



# Building Your Website

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# Website Options

The next step in the process of building your practice is creating something tangible that your potential clients can look at to learn more about you. The most common place to send people these days is a website. If you don't want to have a website, other ways to communicate your message are handing out brochures, flyers and business cards. We will provide you with copy to include in your marketing materials that you can customize as you please. We highly recommend that you have a website.

## WEBSITE OPTIONS:

### WORDPRESS:

Here at IPE we suggest that you use the website platform called WordPress. Below we have added the most compelling reasons why this is our preference. If you are using another platform such as Wix, Weebly or SquareSpace and you like it and are more comfortable using those plat-forms that is great too, and you should not worry about switching to WordPress unless you want to.

That said, here's why we like WordPress:

**It's affordable:** Installing WordPress on your computer is free. What you will have to pay for is the "theme" of your choice. A theme is a predesigned template that will determine the design, look and functionality of your website. Themes range from free to around \$149.

**Quick to install:** WordPress only takes minutes to install on your server. It also has a variety of themes, plug-ins\* and widgets that are easy to install that makes your website userfriendly and interactive.

**WordPress is Open Source:** Meaning it's free to use once you have installed it on your computer and bought a theme. The website is completely customizable by you or your web designer and you can switch between themes and styles once you've installed it.

**WordPress is quick to set up:** If you want a simple website and you have your copy already written, it takes only a few hours to have a basic website set up.

**Website and Blog functionality:** WordPress is very easy to configure it to be a stand-alone website, with a blog attached.

**Backing Up and Security:** WordPress is very easy to back up, and there are many plug-ins to choose from to make it more secure.

**Grow with WordPress:** As you grow in your proficiency to use the platform or expand as a business, your WordPress website can grow with you and become more advanced over time.

**You have control:** Even if you choose to have a professional help you set up the back end of your site, you can learn how to make basic content edits and be able to change your website without it costing you hundreds of dollars.

**What is a plug-in:** A plug-in is a small program, or a combination of programs, that sits on top of your WordPress installation and increases the functionality of your website in some way. (Translation: Plug-ins allow your blog to have more features and to do more than it could when you first installed it.) Most plug-ins are written in the PHP scripting language and add an additional feature or function to your website. Plug-ins integrate seamlessly with WordPress so there's no messing with your WordPress code. That's another great thing about plug-ins. They don't actually affect your original WordPress install. They reside separately and interact with WordPress."

You can find more information about plug-ins here: <http://www.social4business.com/social-media/wordpress-plugi/>



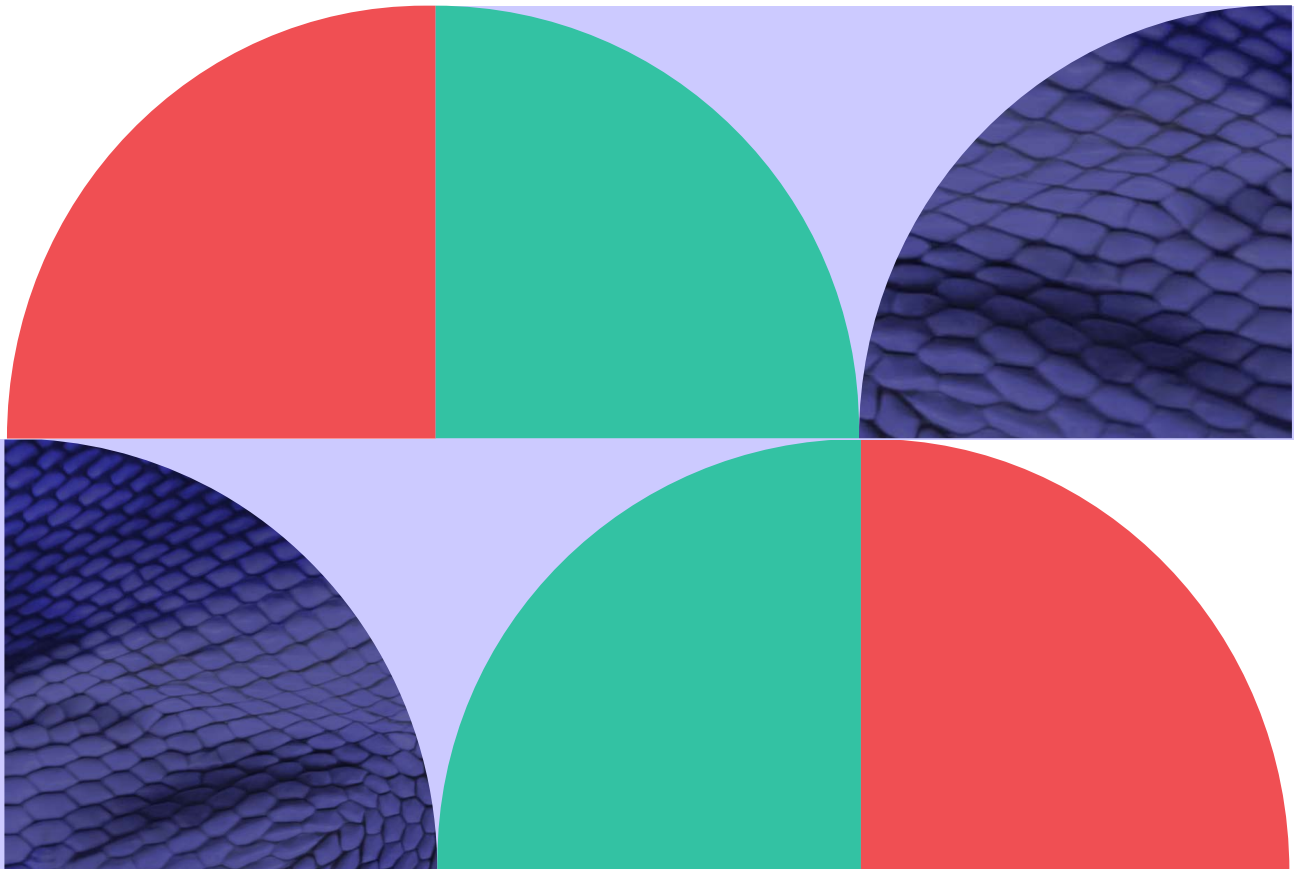
## OTHER WEBSITE BUILDING OPTIONS:

### WIX:

Wix is a completely customizable website builder. The developers felt that anyone should be able to set up a stunning website without worrying about coding or special design skills. Fully integrates several app options. You do need to find a server. Provides hundreds of free template choices but you can also upgrade for better themes and more versatility. Fee + service range \$5-\$25/month with discounts if you purchase annually. <http://www.wix.com>

### SQUARESPACE:

Squarespace is a fully-managed web service. They do not have plans to make a downloadable version but they provide many standard methods for exporting your data. They also do not provide email accounts. All plans include a fully-managed cloud hosting, ensuring your website remains available at all times. When upgrading or downgrading, you will receive either a pro-rated charge or refund, depending on the cost of your new plan. Certain packages do not have resource limits for normal usage. You can try a free trial. The plans are month-to-month, yearly, or two years. Fee + service range \$12-26/month <http://www.squarespace.com>





# Buying a Domain Name

Before being able to set up your website you will need to purchase a domain name. A domain name is the URL that you build your website under. We encourage you to name your website URL the same thing as your business or something similar, potentially shorter. Our school is called The Institute for the Psychology of Eating, but instead of calling our website [www.theinstituteforthepsychologyofeating.com](http://www.theinstituteforthepsychologyofeating.com) we call it [psychologyofeating.com](http://psychologyofeating.com) because that is shorter, to the point, and easier to remember and spell.

If your business is called Embodied Coaching your website would be called [www.embodiedcoaching.com](http://www.embodiedcoaching.com).

These days, many of the most common URL's are taken or very expensive. So another good idea is to buy the URL of your name, such as [www.elizabethhansen.com](http://www.elizabethhansen.com). If you have a more common name and your full name is taken already you can consider adding your middle name. Even if you choose your business name as your URL, we recommend purchasing your full name as well.

## SHOULD I HAVE A LONG OR SHORT URL?

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## SHOULD I GET .COM, .ORD OR .NET?

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The most common service to use when buying a domain name is [godaddy.com](http://godaddy.com). The process of registering your domain name is simple and usually costs around \$10 for a year if you do not add any extra features. By buying multiple year subscriptions you will get a lower yearly rate. Please note that Godaddy will try and up-sell you on a bunch of products when you go to purchase your domain name so feel free to ignore those prompts. The only other service that we recommend you buying is an email address linked to your website name. So instead of having an email address like [lizzy54@hotmail.com](mailto:lizzy54@hotmail.com) you will have a professional email address that matches your website: [elizabeth@embodiedcoaching.com](mailto:elizabeth@embodiedcoaching.com). This simple measure will help increase the trust factor for your existing and potential clients.



**GODADDY.COM**

HOSTGATOR.COM

[BLUEHOST.COM](https://bluehost.com)

## NOTES:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





# Website Outline

The purpose of your website is for your prospective clients to get a sense of who you are and what you do. You want your website to be user friendly, easy to navigate, beautiful, professional and to reflect your personality. It's also important that you have one or more locations where you can capture the names and email addresses of your readers.

## BASIC PAGES YOU NEED:

### HOME PAGE

For your home page you have a few different options:

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Regardless of what you choose, it's important that the person landing on your home page can get a sense of what your business is about and what you offer as quickly and accurately as possible.

### ABOUT PAGE:

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### SERVICES:

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### BLOG:

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**TESTIMONIALS:**

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**CONTACT:**

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**ADDITIONAL PAGES TO CONSIDER:****EVENTS:**

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**SHOP:**

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**FAVOURITES/ INSPIRATION/ RECOMMENDATIONS:**

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**HEADER:**

The header of your website is very important as it will display on all your website pages. You want your header to include the name of your business and your logo if you have one. Here are some additional features you can include:

- Your image
- Your name
- Contact information
- Social media icons
- Your tagline, if you have one
- Your opt-in

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### **SIDE BAR:**

Opt-in for newsletter: Most people choose to have their side bar to the right, but in WordPress you have the option to have the sidebar to the left or to not include a side bar at all. We recommend that you choose a side bar that displays to the right. See [psychologyofeating.com](http://psychologyofeating.com) as an example.

- At the top of your side bar you should feature your opt-in or your newsletter sign up box. You have a few options of what to put directly underneath the opt-in box
- You can choose to add a “search bar” function so that people can search your site
- You can also include a menu that will contain the pages on your site for easy navigation
- If you have a Facebook account and/or Twitter account, your side bar is a perfect place to feature a follow or like box.
- Contact information
- Your IPE graduate badge
- Any awards you’ve received
- Upcoming events

### **FOOTER:**

- Here are some options of what to include in the footer:
  - Contact information
  - Your Twitter feed
  - Your Facebook feed
  - Your Opt- in
  - Your IPE graduate badge
  - Upcoming events
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# Social Media Integration

As we mentioned, you can feature Social Media “follow” or “like” boxes in your sidebar. If you use other social media accounts you also want to feature them in multiple places on your website. One popular location is at the top on your website or in your footer.

In addition to social media follow buttons you can also add so called “share buttons” to your pages and especially your blog posts. This will allow your readers to share your content with their followers and this will contribute to your exposure in other communities.

## MORE ADVANCED OPTIONS:

### SQUEEZE PAGE:

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### INTRO VIDEO:

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### SOCIAL MEDIA ICONS:

**Simple:** Facebook, LinkedIn

**Medium:** Facebook, LinkedIn, Twitter

**Advanced:** Facebook, LinkedIn, Twitter, Pinterest, Google+, etc

### WORDPRESS “TAGLINE”:

When creating your website, WordPress will ask you to name your site – this will be the name of your business. As part of your website title you can also choose a so called “tagline”. This tagline will show up next to your business name when someone Googles your site and also at the top of your website. You want to make sure that your tagline is specific, enticing and accurately reflects the service you provide. Please note that it may be different from your actual business tagline. The purpose of your WordPress tagline is for people to know what you do by only having to glance at the top of your page and for Search Engine purposes.



Website name + tagline: Embodied Coaching with Wendy – Coaching that will trans-form your life.

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An opt-in box is usually displayed prominently on websites promising valuable content in exchange for a name and email.

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# Creating an Opt-in

There are many ways to create an opt-in. If you are going to be working with a web developer/designer for your website, they will help you set this up. If you are using one of the contact management systems we recommend, such as MailChimp, there is a free feature as part of their service where you can build your own opt-in box to integrate with your website. When you insert the opt-in box in to your website it will have a field for potential subscribers to fill in their name and email. When they click submit MailChimp will send either a Welcome email with the opt-in gift or they will receive an email requesting them to double opt-in i.e. confirm their email address before receiving the opt-in gift.

When they fill out the form they will automatically be added to your mailing list. This is the same list that you will be sending out your newsletters to.

## WHAT YOU CAN OFFER:

- A free Newsletter with compelling content
- A free e-book
- A free video or videos
- A sneak peak at your Program – if you are offering one
- Recipes
- A free consultation
- An interview in mp3 format
- An mp3 guided meditation

## NOTES:

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# Important Opt-In Pointers

## WHAT TO THINK ABOUT WHEN CREATING AN OPT-IN:

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## OTHER IMPORTANT POINTERS:

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## WHAT NOT TO DO:

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