



[TheSelfPublishingToolkit.com](http://TheSelfPublishingToolkit.com)

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**If you have any questions about the material in this guide, please contact me at [daphne@theselfpublishingtoolkit.com](mailto:daphne@theselfpublishingtoolkit.com) or [theSelfPublishingToolKit.com/contact](http://theSelfPublishingToolKit.com/contact). I am happy to help.**

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Setting up a website is one of the most important things you can do to promote your book. Your website acts as a one-stop-shop for interested readers to find out more about you and your books.

You're only minutes away from a professional presence on the web so let's get started.

## Buy Your Domain & Hosting

Head over to [HostGator](http://HostGator) and click the yellow **View Web Hosting Plans** button.



Next you are going to choose your hosting plan.

If you only want to host one site, choose **(1) the Hatchling Plan** or if you think you want to host more than one site **(2) go for the Baby Plan**. You can always upgrade later if you change your mind, so go with the Hatching if you are unsure what your future plans are.

***(The prices HostGator is displaying reflect a 20% discount, but if you use the code SELFPUBLISH, you'll get 25% off so the price will be even better!)***

A screenshot of the HostGator website's web hosting plans page. The page title is "HostGator » Web Hosting" and the main heading is "Get Started with HostGator Web Hosting Today!". There are three plan cards: "Hatchling Plan", "Baby Plan", and "Business Plan". Each card has a "20% OFF!" banner. The Hatchling Plan lists "Single Domain", "UNLIMITED Disk Space", "UNLIMITED Bandwidth", and "Shared SSL Certificate", starting at "\$3.96/mo\*". The Baby Plan lists "UNLIMITED Domains", "UNLIMITED Disk Space", "UNLIMITED Bandwidth", and "Shared SSL Certificate", starting at "\$6.36/mo\*". The Business Plan lists "UNLIMITED Domains", "UNLIMITED Disk Space", "UNLIMITED Bandwidth", "FREE Private SSL &amp; IP", and "FREE Toll Free Number", starting at "\$10.36/mo\*". Each card has a "Compare All Hosting Plans" link and an "ORDER NOW" button. A red box highlights the "ORDER NOW" buttons for the Hatchling and Baby plans. Two red arrows point to these buttons: arrow 1 points to the Hatchling Plan's "ORDER NOW" button, and arrow 2 points to the Baby Plan's "ORDER NOW" button. A footnote at the bottom right says "\*Price reflects 20% off first invoice".

The order wizard will pop up.

If you don't already own your own domain (for example: [www.theseelfpublishingtoolkit.com](http://www.theseelfpublishingtoolkit.com)) you'll need to get it now. I recommend buying your domain and hosting from HostGator for simplicity sake. You'll be able to manage everything in one place.

### Section 1:

(1) Tell HostGator if you'll be buying your domain from them or using one you already have. It's very easy to move a domain if you already have one somewhere else and they will help you do it.

(2) Type in your domain. If you are registering a new domain, HostGator will tell you if it is available. If it isn't, you can append 'author' 'online' 'writes' or 'books' to make it unique.

**HostGator**  
*we eat up the competition*

Toll Free: **1.866.96.GATOR**  
Local: **1.713.574.5287**  
Now hosting over 9,000,000 domains!

LIVE CHAT

## HostGator Order Wizard

Please enter a domain:

Getting started is easy! Just enter your domain below and we'll tell you if it's available to use. If you already own it, no worries, we can help move your domain to HostGator.

1  Register a new domain [?](#)  I already own this domain [?](#)

2 Enter Your Domain Here:  .com [▼](#)

## Section 2:

(1) Pick your package. Remember, we're going to get a better deal on the price in a few minutes!

(2) There are multiple options for Billing Cycle. The price goes down incrementally if you pay up front.

Please confirm your hosting package information:

|                                  |  |
|----------------------------------|--|
| <b>Package Type</b><br>Hatchling | <b>Billing Cycle</b><br>36 Month @ 3.96/mo 20 Percent OFF!<br>1 Month @ 7.16/mo 20 Percent OFF!<br>6 Month @ 7.16/mo 20 Percent OFF!<br>12 Month @ 5.56/mo 20 Percent OFF!<br>24 Month @ 4.77/mo 20 Percent OFF!<br>36 Month @ 3.96/mo 20 Percent OFF! |
|----------------------------------|--|

Please choose your account information:

|                 |                     |
|-----------------|---------------------|
| <b>Username</b> | <b>Security Pin</b> |
|-----------------|---------------------|

## Section 3:

Set your user name:

Please choose your account information:






|   |   |
|---|---|
| <b>Username</b><br><input type="text"/> | <b>Security Pin</b><br><input type="text"/> |
|---|---|

|   |   |
|---|---|
| <input checked="" type="checkbox"/> May not contain capital letters           | <input checked="" type="checkbox"/> Must be 4-8 characters long |
| <input checked="" type="checkbox"/> Must start with a letter                  | <input checked="" type="checkbox"/> May only contain numbers    |
| <input checked="" type="checkbox"/> Must be 2-8 characters long               |   |
| <input checked="" type="checkbox"/> May not contain special characters/values |   |

## Section 4:


In this section you'll enter your billing info.

Please enter your billing information:

| Billing Information | Payment Information  |
|---------------------|--|
| Email               | <input type="radio"/> Credit Card <input type="radio"/> PayPal   |
| First Name          |      |
| Last Name           | Name on Card   |

## Section 5:

In the next section, make sure to clear the checkboxes from any of the boxes you don't want to purchase. If you're using a pen name and don't want your legal name associated with it, you will want to get the Domain Privacy Protection.




**Domain Privacy Protection** \$9.95 / yr

Let HostGator.com help protect your identity online! Privacy protection hides your personal contact information from public view.

Secure your domains


Add Domain Privacy Protection



**SiteLock: Highly Recommended—Secure your Website** \$14.99 / yr

Protect your website with daily scans for security vulnerabilities, malware, identity theft and more with SiteLock. Display the SiteLock Secure Seal on your website to show your visitors your website is safe!


Add SiteLock



**Search Engine Optimization (SEO) Jumpstart** \$14.99 / yr

Get your website indexed in Search Engines in days, not months! Learn SEO with the SEOGears e-Book and see how your website compares to your competitor's with the Head to Head SEO report. Jumpstart your SEO now!

Add SEOGears Jumpstart



**goMobi: Make Your Website Look Great on Mobile Devices** \$4.95 / mo

61% of mobile visitors leave if they can't find what they need right away. With goMobi's mobile site builder, your customers will have a great mobile experience from any device.

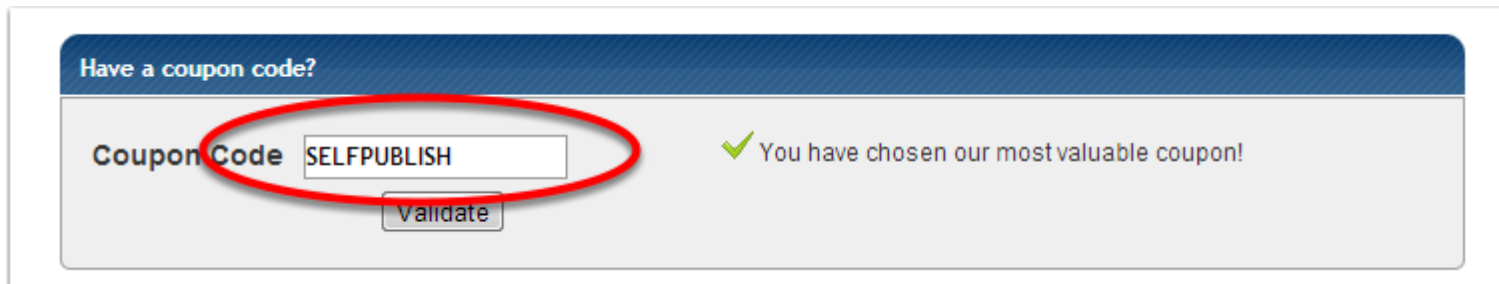
Add goMobi

Have a coupon code?

## Section 6:

Make sure you enter the code SELFUBLISH in place of the code in that box. It will increase your discount from 20% to 25%.

Once you've entered your code, click **validate** and it will adjust your discount in your cart.



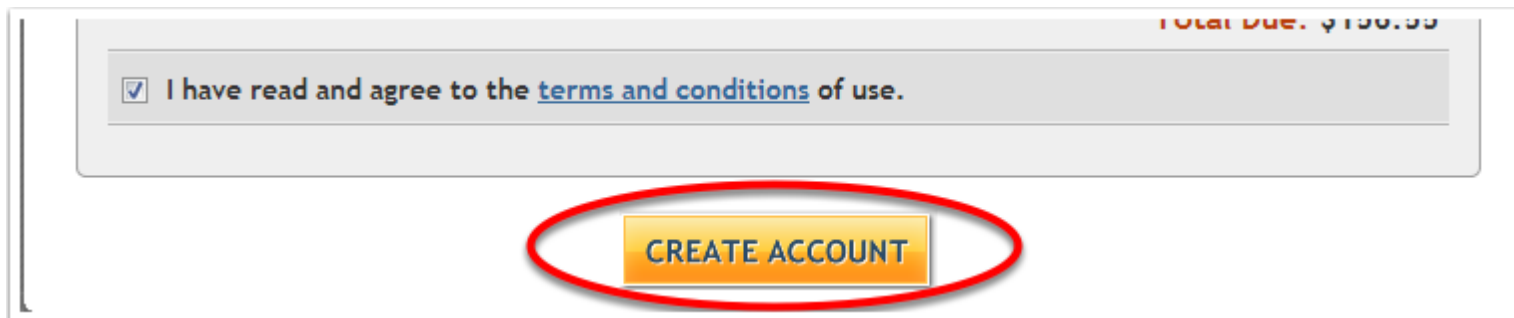
Have a coupon code?

Coupon Code

✓ You have chosen our most valuable coupon!

## Section 7:

Review your order and click the yellow Create Account button



Total Due: \$199.99

I have read and agree to the [terms and conditions](#) of use.

## Part Two: Install WordPress


Your account will instantly be activated, so now you'll need to check your email and we can get started on setting up WordPress.

### Open Your New Account Info Email from HostGator



HostGator will send you an email with your New Account Info.

You will need the information in the red box to complete your WordPress setup.

Click the link after **Your Control Panel** to go to your HostGator Control Panel.

HostGator.com :: New Account Info 

---

 **sales@hostgator.com**  
to me 

[Redacted]

Thank you for your order with HostGator.

We are happy to inform you that your Shared Hosting Account has been configured and is ready for use!

You can login to our billing system at <http://gbclient.hostgator.com/login> using your email address and the password orcwhSh0eerd

Your Control Panel:  
Your Domain:  
Your Username:  
Your Password:

Your Nameservers:  
NS1: [Redacted]  
NS2: [Redacted]

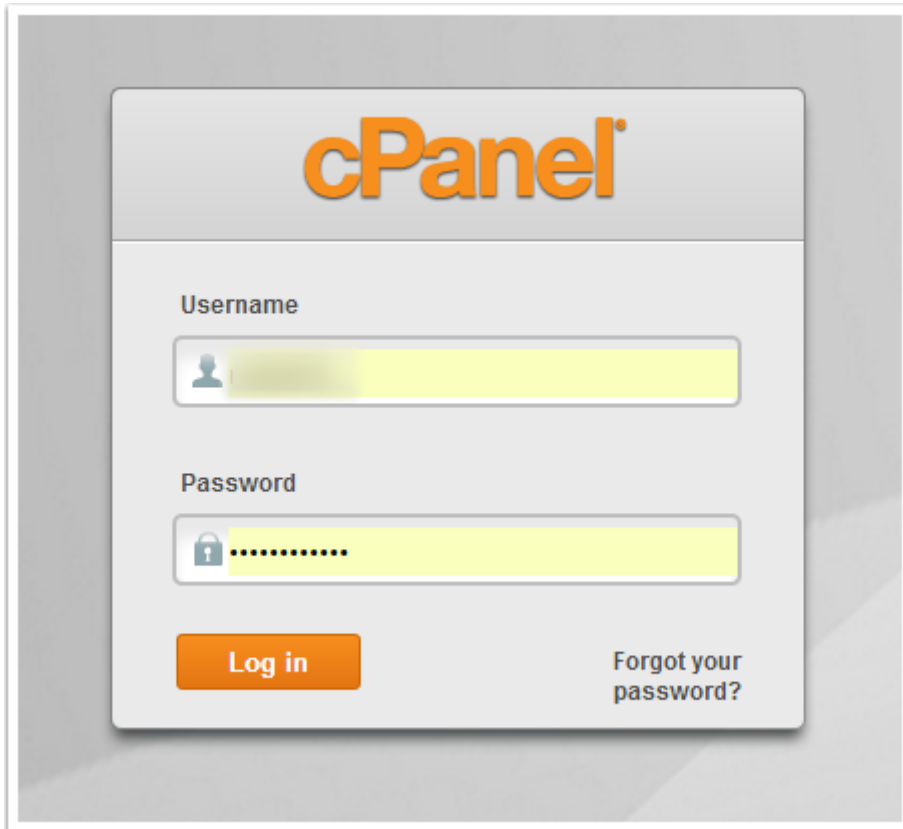
Visit the HostGator Knowledgebase and Video Tutorials section for solutions to commonly asked questions:  
<http://support.hostgator.com/>  
<http://www.hostgator.com/tutorials.shtml>

If you have any questions, comments, or concerns, feel free to email [support@hostgator.com](mailto:support@hostgator.com).

Best regards,  
HostGator.com

## Login to cPanel

Enter your **Username** and your **Password** from your email.



The image shows the cPanel login interface. At the top, the cPanel logo is displayed in orange. Below the logo, there are two input fields: one for the Username and one for the Password. The Username field contains a blurred text and a small user icon. The Password field contains a blurred text and a small lock icon. Below the Username field is an orange button labeled "Log in". To the right of the "Log in" button is a link that says "Forgot your password?".

## Your cPanel

Once you have entered your login credentials, your cPanel will appear. It will display a screen full of icons divided into sets. (It's a lot, I know, but we're going to just be using one of them today.)

The screenshot shows the HostGator Control Panel interface. At the top, there is a navigation bar with a 'HOME' button, a 'HostGator' logo featuring a blue and yellow alligator, and buttons for 'Register', 'Transfer', and 'Whois'. A search bar for 'Register a Domain' is also present. Below the navigation bar, the interface is divided into several sections:

- Find:** A search box with the text 'Find functions quickly by typing here.'
- Announcements:** A section with a date and time 'Mon, 01 Apr 2013 15:54:41 CDT' and a message: 'Slow Site? We're happy to help! Is your site loading slowly?'. Below this is a link to 'Receive these updates via email!'.
- Special Offers:** A grid of promotional offers including 'SEO Gears - Promote your site', 'The best CPA for your taxes', 'Free MOO Business Cards', 'Free \$99 upgrade!', 'Free Business Listing Report', 'Engagement online marketing', 'Social Media Success', 'Grasshopper Virtual Phone', 'viewbix Custom Video Player', 'Best WordPress Themes', 'Amazing Website Templates', 'Free Web Design Quote', 'Accept Credit Card Payments', and 'SiteLock Security for Small Business'.
- HostGator Links:** A row of icons linking to 'Billing System', 'Domain Management', 'Account Addons', 'Support Portal', 'Website Templates', and 'Live Chat Support'.
- Google AdWords Offer:** A section featuring the Google AdWords logo.
- Preferences:** A partially visible section at the bottom.

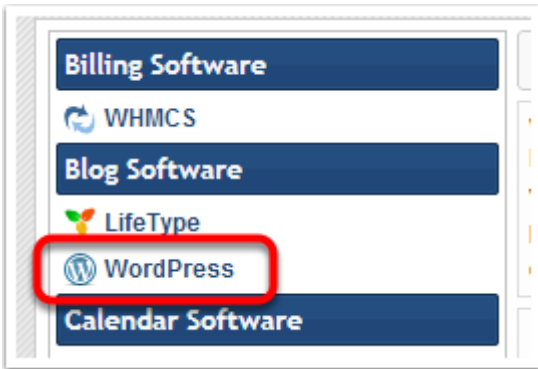
## Use QuickInstall to Setup WordPress

Scroll down until you see the set marked Software/Services. Click (1) QuickInstall.



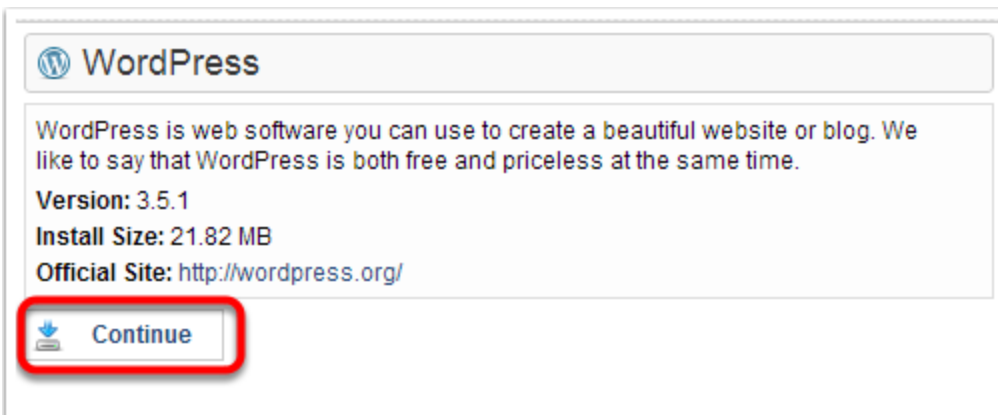
### Install WordPress Step 1

Choose **WordPress** from the menu in the left sidebar under the heading Blog Software.



### Install WordPress Step 2

Click **continue**.



### Install WordPress Step 3

- (1) Make sure your site name is displayed in the field after http://
- (2) Enter the appropriate information in the fields highlighted in yellow. I enable auto updates because it is the best way to keep your site secure.
- (3) In the Admin User field do not use "Admin." Come up with a unique user name to increase your site security.
- (4) Once you have everything filled out, click **Install**.

**1** Application URL (where you will find the app in your browser):  
http:// theselfpublishingtoolkit.com

Enable Auto Upgrades:

Admin Email: **2** daphne@theselfpublisl

Blog Title: The Self Publishing To

Admin User: **3** Do not use Admin

First Name: Daphne

Last Name: Dangerlove

**4**

WordPress will now install.

When it is done, you'll get a password and the URL where you can access your new WordPress installation. (It will be your website address with /wp-admin appended to the end of it.)

You'll also get an email with your information. Make sure you save it just in case you forget your password. (You can also change your password once you log in.)

100%

**Congratulations!**

Your installation is ready. You can access it now by going [here](#). If there is any login information, it will have been sent to the email address you provided.

Admin Area:  
Username:   
Password:

## Congratulations!



You've now installed WordPress and you have a website!

WordPress will send you an email with your account details in it. You can click the link and see your new site. Your next task will be to find a theme for your site which I will cover in a future guide. (I didn't want to overwhelm you!)

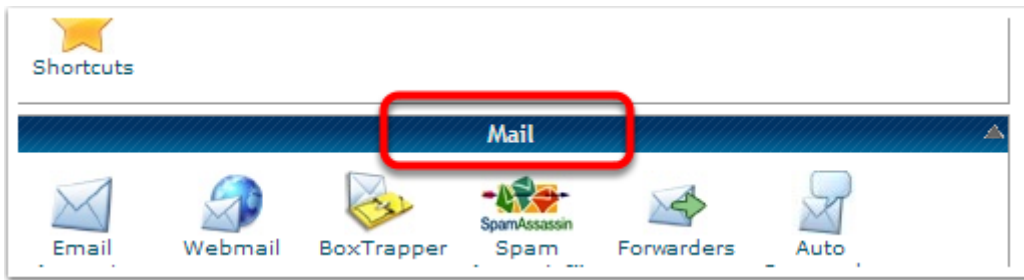
This is only the first in a series of guides to help you set up your website step by step. If you'd like to be notified when the next guide is available, [please join the Self Publishing Toolkit's Newsletter email list by clicking here.](#)

**(Keep reading for information on how to configure your email for your new domain.)**

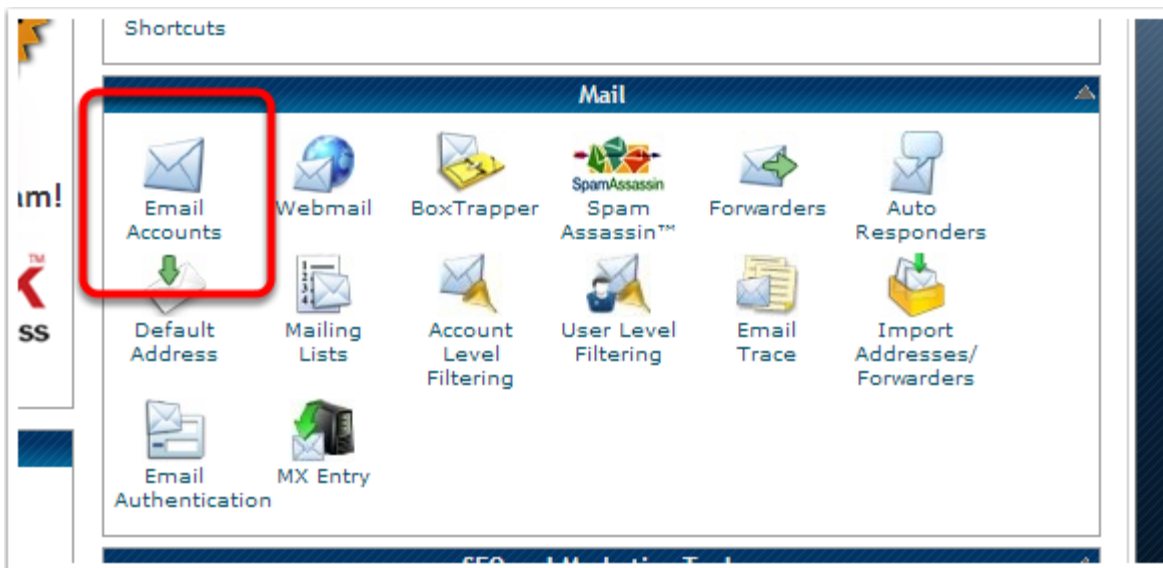
## Bonus Section: How to Set Up Your Email

One of the perks of owning your own domain is having an email with your domain in the address. (For example: daphne@theselfpublishingtoolkit.com) It adds a professional level to your author image and makes your email easy to remember. You can also create additional emails for specific projects. (An example would be contests@yourdomain.com or books@yourdomain.com.)

To create an email, log in to your cPanel and scroll down until you see the **Mail** category:



Click **Email Accounts**:



- (1) In this field enter the email address you would like. Anything you enter here will go before the '@' symbol in your email address. If you have multiple domains, make sure the correct one is showing in the area highlighted in yellow.
- (2) Create a password...
- (3) Type it again.
- (4) Make sure you click **Unlimited** for your mailbox size. If you ever give an email to another person, you can limit their data storage, if you want.
- (5) Now click create account. You'll see a green bar that confirms your account creation and your email will display in the list beneath the dialog box.

**Email Accounts**  
*In this area you can manage the email accounts associated with your domains.*

1 Email:  @ **theselfpublishingtoolkit.com**

2 Password:

3 Password (again):

Strength (why?):  [Password Generator](#)

4 Mailbox Quota:  250 MB  **Unlimited** ✓

5

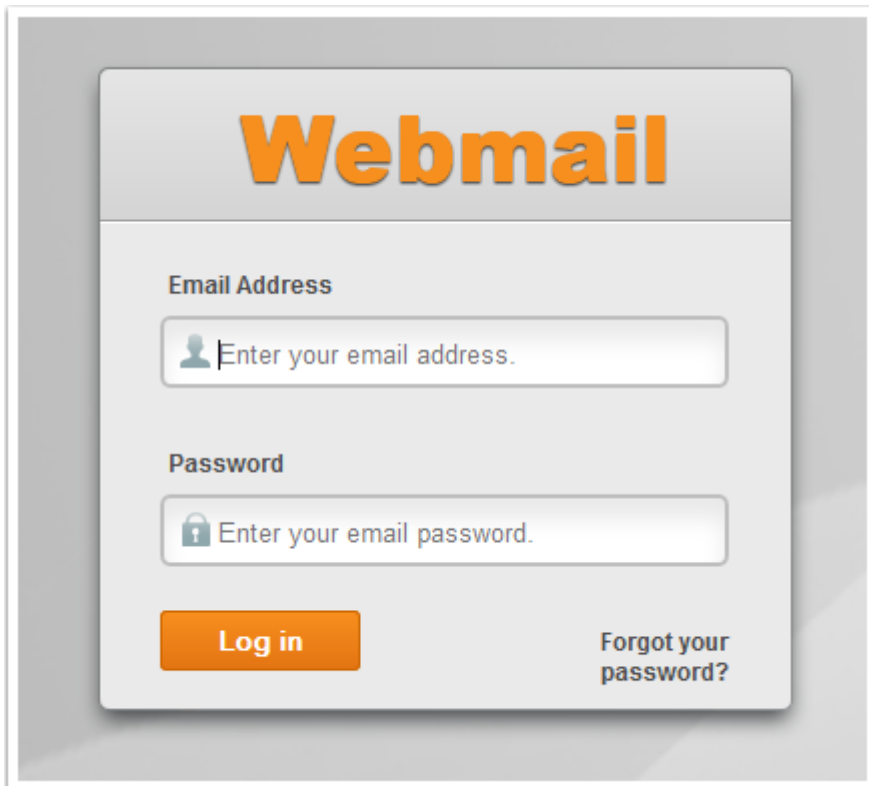
The screenshot shows a web form for creating an email account. It includes fields for email address, password, and password confirmation. A dropdown menu for domain selection is highlighted in yellow, with a red arrow pointing to it. The 'Unlimited' mailbox quota option is selected, also indicated by a red arrow. The 'Create Account' button is circled in red and numbered 5. A red arrow also points to the 'Unlimited' option.

## How to Check Your Email with Webmail

Checking your domain email via webmail is very easy. Simply type:

**http://yourdomain.com/webmail** into your browser's address bar.

You'll see a form like the one below. Enter your information and click **Log in**.



The image shows a webmail login interface. At the top, the word "Webmail" is written in large, bold, orange letters. Below this, there are two input fields. The first is labeled "Email Address" and contains a person icon and the placeholder text "Enter your email address.". The second is labeled "Password" and contains a lock icon and the placeholder text "Enter your email password.". Below the password field is an orange button labeled "Log in" and a link that says "Forgot your password?".

The first time you login, you'll get a choice of three clients. If you are going use Webmail, I recommend **roundcube**. It's the most like Gmail or Yahoo.

Click **Enable AutoLoad** and **roundcube** will automatically load after the number of seconds you specify.



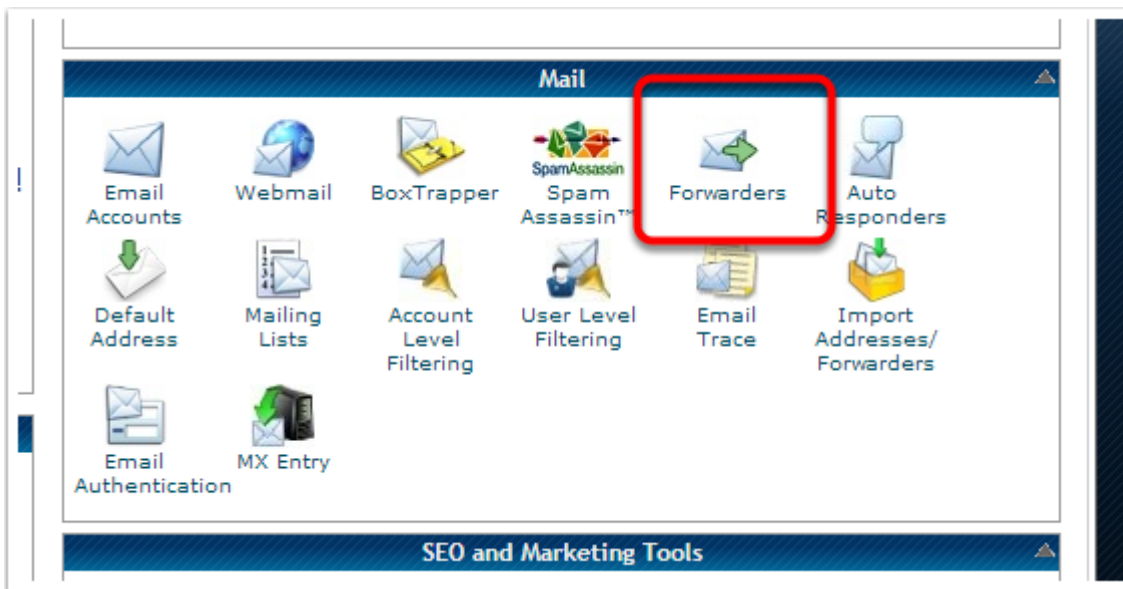
You can also configure your current email client to check your domain's email, which is what I would recommend. You'll need to check the FAQ or help documentation associated with your email client for exact instructions.

## How to Set Up a Forwarder

If you prefer, you can also forward your domain email to your current email account. I would recommend this for notification purposes only, especially if you write under a penname. It is very easy to forget and reply to an email with your real name!

### Creating a Forwarder

Go to your cPanel and return to the **Mail** category. Click **Forwarders**.



In the top right corner use the dropdown arrow to select your domain.



Click **Add Forwarder**.

Managing: theselfpublishingtoolkit.com

### Forwarders

#### Email Account Forwarders

Forwarders allow you to send a copy of all mail from one email address to another. For example, if you have two different email accounts, joe@example.com and joseph@example.com, you could forward joe@example.com to joseph@example.com so that you do not need to check both accounts. Note that the forwarded mail will still be delivered to the original address as well.

Search

| ADDRESS | FORWARD TO | FUNCTIONS |
|---------|------------|-----------|
|---------|------------|-----------|

Page:    Per Page:

(1) Type in the address you want to forward. Make sure you choose the correct domain from the dropdown list I've highlighted yellow.

(2) Type in the email where you want your messages forwarded to.

(3) Click Add Forwarder

### Add a New Forwarder

**1 Address**

Address to Forward:  @ theselfpublishingtoolkit.com

**2 Destination**

Forward to email address:

Discard with error to sender (at SMTP time)

Failure Message (seen by sender):

**3 Advanced Options** »

HostGator will confirm your forwarder. Click **Go Back** to see a list of all your forwarders or click the Home icon in the top left corner to go back to your cPanel.