



***Take Charge of Your Web Presence Using
Simple Detailed Steps...***

- **Create your first Website**
- **Add pages to an existing site**
- **Format Web pages, add and modify content**
- **Add a sales page to your blog or review site**
- **Build a minisite to promote your main site**
- **Start making money with an online business**

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Forward

Get Ready...

In an age when the platitude “Content is King” has become universal, it always amazes me how few businesses actually put it to work. Just in the course of a business day many entrepreneurs generate more content than they could ever publish. Yet they seem oblivious to it.

Thus, when it comes to taking just a half hour to showcase their mastery in a newsletter article, blog post or industry-specific Tweet, the few who consider it demur “If only I had the time!” The rest never even suspect how powerfully genuine content draws an audience for the exact same message their costly advertising strains so hard to make heard.

Leigh Beckett, on the other hand, gets it. The proof is the book you have in your hand (O.K., on your screen). Better yet, *Skip Lunch—Build a Website* itself arises out of the very realization that one content strategy does the work of ten ad campaigns, often for less than the price of one.

Read Leigh’s introduction to learn how he realized his consulting services could make him money in his sleep by being turned into often free information products—and attract new clients for him to serve upon waking. This book is one result.

Read it, and then navigate to <http://www.tenkillertips.com> to experience more of Leigh’s strategy in action. And once you’ve read your **Ten Killer Tips** put them together with what you’re now about to learn; mastermind a content strategy for your own product or service.

Happy low-cost, high yield marketing!

Nathan Keene
Editor
txtincorporated.com

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Introduction

The rationale for writing this eBook

Before you invest your valuable time I feel I should point out that I don't have a computing background. In fact, my wife, who is an accountant, often mocks me for my spreadsheet skills, which even now can only be described as '*chimpesque*'.

The thing is, I've never really needed or *wanted* to be a spreadsheet power-user. Like a lot of people I can use a computer for email, to write a letter, buy stuff on the Internet and do research for my work. If I need anything else I simply ask someone, and that has often meant *paying* someone.

So the only thing that qualifies me to write a book about building a Website is that I actually took the time to research it, figured it out and did it!

You might be asking why a man who is a decidedly average computer user would want to learn how to build a Website. The answer, quite simply, is *I needed to*.

I already had a Website that I bought a few years ago but like a lot of one-man businesses', the site was just a means of reassuring people that I was actually *real*. It was no more than an electronic business card.

As far as I knew the only visitor who had ever been there was my mother when I had proudly phoned her to say "I've got a Website!" Although I can't be certain that even she had actually seen it. The bottom line is that, to my knowledge, the site had never attracted any potential clients.

Then, in the recession that started in 2008, like a lot of other small businesses I was struggling to find new clients for my offline business.

My initial idea was to offer some of my services over the Internet by converting them to information products. I hoped to have a bigger, literally global audience, and I'd read it was possible to automate much of the delivery.

I'd talked about marketing my stuff on the Internet for a long time, and I liked the idea of making money 'on auto'—even in my sleep!

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But I realized I had a real problem. I already had a Website, and it wasn't doing me any good. It didn't matter what it looked like or how good the content was if nobody ever went there.

I called the guy who built the site and told him what I was trying to achieve and that I needed the Website to start earning its keep.

"You need to start offering some value, maybe an e-zine, a newsletter or a blog," he informed me. These sounded like great ideas but only if they were seen. And nobody ever visited the site!

Then he spouted some gobbledygook I had actually heard before: "You need to invest in search engine optimization, you know... SEO," upon which, he went on for ten minutes about *keywords*, *Google page rank*, and *back-links*.

Now, I think Web developers are a great bunch of people, but the thing I've noticed, working with those I've hired, is they seem to have no end of terrific ideas for spending *your* money. They offer plausible reasons for a course of action, provide a list of what is required, what it is *supposed* to do, and even what it will cost. *But* they are never able (or willing) to guarantee what it will *actually* do.

Anyway, a couple of days later I looked at the proposal from the developer and concluded it was little more than hope with a four-figure price tag.

So I decided to do some research before investing in the developer's '*hopium*' habit. It was that research which led me to decide what I needed to do and caused me to try to figure out how to build a simple Website or at least, some Web pages.

I didn't know it then, so I can't claim any kudos, but it turns out I wanted to build a simple site for all the right reasons. You see, most people, and I include myself in this, tend to build Websites on the premise that '*if you build it they will come*'. More *hopium*!

This may be fine if you just want to put a checkmark in the 'online presence' box and have an electronic business card like my original Website. But if you want a Website to do more than that, you have to drive visitors to it and engage them in a mutually useful exchange when they get there.

My reason for wanting to learn how to build Web pages was I needed a way to drive traffic—either to a new Website or to my original site. This eBook

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shows the step-by-step process I used for building and publishing Web pages to achieve that goal.

The Website www.TenKillerTips.com which is linked to this eBook provides more resources and information for locating useful tools, getting organized, generating traffic and making money online.

This may have become something of a cliché, but please believe me when I say...

"If I can do this... pretty much anyone can do it." Just ask my wife!

Leigh Beckett 2010

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Chapter 1

Registering a Domain Name

What is a domain name and why do I need one?

Before we begin to look at the process for registering a domain name I would like to point out that it is *not* complicated. In fact, it is actually very easy to do, as you are about to find out.

Pace Marker

If you are already familiar and *comfortable* with what a domain name is; please skip to the next section **"What should my Domain Name be?"**

When building your first Website, registering a domain name is the logical place to start. However, it is possible and likely that you will want to register more than one name. More on that later.

First, it will be useful to briefly consider how a domain name fits into your Web presence.



That presence includes items on the internet over which you have some control.



Some of the better known items are facebook® pages, Twitter™ accounts, blogs on Blogger.com™, and potentially many others.



It is also worth mentioning there is other Web content over which you may have only limited control, such as news reports, independent product reviews, competitor advertising, customer comments posted on third party Websites, etc.

These lists are not exhaustive but they demonstrate how a Web presence can include items you may or may not be able to control directly.

Even the items from the first list have certain limitations placed on them as they impose certain functionality, direction, content controls and layouts on

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