

# Your Next Quest Journal Sparker™

—take the next step on your journey to where you want to be

Volume 3, Issue 4

Professionalism: it's *not* the job you *do*, it's *how* you *do* the job

—Author unknown

Establishing a professional presence online is much easier—and a lot less expensive—than you might think. Where's the first place most people go to find out something? The Internet. If you're not there most people simply won't take you seriously, even if they do manage to find out who you are. Start with these three steps to shine online!

## 1) Get a domain name.

This is your online business name, like [www.janes\\_life.com](http://www.janes_life.com). Your domain name purchase usually comes with a matching email address and will cost you anywhere from \$5.00 to \$20.00 a year. That's not going to bust any budgets. Read on for more information about domain names and how they go together with web hosting.

## 2) Now get a website.

Now that you have a domain name you'll need to set up web hosting, which is not the same thing. You need a web hosting service in order to build your website. Otherwise, all you have is a name. Again, it's not expensive. Rates can start as low as \$5.00 a month, although most are in the \$10.00 a month range. You can usually get a domain name and a hosting account in the same place. Check out [GoDaddy](#), [BlueHost](#) or—my favorite—[Graymatter](#).

A lot of services let you create your own site from a series of templates, so you don't need to start from scratch or hire a web designer. If you're looking for a site that won't change a lot, try [Weebly](#). Weebly provides a number of beautiful templates that can be modified to your needs. Drag and drop elements like text, headlines and photos to create your site. You can also add a blog page. Hosting costs on Weebly are about \$72.00 a year, or \$6.00 a month. There's a free version, however you can't use your exclusive domain name with it.

[WordPress](#) is another great template-based site. Although it's technically a blog, it can just as easily be turned into a website. A lot of web hosting companies include WordPress blogs. In this case, you simply add this option to your hosting account and you're done. There's a free version of WordPress as well, with some very robust features. Even better, you can take your free version of WordPress and incorporate your domain name. You won't have all the features of a full-fledged WordPress installation, but you might not need them. Best of all, this option is extremely inexpensive. A domain name plus hosting purchased through [WordPress.com](#) will cost you only \$17.00 a year. Add another \$8.00 to that for increased domain name security.

I can help you get to where you want to be. Contact me at 781.583.7185 or at [info@yournextquest.com](mailto:info@yournextquest.com).

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### **3) Set up, and use, a domain-based email address.**

Don't confuse friends and colleagues with arcane email addresses that you tack on to the end of your Yahoo, AOL or gmail account. What sounds better: janeslife06@gmail.com or jane@janes\_life.com? Which person would you take more seriously? And, most important, which email address are people most likely to remember?

Keep it simple with a domain name, a web hosting account and matching email. That's all you need to start, but don't start without them!

Margy Rydzynski is a web and social media consultant to small business. She can answer your questions about using the web and can recommend web hosting services. Visit her at [Brave New Web](#) where you can sign up for her free email newsletter.

I can help you get to where you want to be. Contact me at 781.583.7185 or at [info@yournextquest.com](mailto:info@yournextquest.com).

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