the tool bar in the post you are editing, as shown below, and then click on the "Select Files" link to upload the images to your website:



The Seventh Step: Customize Your Wordpress Settings

You are just about ready to add content to your website, but before you do this, there are some settings you need to change. Technically, you could spend all day changing your Wordpress settings and installing plugins, but I'm only going to go over a few of the basics.

All of the settings can be accessed from the Settings tab, on the lower left hand side of your Wordpress admin area. To access your Wordpress Settings, you will see a drop down arrow right next to the Settings link.

Step 1 Click on the "Links" link, and delete all of the links that are there. You will see this link towards the top left hand side of your Dashboard. If you do not delete the links that are already there, they will be displayed on your website.

Step 2 Click on the dropdown menu of the "Settings" link. The Settings link will be on the lower left hand side of your Dashboard. Click on the "Permalinks" link, and change "Custom Structure" (which should be blank) to %postname%. This will help you rank well in the search engines, as it effects the names of your posts.

Step 3 Click on "Discussion" link. Check the box that says "Users must be registered and logged in to comment". This will help you automatically eliminate most spam posts, which can be a major pain in the neck!

You are now ready to start creating content! I don't want to spend too much more time on Wordpress because much of the basics are self explanatory, and Wordpress is a HUGE topic that is way beyond the scope of this ebook. If you have questions, please ask your questions at the Wordpress forum at:

www.wordpress.org/support/

Do You Want To Earn Money With Your Websites?

Hopefully, this ebook was a big help to you in getting your website(s) up and running. At this point, you might be thinking, "what do I do now?". Well, I've written an ebook called The [Affiliate Inventor](#) that shows you how to take the websites you create with Wordpress and turn them into profit making machines using the eBay and other affiliate programs. The Affiliate Inventor is just like this ebook in that it shows you exactly what to do step by step, so if you found this ebook helpful and want to learn how to monetize the websites you create with Wordpress, the [Affiliate Inventor](#) will make the process very easy for you to follow. For more details, please visit my website at www.AffiliateInventor.com.