Cash-Sucking Machine - Registering A Domain Name

The first step to creating your cash-sucking machine, i.e. Your affiliate website is to register a domain name.

In short, a domain name is a name used to distinguish one website from another. Computers communicate via IP addresses like 92.132.1.421, so without a domain name you'll have to go to 92.132.1.421/yourwebiste.com to access your website, which is really troublesome.
Examples of domain names are :
Google.com
Facebook.com
Yahoo.com

We purchase a domain name through domain registrars.There are many reputable domain registrars such as Namecheap, Godaddy, etc.. I recommend Namecheap, they have great customer service and they have an awesome interface.

In my other courses, I cover choosing either brand domain names or exact match domain names. I highly recommend a brand domain name for this course. The reason being we'll be driving traffic to our site using Reddit and a brand domain name like loseitgurl.com would be ideal as compared to an exact match domain name such as

weightlossforallwomen.com.

Here's how to sign up for an account for Namecheap and register a domain name.

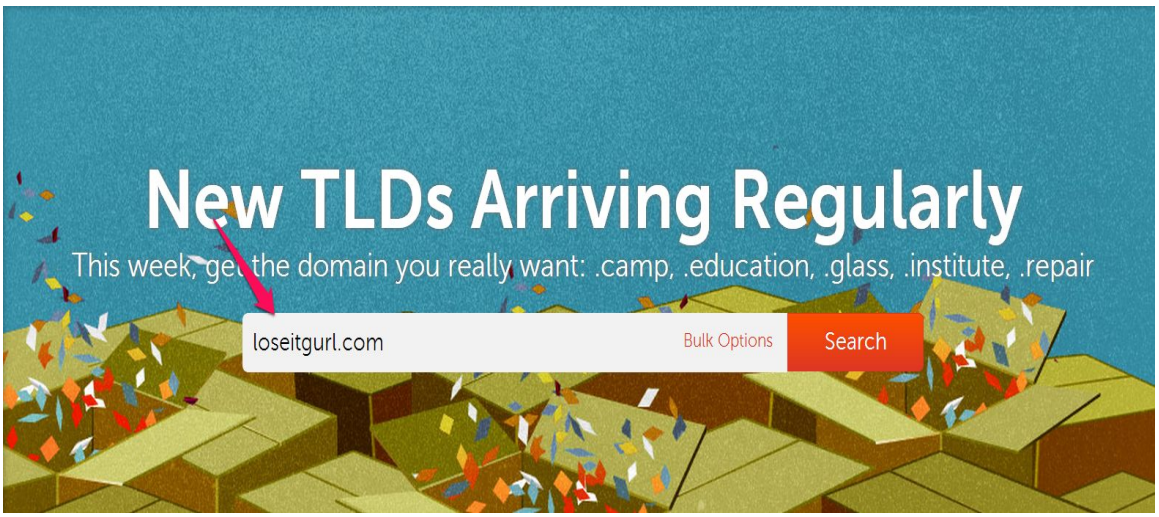
1.) Click here to go to Namecheap.

2.) Click "Sign Up" to register for an account.

3.) Sign in to your account.

4.) Go back to the home page and key in the domain that you desire and click "Search". Try to stick to three
extensions : .com, .net ,and .info

I'm going to choose the name loseitgurl.com :)



5.) Click the "Add to Cart" button and checkout.

6.) You should receive a purchase confirmation email from Namecheap.

Cash Sucking Machine - Getting Hosting

The next step of building our cash sucking machine is to get web hosting.

We need web hosting so that we have the space to host and drive traffic to our domain.

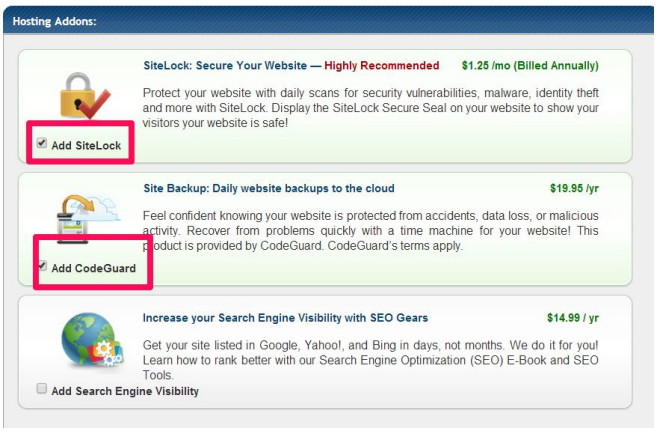
The hosting company that I recommend is Hostgator. They've been around for a while and I'm quite happy with their service. If you wish to use the hosting service of other companies, make sure to go through their tutorials and perform the appropriate steps.

Here's how to integrate your domain and your hosting :

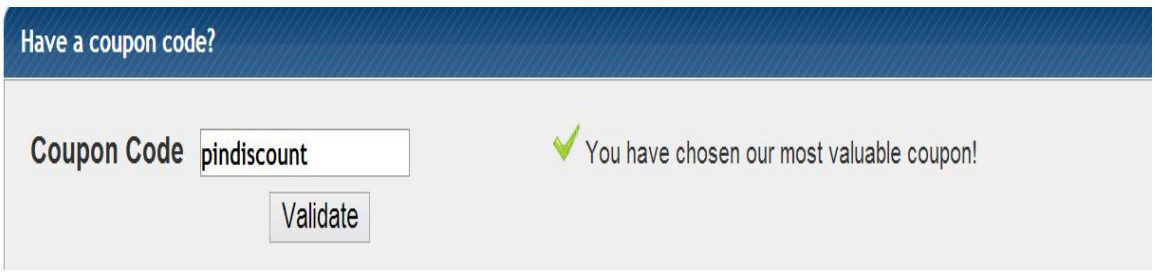
1.) Click here to go to Hostgator.
2.) Click on "Web Hosting".
3.) You'll see three hosting packages. I recommend the baby plan if you're just starting out. Most of the time it's more than enough.



4.) Fill in all the blanks. Make sure to uncheck the hosting addons to avoid a hefty recurring fee.(Site Lock is optional)

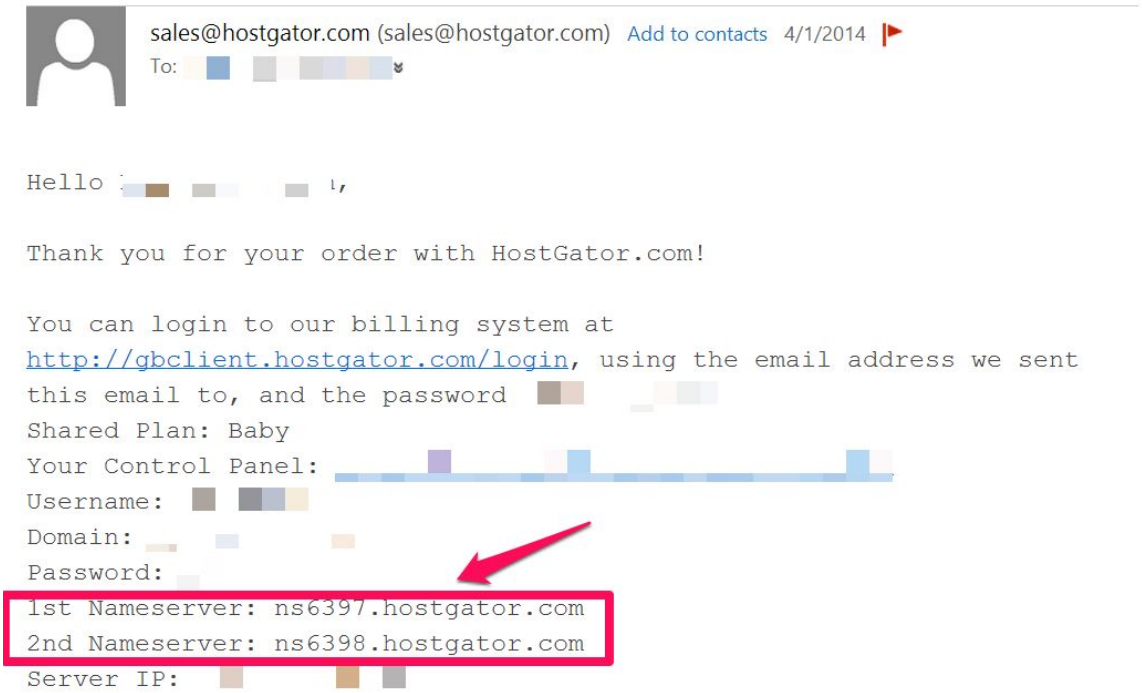


5.) Enter the coupon code “pindiscount” to get a $9.94 discount.



6.) Complete the registration process.

7.) Check your email inbox. You'll receive a confirmation email from Hostgator. Take note of the nameservers.



sales@hostgator.com (sales@hostgator.com) Add to contacts 4/1/2014

To:

Hello ,

Thank you for your order with HostGator.com!

You can login to our billing system at http://gbclient.hostgator.com/login, using the email address we sent this email to, and the password

Shared Plan: Baby

Your Control Panel:

Username:

Domain:

Password:

1st Nameserver: ns6397.hostgator.com

2nd Nameserver: ns6398.hostgator.com

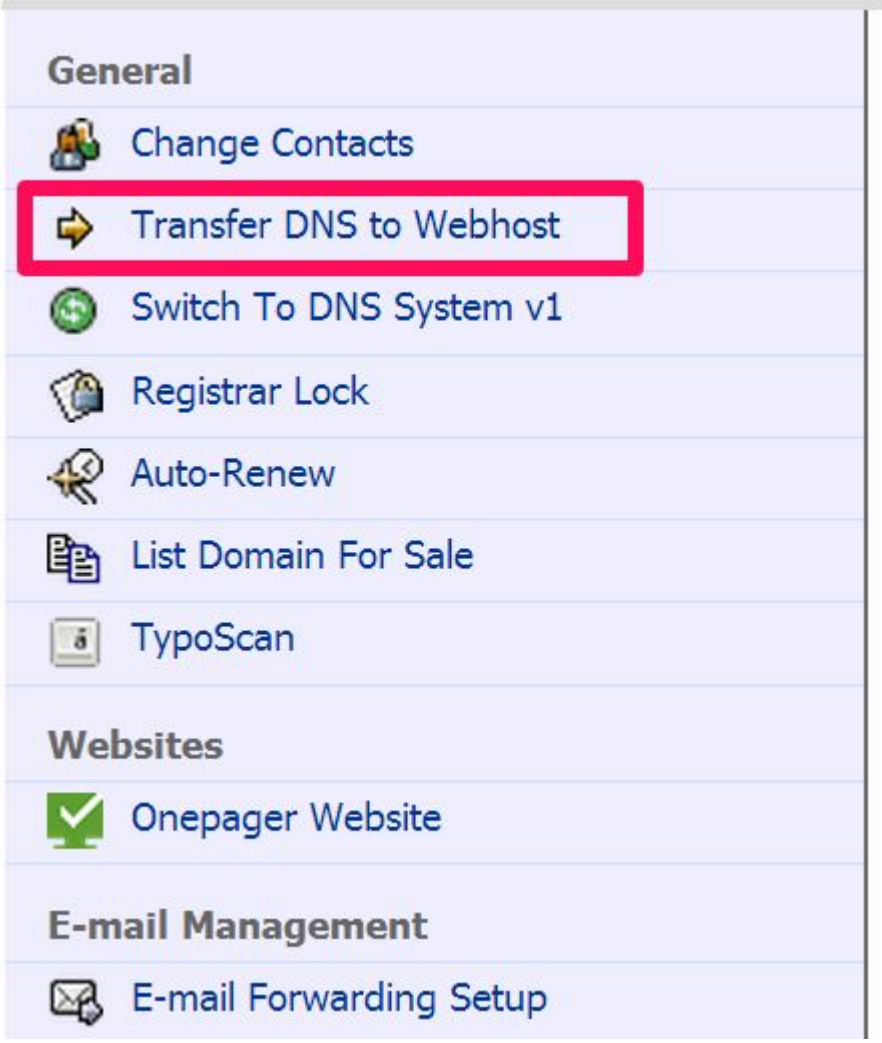
Server IP:

8.) Sign in to your Namecheap account.

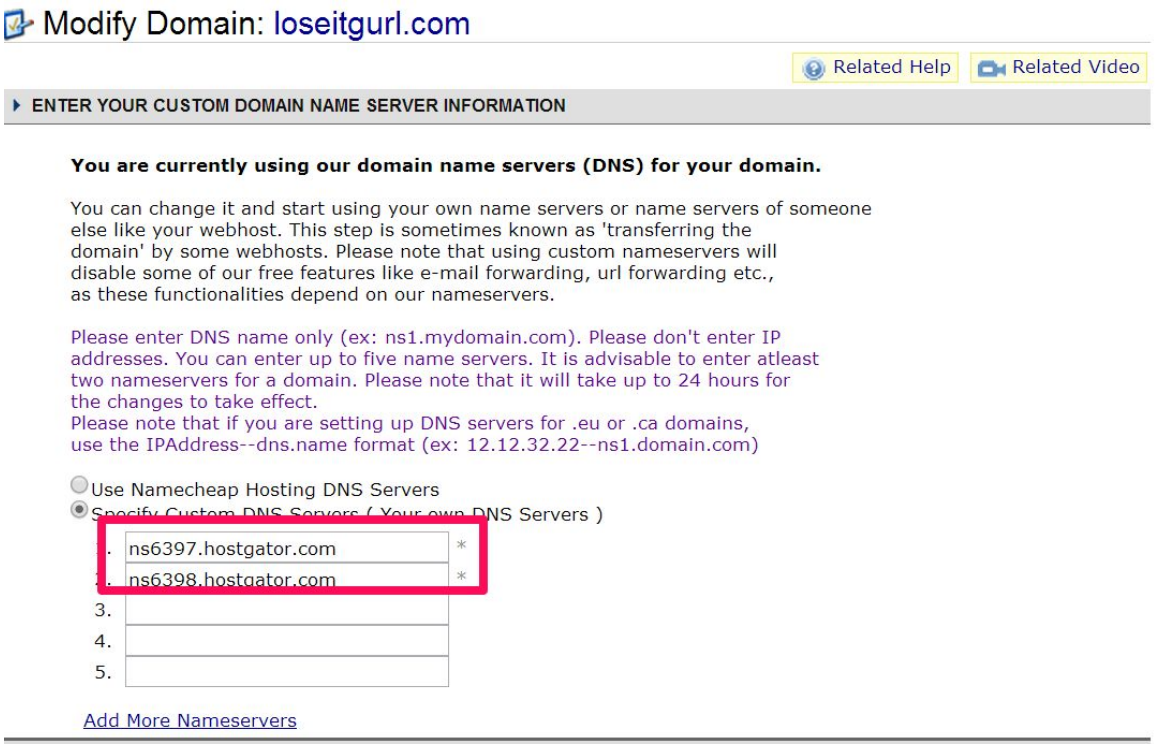
9.) Click "view number of domains in your account."

10.) Click on your domain name.

11.) Click "Transfer DNS to webhost".



12.) Remember the nameservers from the email? Copy and paste them into the blanks.



13.) Then, click on “Save Changes”.

14.) Done! :)

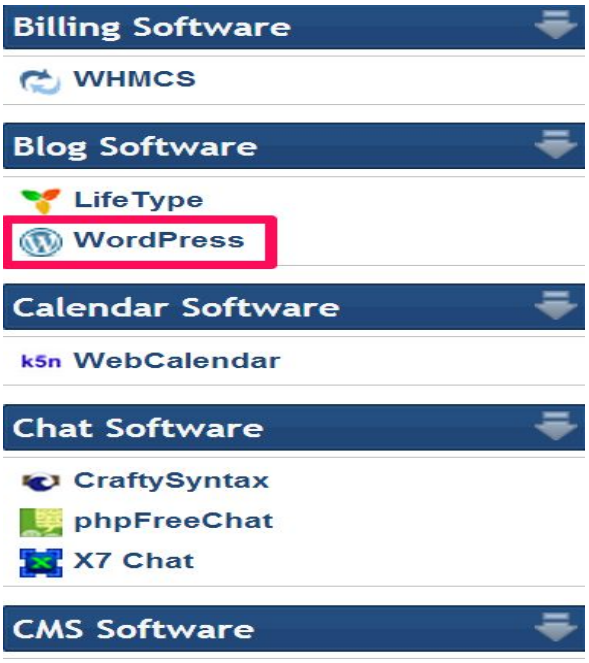
Cash Sucking Machine - Setting Up Wordpress

In the past, you had to learn how to code and slave for hours in order to put up a simple website.

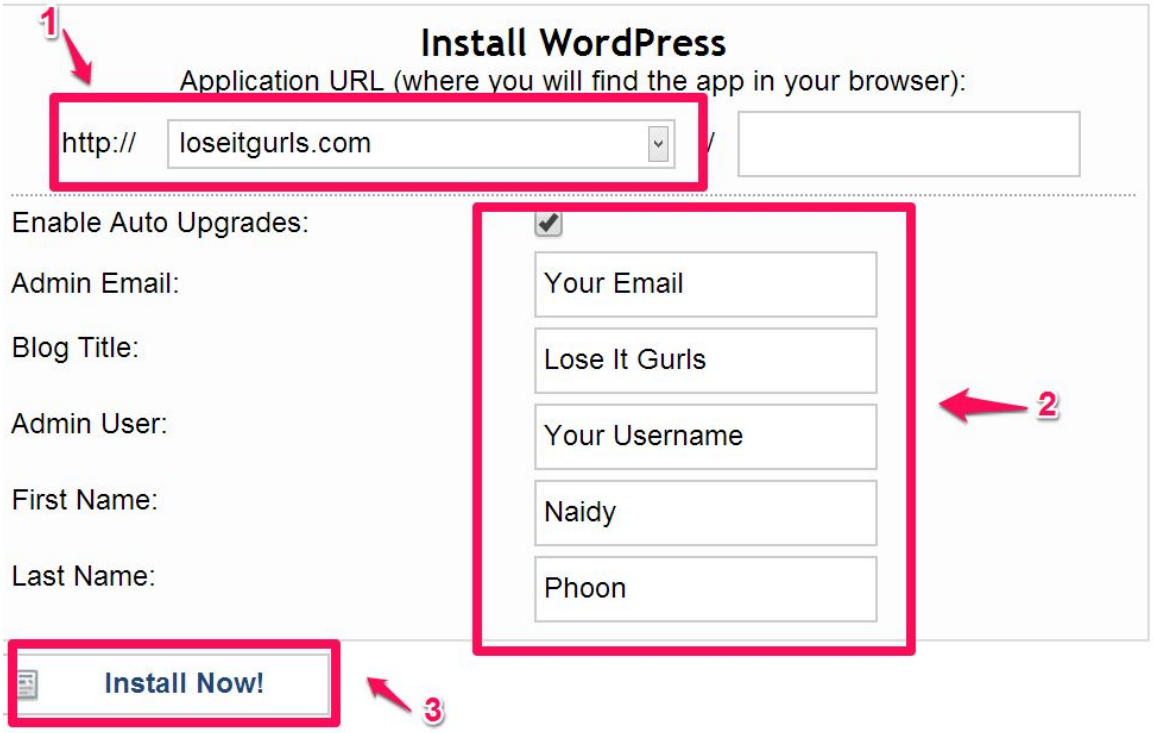
Now, with Wordpress, you can set up a beautiful site within minutes! Many Fortune 500 use Wordpress as their content management system so you can rest assured that they're reliable!

It's easy to set up Wordpress within Hostgator.

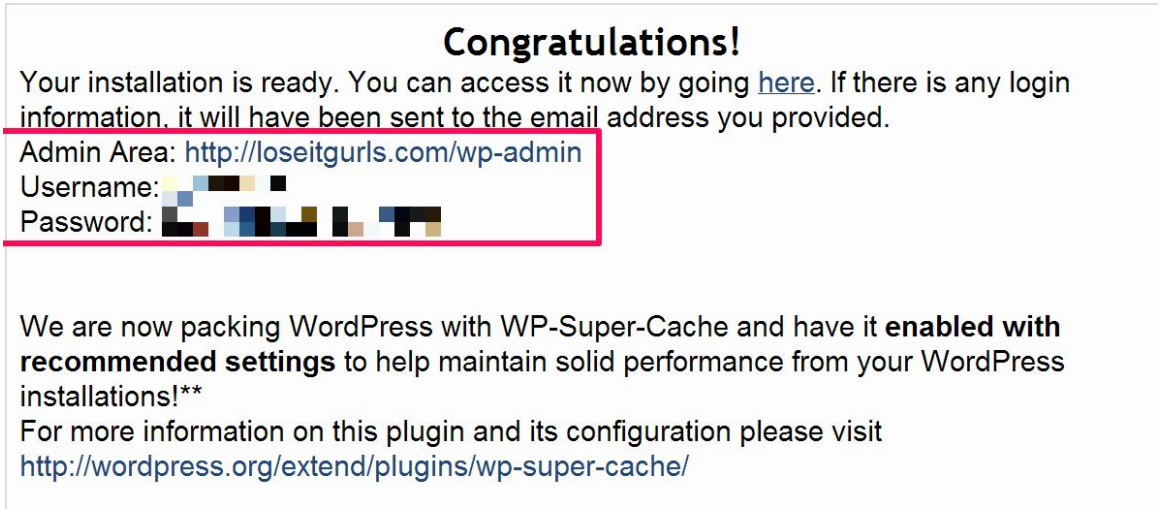
1.) Sign in to your Hostgator control panel using the link in the email that Hostgator first sent you.
2.) Scroll down to the software/services section and click on "QuickInstall".
3.) Then, click on "Wordpress" on the side bar.



4.) Fill in the blanks and click “Install Now”.



5.) Save your username and email address in a safe place.



6.) Now we'll log in our Wordpress dashboard. Simply type in your url address bar :

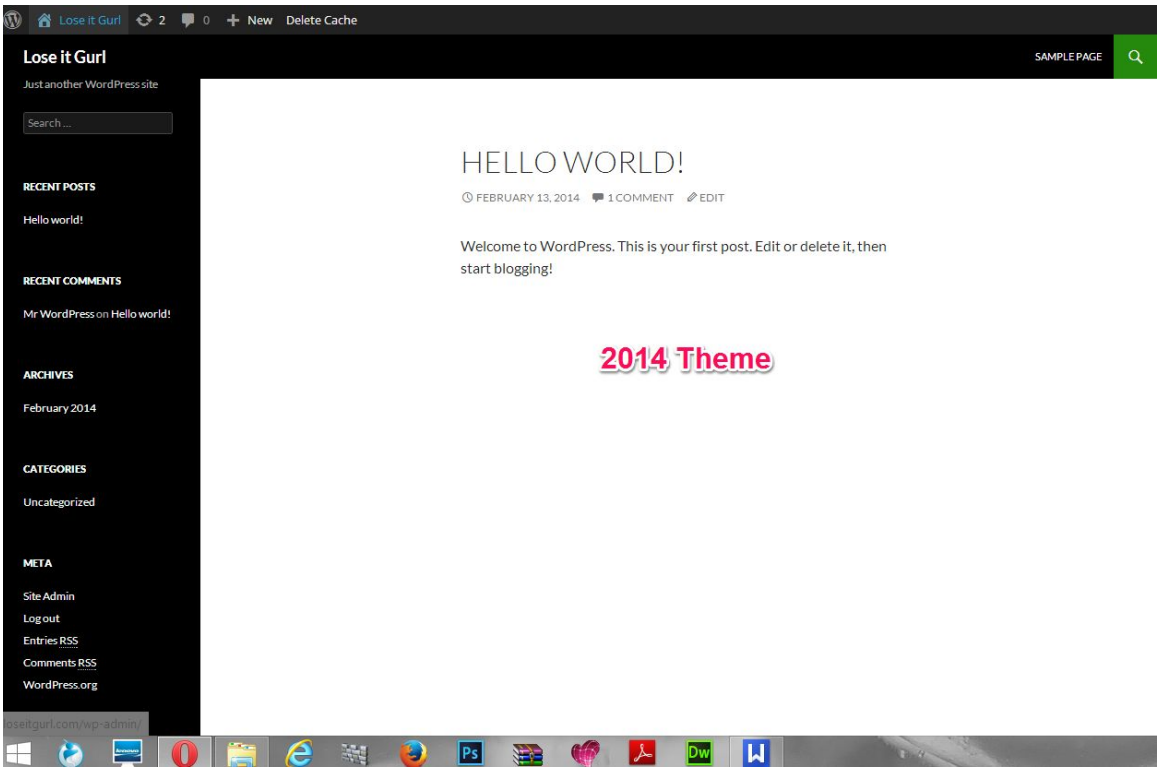
http://yourdomain.com/wp-admin

7.) Enter your username and password, and log in.

8.) We've now installed Wordpress!

Next, we need to design the site in order to make it look pretty.

The first step is to select a theme. The default theme in Wordpress is the theme of the year, in this case it's Twenty-Fourteen. You can keep the default theme if you want, but I prefer changing it to something more aesthetically pleasing.

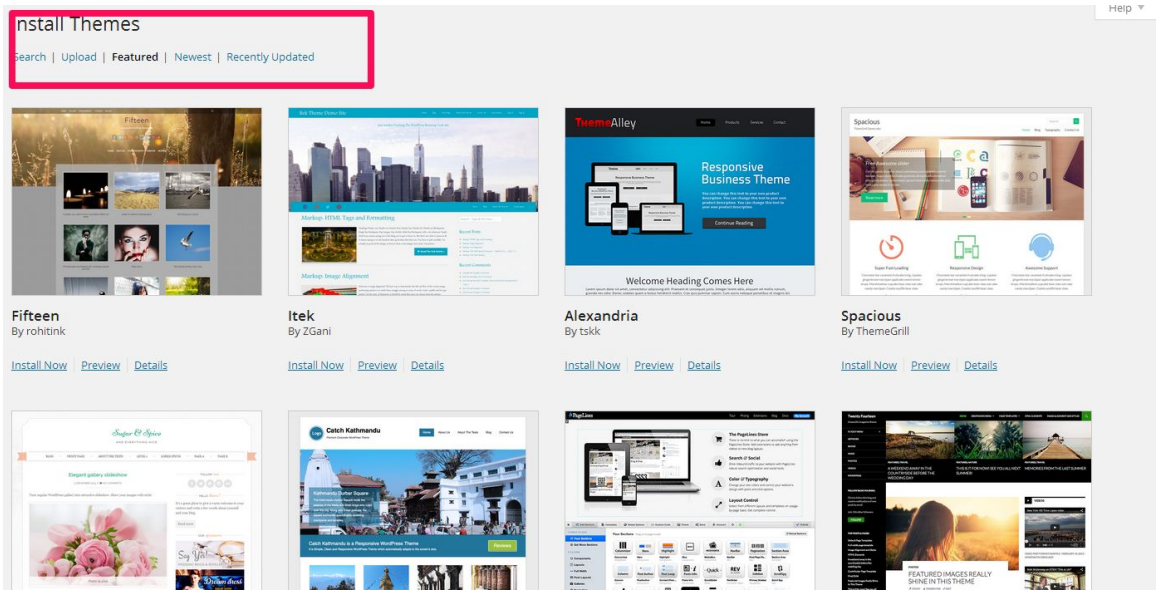


You can purchase premium themes from places such as Wootheme and Themeforest, but a free theme will suffice.

1.) Go to Appearance > Themes

2.) Click “Add Themes”.

I’m going to choose the **Gridster-Lite** theme.

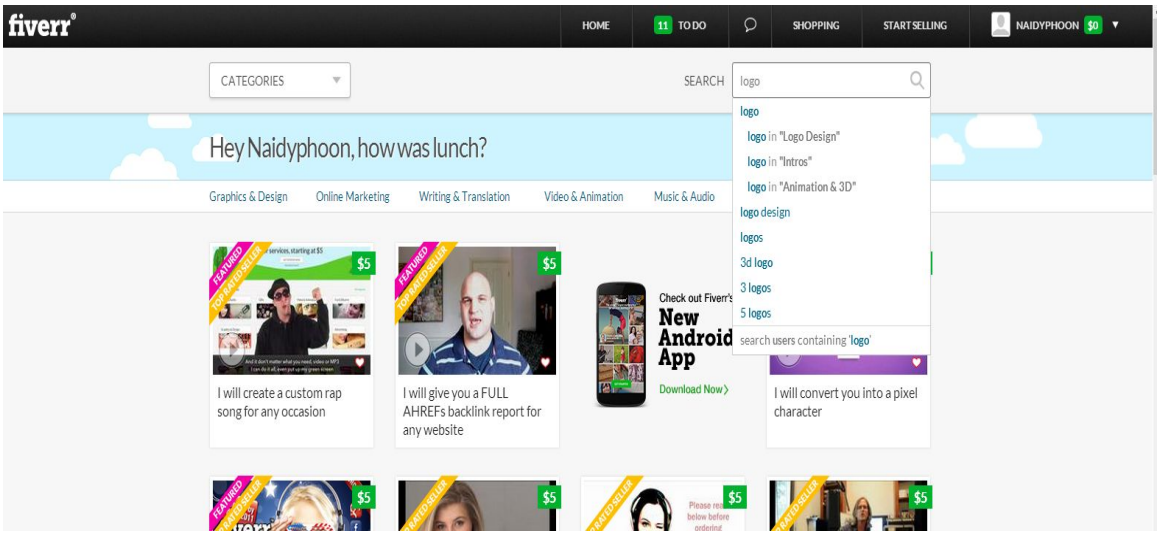


4.) Install and activate your theme.

Logo Creation

To make our site look more professional, we're going to need a logo. You can either create one yourself if you have the skills, or you can outsource it at fiverr.com.

1.) Go to fiverr.com
2.) Sign up for an account.
3.) Type in "Logo" in the search bar.



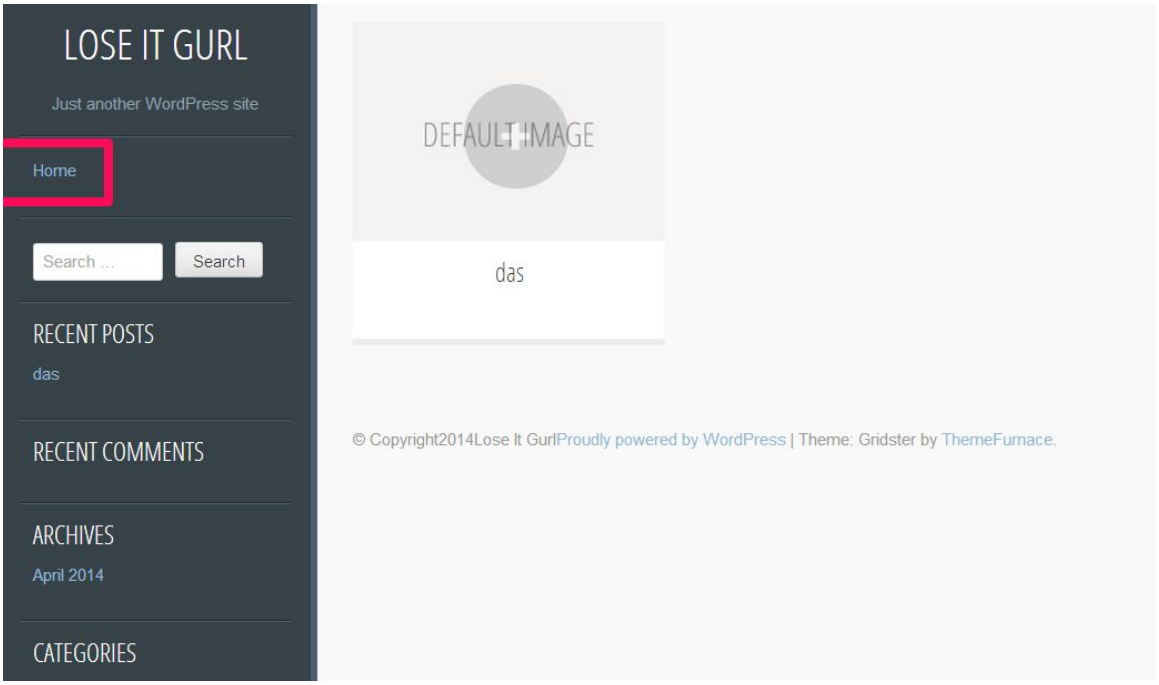
4.) Choose a gig that you like.

5.) Place an order and await your logo.

Most gig sellers will clarify whether they accept corrections/reviews so make sure to choose those that do.

Cash Sucking Machine - Creating Pages

It's time to fill in the blanks. The first thing we need to do is to create pages. Pages, unlike posts (which I will cover later) are static and remain on top of the page all of the time.



This means that you only want to set information that is important and that you want every visitors to know as pages.

Examples of pages that almost every website should have are the "home", "about" and "contact" pages.

First, let's create our "about" page. Before that you'll need to thrash the default page that Wordpress gives you.
Simply go to Pages>All pages and Thrash the sample page.

1.) Go to Pages>Add New.
2.) On our about page, we're going to tell our visitors what's it all about.

For example, if your site was about art,

"yourdomain.com is dedicated to sharing exquisite artwork to art enthusiasts and providing essential tips and training to up your game"

3.) Click Publish.

Next, we're going to create our "contact" page.

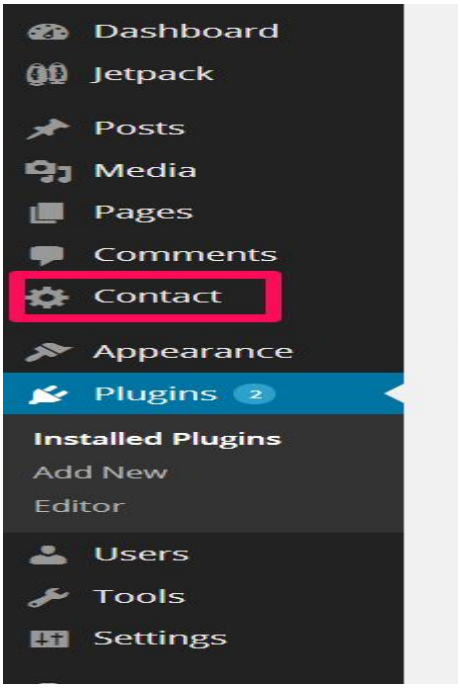
I like to use a contact form for your visitors to contact you. It makes the site look more professional. A contact form also allows you to protect your privacy.

We're going to install a "plugin", which is an addition that adds on to the functionality of your Wordpress site. Think of plugins as the apps of Wordpress.

The plugin that we are going to install is called Contact Form 7.

1.) Go to Plugins>Add New.
2.) Search for "Contact Form 7"
3.) Install and activate the plugin.

4.) Then, go to Contact > Add New

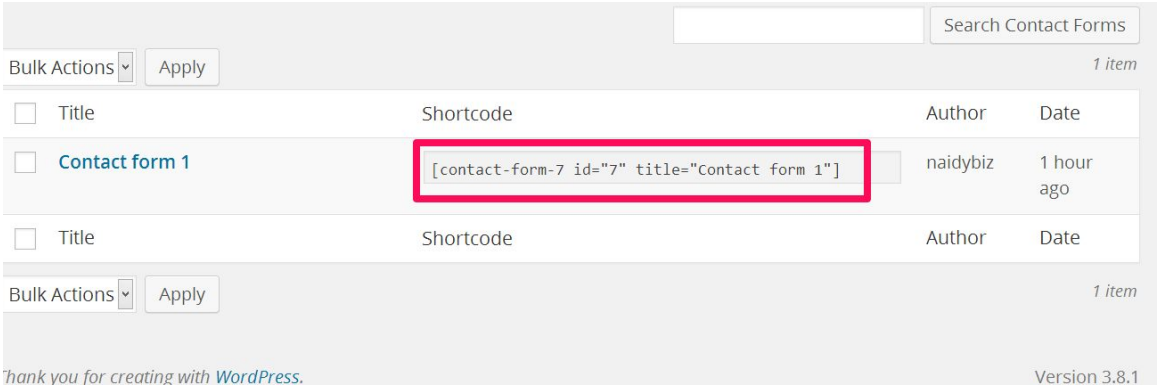


5.)Click Add New.

6.) Change the title from “Untitled” to “Contact”or something memorable.

7.) Go to Contact > Contact Forms.

8.) Copy the Shortcode



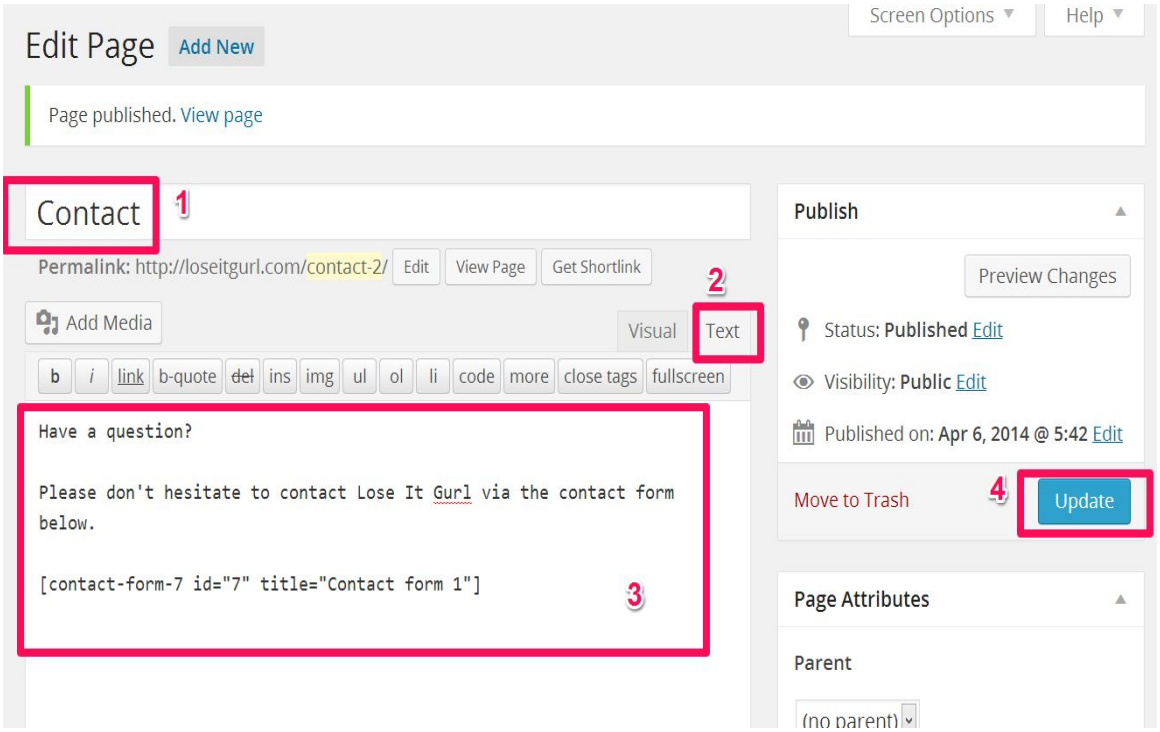
9) Go to Pages>Add New.

10.) Enter the page title to “Contact”.

11.) Click on “Text”.

12.) Enter a short message and paste the code into the body.

13.) Click Publish.



Viola! We've got our contact form up and running! You may want to test the form by filling in the blanks, clicking send and checking your email inbox.

Lastly, we'll want to create our disclaimer and privacy policy. Many people don't mention this but I think it's imperative to include these pages to cover our butts in case the FTC comes knocking on the door. Also, it adds credibility and professionalism to our site.

I'm not a legal expert so I'm not going to making any recommendations on where to get your disclaimer and privacy policy because all sites are different. There are many online generators that may suit you. Just make sure to check whether they're congruent with your website.

Once you get your privacy policy and disclaimer, you can either add it to the footer of your site or you could create 2 pages. I'm going to cover doing the latter because it's simpler and you're less likely to skip this part!!

Simply repeat the steps of creating pages, like you did with the "about" and "contact" pages.

