

Video 1: Getting a Domain Name and Hosting

Once you’ve got the basics of color, images, typography, and composition down, you might wonder where you can find templates and examples of each of those things to use for your own brand. Well, the good news is that you can get your hands on all of these easily from a brand style guide.

In this video, we’ll go over the basic process of setting up a website, which will include buying a domain name, finding a hosting service, and installing WordPress. Let’s get started.

Let’s say you wanted to start a new restaurant. In this case, you’d need a location and a name for your restaurant. Similarly, for a website, you need a domain name, which is like the name of your restaurant. And you’d also need a hosting service, which is where the data of your website is situated, much like the location of your restaurant.

It can be hard to pick a domain name for your business. It’s a bit like deciding what tattoo you want. The only difference is that with a domain name, you just have to commit to one year. Will a cool domain name automatically pop into your head? Perhaps, but just in case, there are a few techniques to choosing a good domain name.

Let’s review each with an example of it in action.

To start, identify a combination of words that has no meaning but is unique. For example, Rand Fishkin, founder of SEO company Moz, wanted to make sure his brand wouldn’t have to compete with other brands who shared a similar name. That’s why he called his new search engine for audience intelligence startup [SparkToro](#). This combination of words has no meaning but it is unique. Keeping this in mind, Rand chose to set up his domain as [Sparktoro.com](#).

Next, determine how you can expand on your business’s name. We recommend trying to find a domain with the same name as your brand, although it’s not that easy. For example, InVision, a digital product design, workflow and collaboration platform, had to settle for [invisionapp.com](#).

Next, if there’s a domain name you really like and you can justify the cost, then consider buying one that’s already taken. For example, Sumo, an ecommerce growth toolset, reportedly paid \$1.5 million dollars just to have their domain name [sumo.com](#).

And lastly, you could try using a domain name generator to find an available domain name you like. If you’re looking for a place to start consider generator to find [leandomainsearch.com](#). Start by using a related phrase in your search and see what’s available.

In this course we’re going to be building a website for a photographer. Keeping this in mind, let’s type in the word ‘photographer’ and see what comes up. Notice how there’s thousands of options to consider to help get our creative juices flowing. I’m sure that by the time you’ve finished this video, some of these great domain names will have already been taken. Which is why, once you’ve found a domain name that you like, you should register it immediately before someone else does.

Registering a domain name is not free. There are plenty of sites where you can register your domain name. If you’re looking for a recommendation, then consider SiteGround. Once you’ve chosen and registered your domain name, the next thing you will need is hosting. SiteGround not only offers both of these services, but they also have an onboarding process that is really easy to follow.

Once you have your domain name and hosting secured, you’ll want to log in to your hosting provider and install WordPress. If you need help doing this, then check with your hosting provider, it’s likely they offer documentation.

To learn how to set up a domain name and hosting as well as install WordPress on SiteGround check out the resources section below.

Video 2: Installing SSL on Your Website

Online Security isn't just a popular subject, it's critical to the success of your website. Setting up a website is one thing, making sure that visitors feel safe is another. You can do this is by creating an SSL or Secure Sockets Layer, which is a way to establish an encrypted link between a website and a visitor. More specifically between a hosting server and the browser that a visitor is using.

Over the years, SSL has become so commonplace that it is currently the standard for top-performing websites. Whenever we see a website's address that begins with 'https', the 'S' tells us that it is using an SSL.

Most hosting providers offer SSL as a service with documentation on how to set it up on your website. If you took our recommendation and chose SiteGround to host your domain, then check out the resources section. We've added documentation on how to add SSL to your website.

Before we end this video, here's a final thought: Even though your audience may not understand the importance of SSL, search engines will, which could lead to an increase in rankings for your web pages.