



How to Build Your Own Website With Little or No Money: The Complete Guide for Business and Personal Use (How to Open and Operate a Financially Successful...)

Bruce C Brown

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Just 20 years ago, the Web went world wide — and you could count the number of Web sites on one hand. Today, there are about 9 billion active Web sites, with thousands more going live every day. Creating a Web site can be a great way to market a new product, promote your business plan, promote yourself, or simply share a few details about your life with the world. *How to Build Your Own Web Site With Little or No Money* can show you how.

You will learn how to buy a domain name and host your Web site for less than \$15. You will learn how to use open source software like WordPress, Joomla!, and Mambo to create a platform on which you can build near anything you want. You will learn how blogging has made Web site creation easier than ever and how sites like Squidoo, Facebook, and MySpace allow you more freedom to build traffic and draw attention to what your site at any given time.

This book details which free Web site resources to avoid, as well as how to find and install open-source modules and tools to enhance the look and feel of your site. You will learn where you can find copyright-free images to use on your Web site and how to write copy that will draw traffic and entertain your visitors. You will learn how to keep a free Web site from falling into the traps major search engines set to stop spam and ultimately how to leverage new business contacts and interactions out of your Web site. If you are now or have ever considered building your own Web site before, this book will map the way for you.

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