

Time Saver Cheat Sheet



Setting Up a Website
for Your Online Business?

30 Things You Need to Know
Before You Start!

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Setting Up Your New "Online Business" Website?

30 Things You Need to Know Before you Start!

Have you come to the conclusion that you need to set up a Website for your new Online Business - but you're not a "techie" and it sounds really hard?

It's exciting and scary all at the same time right?

Still haven't tackled it, because it's a daunting task and you have no idea where to start?

Then you're in the right place!

I've been exactly where you are...but silly me...I took the hard road 😊

It was a costly, time consuming and very frustrating mistake!

So I put this cheat sheet together because it's what I wish I had a couple of years ago when I started down that road and figured I could do it alone.

Now you can avoid those pitfalls, save a ton of time & stress with my practical solution... a step by step **Cheat Sheet**.

It's everything **you didn't know... you needed to know** before you start!

This list may seem overwhelming at first, but I still think it's easier and far less frustrating if you can get a handle on some of these terms right out of the gate.

It puts you ahead of the game, which in turn helps you ask the right questions when you DO need some help.

There are also huge benefits in understanding the necessary steps in advance (and in some kind of order) instead of being side swiped along the way with things you had no clue you even needed to do.

Having to start over or back track really sucks! Not to mention it wastes your precious time.

Been there too 😞

So I did my best to put this list in the order you need to do them, and obviously they won't all apply to every situation - but keep the list - eventually they'll come up!

So let's dig in 😊, ENJOY!

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1. Work on your Business Plan & get it laid out before you start anything else:

It can be simple, but map out your ideas on paper - what's your business focused on?

2. Decide if you want to blog (write articles) around your business:

It will make a difference when choosing a website format.

3. Do some research on the Type of Website you'll need that suits your Business:

Can it just be a Free super simple build your own? Or do you need something more robust you can grow into?

4. Choose a Domain Name & a matching business email address:

Take your time on this one - it's not something you can change easily later.
It's a good idea to use your name for branding purposes & always choose the .com option if it's available.

5. Choose a Good Hosting Provider:

A web hosting service provider is a business that provides the technologies and services needed for the website or webpage to be viewed on the Internet.

6. Hire a Website Designer:

Unless you're a total Techie Whiz I highly recommend finding a good Website Designer to help you - I started without one and ended up having to hire one later anyway. All I did was waste a ton of time, and grow a few more grey hairs in the process :) See coupon code below if you want to use my guy.

7. Connect your Domain to your Web Host:

Seems simple enough, but did you know you have to copy code between the two so they connect to each other?

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8. Secure Your Site - HTTPS (Hypertext Transfer Protocol Secure):

This is critical & something lots of people have no idea about. It's an internet communication protocol that protects the integrity and confidentiality of data between the user's computer and your site. Make sure you discuss this with your web designer - people don't like being on a website that isn't secure, especially if they're purchasing something.

9. Professional Photos of Yourself:

I really didn't think I needed to do this, but that 1 hour session at my home (with a glass of wine) has been worth its weight in gold. Just do it :)

10. Logo Design:

This is also super important and you'll need this to look professional online.

11. Choose your Website Theme & Colors:

These 2 things are important to the whole look and feel of your site, and should reflect your personality & the level of professionalism you want to portray.

12. Build Your Gravatar: This is a globally recognized avatar - a small picture of you that follows you from site to site next to your signature. It's great for branding yourself.

13. Brand Yourself:

This means to develop a unique professional identity and coherent message that sets you apart from others either in your business or in your industry. It also ties directly into number 8,9 & 10 on this list.

14. Image Editors: You'll use this tool constantly for your site, for any advertising you might do and for posts on Social Media Platforms - I use Canva because it's easy & free!

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15. Design & Menu options:

This just refers to the layout and look of your website. Menu options are just naming the main pages available so your visitors can navigate it easily. You always want a Home or Start Here menu option, but the others will depend on your business model & plan.

16. Simple Tag Line:

You need to come up with a few short words or a phrase that describes what you/your business is all about. You'll use it for your Social Media pages.

17. Write Your Bio:

You'll need this everywhere! It should be short, to the point and just highlights, not your whole life story - even if it's totally awesome :)

18. Determine your Target Market:

This means outlining and understanding who your customer avatar is. Who will your best customers be, how can you serve them best & what do they need?

19. How will You Monetize?

What will you sell? Products, online courses, drop shipping, or will you use affiliates? There are lots of options here - but get clear on it right out of the gate.

20. Build content & use High Quality Photos: Pretty self explanatory - but it's super important to get the content (the meat) of your site planned & pulled together before you go live.

21. Evergreen Content: Be sure when you're working on the step above that some of your content is Evergreen - meaning it's not dated or yesterday's news - something that will stand the test of time.

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22. Pixel Tracking & Google Analytics:

See what I mean about foreign languages ...lol. It's not as scary as it sounds but it's really important! It's a code snippet that's loaded when a user visits your website or opens an email. It's useful for tracking user behavior on your site and conversions (sales).

23. Opt ins and Funnels:

These are crucial to your business to capture leads and repeat customers. This is a big part of what your web designer will do for you, as they need to work seamlessly. You can learn to build your own- but it's not very fun :)

24. Social Share Buttons & Widgets:

You see these everywhere - those little icons, and links to share something with a friend on Facebook or Twitter etc. and they're really important to have in the right places on your website to capture organic traffic and link to Social Media.

25. Test Your Hyperlinks:

I can't stress enough how important this one is. The links on your website need to be thoroughly tested before you launch. Bad links that give your customer an error code or take them to the wrong place will have them jumping off your site really fast!

26. Social Media Business Profiles:

Don't use your personal social media accounts - there's a laundry list of why you shouldn't - so build business profiles with your new logo & tagline and link them to your site.

27. Learn about SEO & Keywords (search engine optimization):

You'll need to understand these to promote your site well. It's how Google decides where you rank online.

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28. Email Autoresponder Service:

These are systems put in place to automate your communications with your new leads and customers from your site. Email is the best way, but **Warning!** don't use a freebie service.

29. Newsletters:

These are an excellent way to collect email addresses to stay in touch with your followers & customers. They can be set up to go out on schedule automatically through your email autoresponder service.

30. Free Lead Magnets:

These are super popular now, in fact you're reading one right now. It's free information to offer good value to your followers in exchange for their email address. They take some time to put together but they become long term assets & build good will with your best customers.

WOW! That's quite the list right?

When I got started a couple of years ago most of those terms were like reading a foreign language and I really had no idea what order to do things in.

It's tough to know where to start - right?

It's also very hard to find a good comprehensive list online that lays it all out in a decent order and was simple enough to follow.

So I swore that once I got a handle on all of this I'd put that list together & even take it a step further and put a mini course together to help people like you who needed some more guidance... without the giant price tag!

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So if the list helps, and it's all you need - then fantastic!

I'm glad it was helpful...BUT...

If it left you realizing you don't know *how much you don't know*, then here's my mini course.

Getting Started Online - THE BASICS

It's set up to be straight forward and easy to understand while going much deeper into all 30 of those items on the list + more!

Wouldn't it be nice to have all the details in one place?

I've already done all the research, made all the mistakes, and wasted a bunch of money in the process - so here's your chance to skip all those pitfalls and save countless hours, and your hard earned money (not to mention hair pulling stress)!

So I've included video clips to explain things that get a bit more complicated, links to things you'll need to save a ton of time, templates you can download and even a discount coupon from my website guy to help you get started.

My mini course is quick, thorough and easy to follow.

You also get to decide what it's worth to you and what you want to pay for it.

\$25 - \$30 - \$35 - it's totally up to you.

AND ...it's a one time fee - NOT a monthly commitment!

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All I ask is that someday you pay it forward and help someone else with your own expertise :)

Those were all the things I was looking for - [so here it is!](#)

I hope it takes a load off, and propels you forward toward your dreams and your ultimate success! Now you can get on it and finally make it happen!

Not going to lie, it's a lot of work. You need to be committed to the process - but it's VERY rewarding and lucrative once you get it all finished and working.

You'll also develop a skill set through the learning process that's in great demand, which makes you more self sufficient :) and opens doors of opportunity to make even more money.

With this course under your belt you'll get off on the right foot quickly, save a ton of time & stress, and skip those pitfalls that are inevitable when you're starting out as a newbie in this big online world.

Take a closer look [right here](#) - see you on the inside!

Cheers to Your Inevitable Success - Liz