

Making Your Mark Online
Class 2: Technology
~ Resources and Instructions~



Reserve a domain name:

<http://www.godaddy.com>

Content Management Systems

<http://www.wordpress.com> - Blogging Platform with many add-on features

<http://www.joomla.org/> - General purpose content management system

<http://www.drupal.org/> - General purpose content management system

<http://www.mightymerchant.com> - Ecommerce and Content Management System

Low-Cost Hosting

<http://www.siteground.com>

<http://www.hostgator.com>

<http://www.godaddy.com>

Web Development Tutorials

<http://www.w3schools.com/>

Web Development Software (free and shareware)

<http://www.tucows.com/>

<http://www.websitetooldtester.com/en/>

Blogging Platforms

<http://www.wordpress.com>

<http://www.tumblr.com>

<http://www.blogger.com>

Great bloggers to check out:

There are millions of blogs on the Internet. Here are some highly respected blogs:

<http://chrisbrogan.com>

<http://www.lizstrauss.com>

<http://www.ducttapemarketing.com/blog/>

<http://www.problogger.com>

Getting Started with Wordpress

A blog is a fundamental component of a powerful social media strategy. There are many options to start blogging. A free and easy option is to start a blog at <http://www.wordpress.com>. In literally less than 5 minutes and no cost you can be up and running with your own blog. Here is how to get started:

1. Go to <http://www.wordpress.com> and click Start Now.
2. Follow the on-screen instructions.
3. Confirm your account via an email you will receive.
4. Log into your new account.

Think of something very profound (or incredibly simple) to say and publish your first blog post!

If you want to use a provider to build a full-featured website:

- a. Find a provider who develops sites using a Content Management System.
- b. Have a professional designer build templates for your site.
- c. Develop the content and features for your website over time.

Set up accounts with Social Media providers (Twitter, LinkedIn, Facebook, Squidoo etc.) to expand your visibility.

Have More Questions? Find HEROWeb Marketing & Design at:

<http://www.hero-web.com>

<http://blog.mightymerchant.com>

<http://www.twitter.com/heroweb>

<http://facebook.hero-web.com>

And there is always email!

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