

# *Agonizing* Website Mistakes



*(And How You Can Easily Avoid Them)*

with Christina Hills

## Are You Making These Common Website Mistakes, too?

You invest a lot of time and money in your business... and have probably shed more than a few tears along the way. So naturally you want your website to be representative of all that hard work!

However, there are a few common mistakes that website owners make every day that can cost their business hundreds, if not thousands, of dollars, create unnecessary confusion and stress and result in major delays.



Christina Hills

Hi! If we haven't met yet, my name is Christina Hills. I am a WordPress Trainer & Coach, and I want to show you how you can grow your business with the RIGHT type of website for YOU without a lot of hassle and heartache!

In this report, I share with you some of the most Agonizing Website Mistakes (And How You Can Easily Avoid Them). Once you go through this document and watch my training video, you'll be able to easily determine if you're already making any of these mistakes without knowing it, plus you'll learn how to fix them.

Be sure to watch the video that goes along with this handout. You can watch it here:

<http://websitecreationclass.com/mistakes>

## Mistake #1: Depending entirely on someone else

Outsourcing is a beautiful thing, don't get me wrong. It allows you to make the best use of your time and be more productive. In fact, for the vast majority of us, business growth wouldn't be possible without at least SOME outsourcing.

That said, there is such a thing as outsourcing too much. Case in point: modifications to your site.

**As a business owner, you are crippled if you can't make basic changes on your website.**

I'm sorry, but it's true.

### **Relying on Web Developers Can Result in Lost Time and Money**

You want your site to hold the most up-to-date information at all times, but that may not be possible if you're constantly waiting on someone else to make modifications. And if you're trying to push out new products and services, **delays can also mean lost sales.**

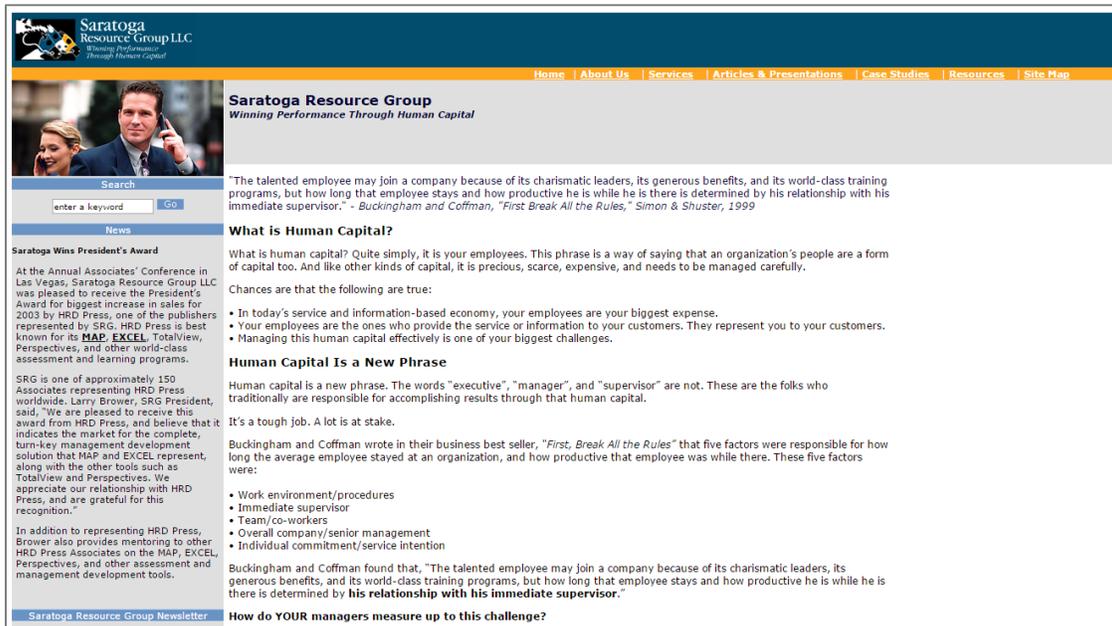
Also keep in mind that your developer may not be available to make modifications or fix problems when you need them. If he or she is busy or out of town you could find yourself waiting a week or two for even simple changes.

In addition to delays, there is another major problem with being dependent on someone else for making modifications to your site: **the cost!**

Small changes on a regular basis can add up to hundreds, even thousands, over time.

Here we have leadership consultant Larry Brower, who ran into this problem with his original website:

*“I had an old HTML website for my business dating back to 2003, and it cost me several hundred bucks every time I wanted to change anything on it. Consequently, it went way too long without updates, especially after the recession hit, and I suffered in the search rankings as a result.”*

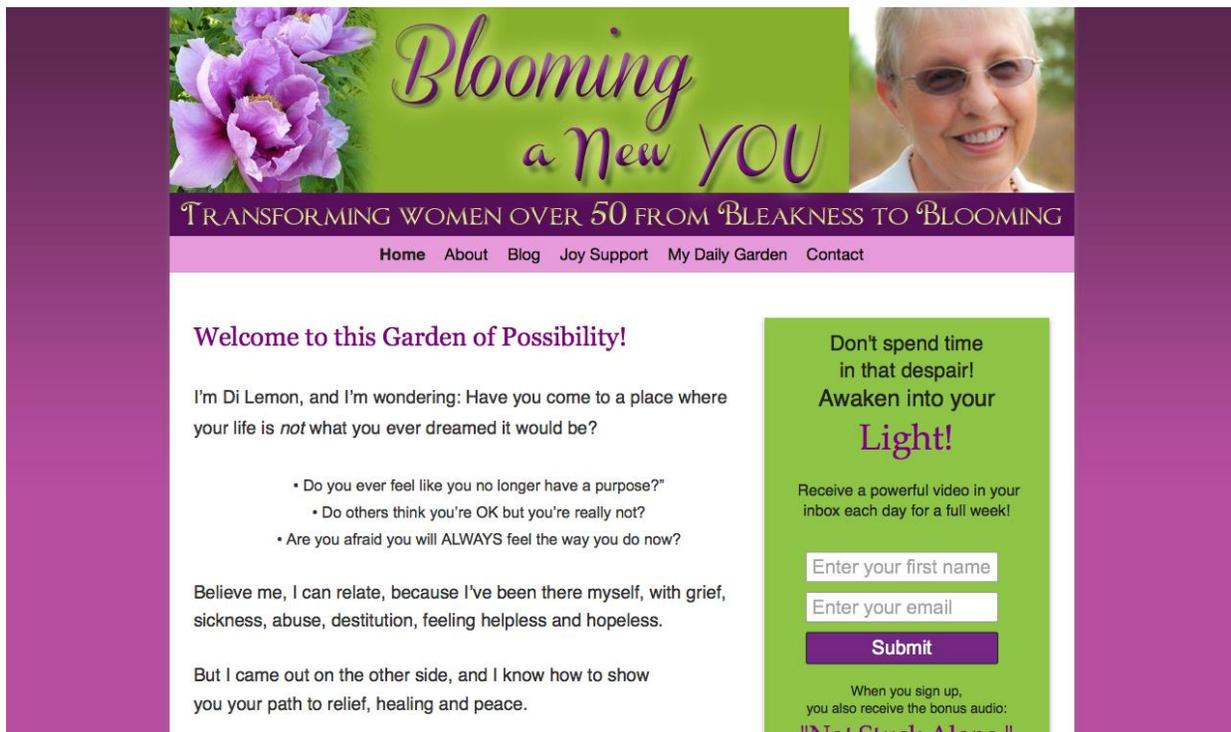


Larry's "before" site

## Web Designers Don't Know Your Business or Vision like You

There's also a risk involved if you're leaving your site design up to someone else entirely, someone who may not understand your vision, and someone who certainly doesn't understand the needs of your business. **You could spend thousands of dollars for your site and realize, in the end, that it doesn't meet your needs and that you're back to square one.**

Transformational women’s coach Di Lemon told me, “Christina, before I took your Website Creation Workshop program I had paid someone else \$18,000 to help me build my website and did not get anywhere with it, what a racket!”



Website Di Lemon created by herself after taking Website Creation Workshop

Being overly dependent on a web developer isn’t the only mistake site owners are making, though.

## Mistake #2: Buying a domain before you fully develop your branding

The first thing that most people do when they're ready to build a new site is to purchase a domain name and sign up for hosting.

Why is that an issue?

Because when you're building a site for the first time, particularly for a new business, you haven't necessarily thought through the branding and you don't necessarily understand how to select the best domain name. It's not until you begin building the site that you figure out the best domain name for your website... which is not necessarily the domain name you purchased.



You may be thinking, "No big deal. A domain doesn't cost very much."

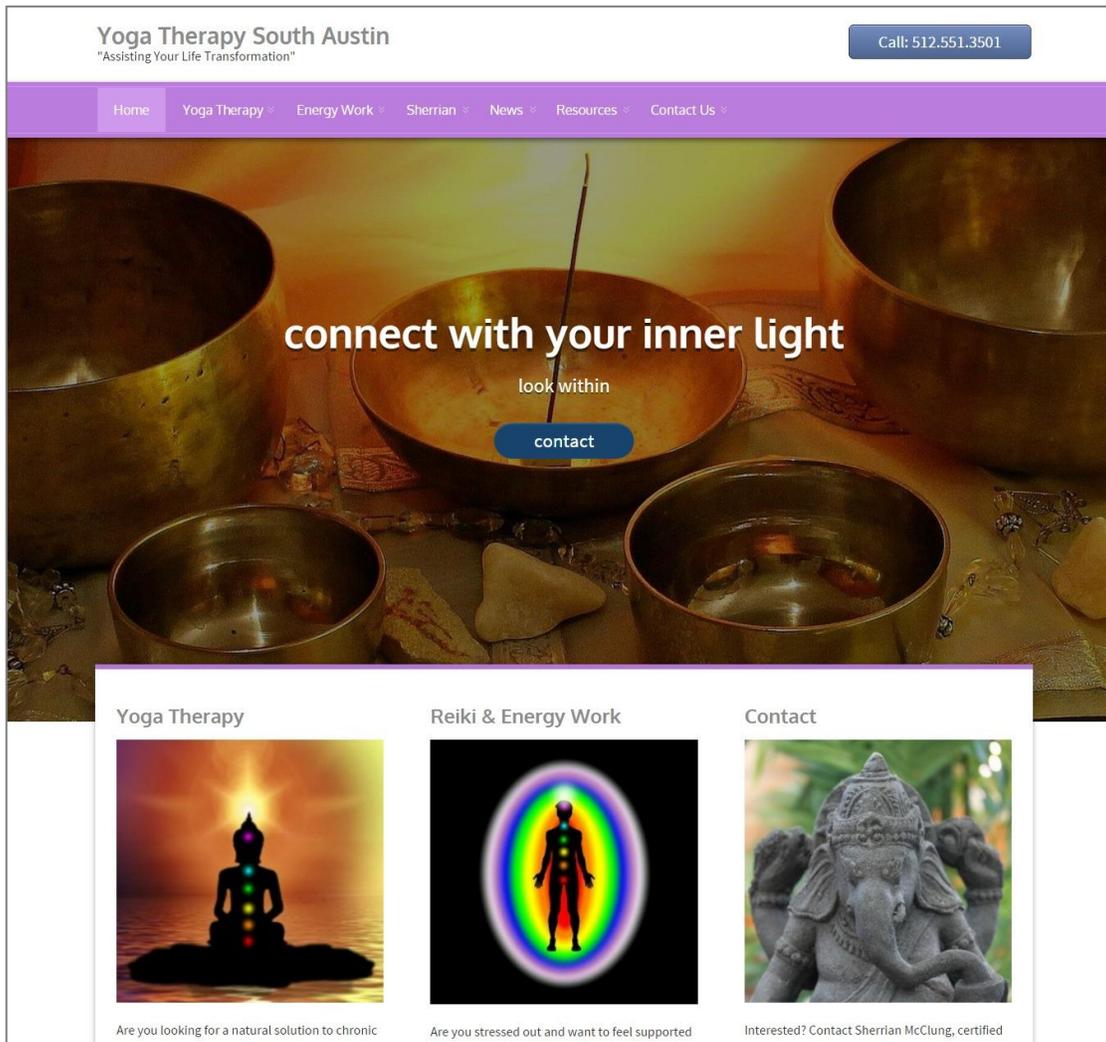
However, those costs can add up. And they **typically result in more than just wasted money.**

Certified Yoga Therapist and Reiki Master Sherrian McClung, for example, told us:

*"I do not understand if I should try to buy a different URL that's shorter: yogatherapysaustin verses yogatherapysouthaustin or how important it is for the URL to match business name (pureyoga and wellness).*

*Clearing up these questions would help me feel confident about moving forward with the launch since it seems every decision I'm making requires more research, money, and time to implement- feeling unending and that with every wrong decision there's more work and clean-up. **It feels like this process has over taken my life.** I've now purchased 2 URL's and spent 60 to 70 on them. Last night bought yogatherapysouthustin.com."*

One huge benefit of the Website Creation Workshop is that students design their site on a **fully functional “practice website” installed on our server**. This means you can focus first on organizational structure, content and design before you ever have to think about which domain would work best for your business (or which hosting you should be using, for that matter).



The site Sherrian is developing on our server

## Mistake #3: Setting up your website on Wordpress.com rather than the self-hosted Wordpress.org

While most people know that WordPress is the ideal platform for creating their website, the idea of creating a site on WordPress.org can seem overwhelming. For this reason, many people choose to go with WordPress.com instead.

If all you want is just a very basic blog, then WordPress.com can work fine. However, if you need a site for your business or you want to represent yourself professionally online, then **you'll quickly find that WordPress.com looks less professional and can actually cost you more in the long run.**



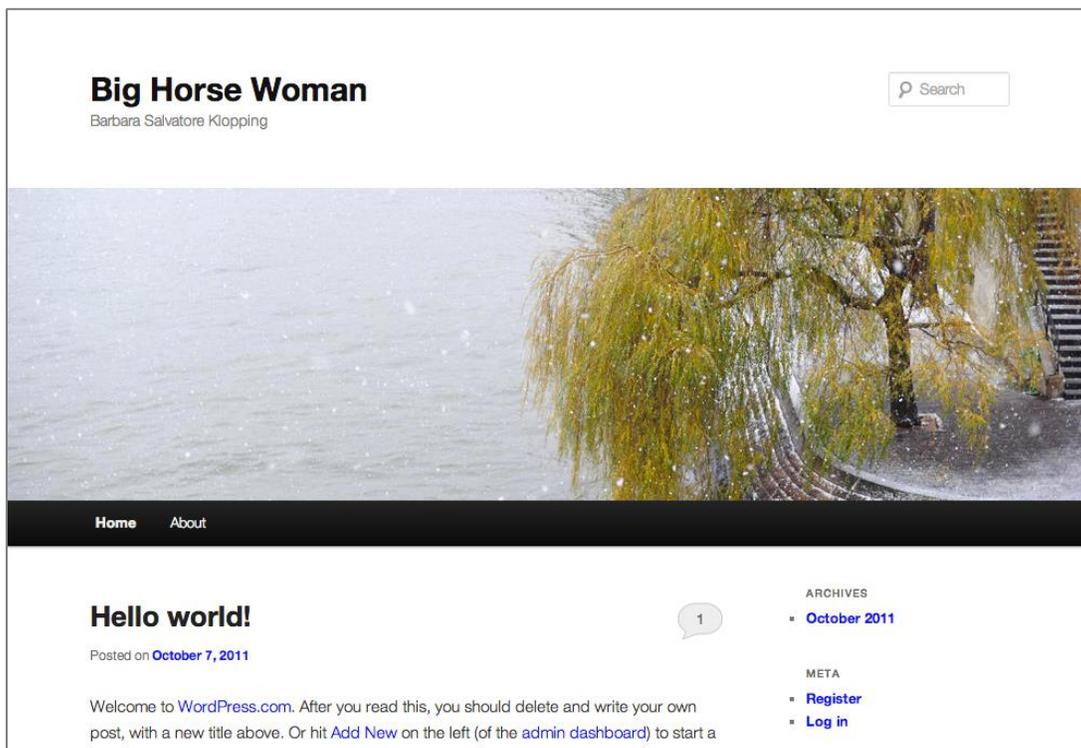
How does that happen when WordPress.com is free?

- Your website URL will end with WordPress.com... *unless you pay extra* (this would look like yoursite.wordpress.com)
- Your site may display ads to logged-out users who aren't regular visitors... *unless you purchase a special feature that turns it off*
- To sell products or services on your site, you'll have to sign up for WordPress.com Business and *pay for one of their plans*
- WordPress.com has a limited number of themes and, unfortunately, they can't be customized to the same extent you can customize in WordPress.org
- WordPress.com doesn't allow plugins, which means the functionality is limited compared to WordPress.org
- WordPress.com allows you to embed some forms but not all (for example, you won't be able to embed the opt-in form for many popular email services)

**With WordPress.org, you have the freedom and flexibility** to customize everything on the site. WordPress.com will only give you limited access to

customizations, even if you choose to pay for their best plan. With all the add-on features you would have to pay for to receive SOME (not all) of the functionality you would have with WordPress.org, you can actually wind up paying more to run your business on a WordPress.com site.

For this reason, author Barbara Salvatore moved her website from WordPress.com to her own hosting using WordPress.org after taking Website Creation Workshop.



Barbara's old site at WordPress.com

# BIG HORSE WOMAN

Barbara Salvatore / Author / Artist /

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## HOME



**AUDIO:** (Intro 0:00-3:44) (Big Horse Woman 3:45-6:20) (BHW-Seed Carrier 6:20-8:00) (Magghie 8:00-9:54)

*The Platte River Sampler*, feature, Barbara Salvatore, on KZUM Radio



Barbara's new site on her own hosting, using WordPress.org

## Mistake #4: Using Rigid Website Building Tools to Make a Website

Just this past year or so, I started receiving a lot of questions like these:

*“Which one is better... WordPress.org or Squarespace”*

*“My friend says I can build a beautiful website with Wix very easily. Is Wix better than WordPress.org?”*

*“How is WordPress.org different from Weebly?”*

For those of you who don't know, they are talking about the website building tools that recently became so popular due to the ease of use and their professionally designed templates. (Many of those template designs certainly look impressive!)

But if you are building a website for your business, my advice is to use WordPress.org instead of those. Reason? **Scalability and flexibility.**

Chances are, as your business grows, you'll want your website to have various functions that serve your business. With WordPress.org, the possibilities are endless. It's such a flexible, yet solid website platform that allows you to add plugins, modify looks, and even update the codes and scripts.

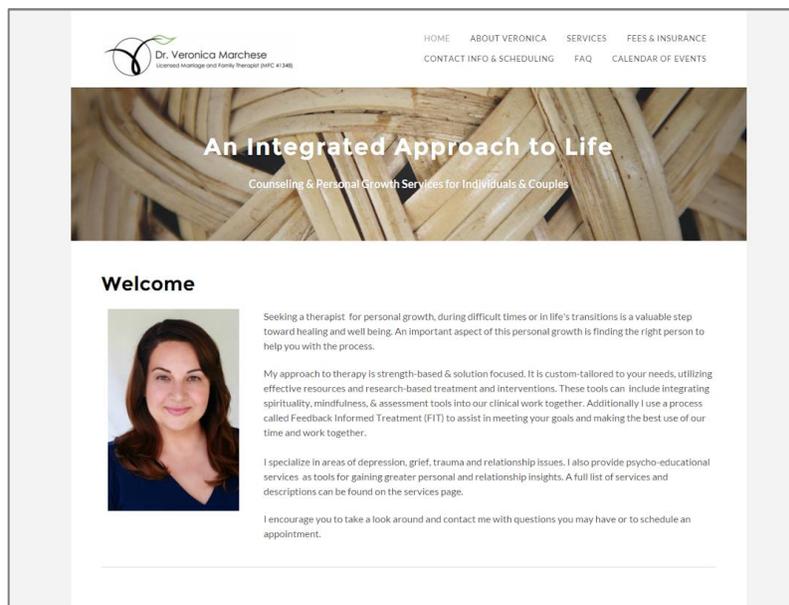
On the other hand, the customization options are pretty limited on most of these easy website builders. In many ways, they control what you can do, while **\*you\* are the in control with your WordPress.org site.**

That's exactly why Veronica Marchese decided to take Website Creation Workshop. After building her original site with Weebly, she quickly found out the limitations of the platform. This is what she shared with us about her experience.

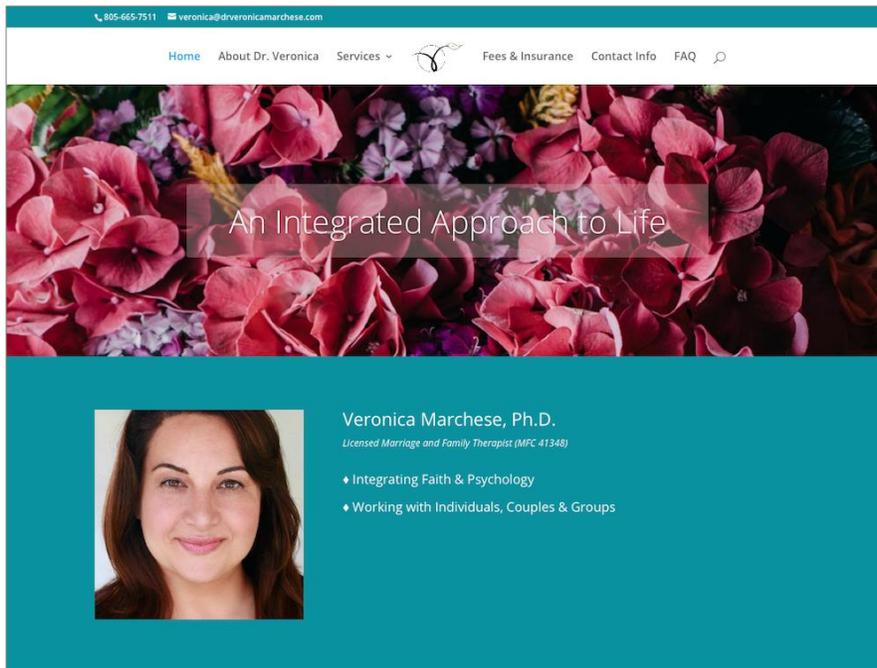
*“I've used website building sites in the past.... the kind that you "drag & drop" and use the company's templates. It was a good starting place for me, but **I grew out of that system and needed more customization.** I quickly realized that **the best fit for me, financially and creatively, would be to learn how to do this on my own.** I had some very basic tech knowledge before starting Christina's class but NO WordPress knowledge. I remember looking at wordpress.org & .com before Christina's class and feeling overwhelmed... It was like reading a foreign language!*

*I found Christian's class to be easy to follow, allowing me to move at my own pace and really learning how to do this on my own. The live calls are excellent and really helped me feel supported by the process. Also, the fact that I have access to the info for an entire year and can download the resources to save for future use is a real plus!*

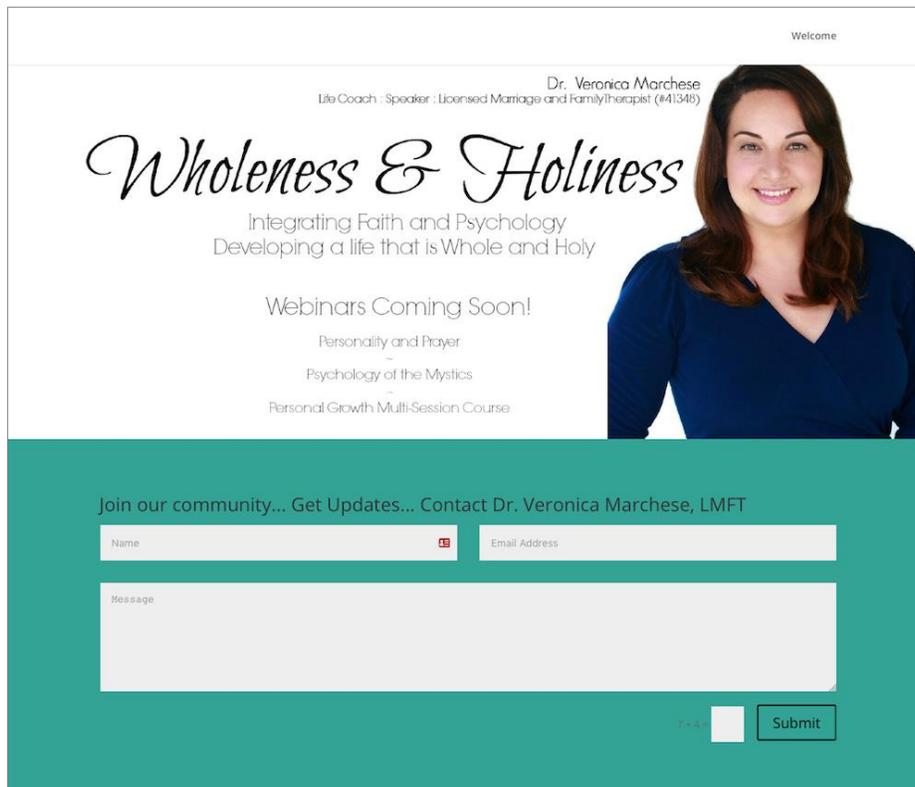
***I built my initial website and now I'm working on my second business site all with the information I learned through this one class... I didn't need to go anywhere else for support or additional info. Christina's class has taught me what I needed to know and has helped me feel confident in my WordPress and website building skills.... It is the foundation I needed to move my business to the next level! I wholeheartedly believe the class delivered on everything it promised and was well worth the investment!"***



Veronica's old website done with Weebly



Veronica built this beautiful WordPress site by herself



...and went on to build another WordPress site!

**If you want a website that supports your business growth, choose WordPress.org.**

If you find this report valuable, please encourage a friend to get their own copy at <http://websitecreationclass.com/mistakes>

## Mistake #5: Not having a website at all!

Believe it or not, there are a LOT of people out there who still don't have an online presence. There are a number of reasons for this: they think they can't afford a nice site so they forego one altogether, they think their business doesn't need a site, they've just never taken the time to bother with it, etc. The list goes on and on.

Regardless of the type of business you're in, this is a HUGE MISTAKE.

**Websites today are like business cards.** It's the first place someone will look when they want to know more about you (it's the reason the About page is the second most visited page on websites). And if someone is searching for a business offering your products and services, your website is likely the only way they would ever find you, which means if you don't have a site you're missing out on potential revenue.

You could also be missing out on major opportunities if you don't have a site.

Here we have Lisa Michaels, a women's empowerment author and creation coach, who would have missed out on a major opportunity with a publisher in her industry:

*“Last night I heard from Cheryl Richardson from Hay House that my 'Love and Fear' video is one of two winners from their Boston Movers and Shakers event. When she called, one of the things she said is how wonderful my website looks (which is now over 100 pages). Because of winning this, I get to do a live teleseminar for Hay House in the fall.*



*Christina your class helped me so much. **I would not have been ready for this without EVERYTHING I learned from you.** I learned how to put a YouTube video up from you. Everything you've taught me has really helped me to take my work to the next level. From the bottom of my heart, Thank You.”*

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What Lisa's website looked like in 2010, when she landed the deal with Hay House

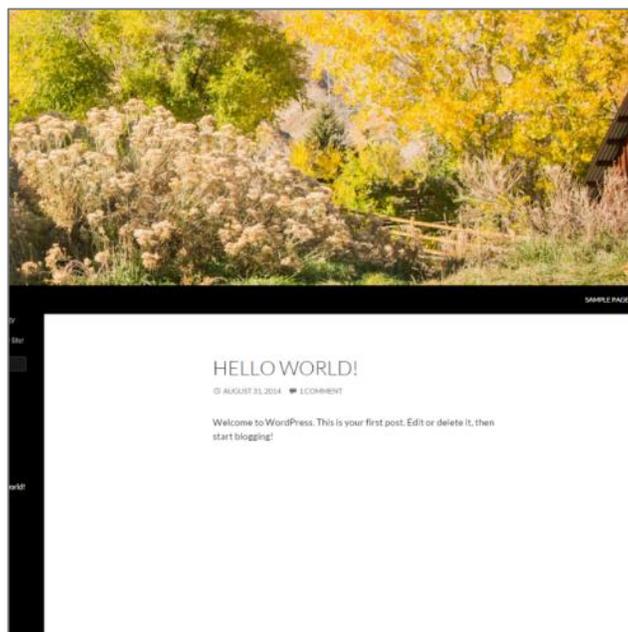
## So how do you avoid these common mistakes?

The solution is actually pretty simple: empowering yourself to design your own website.

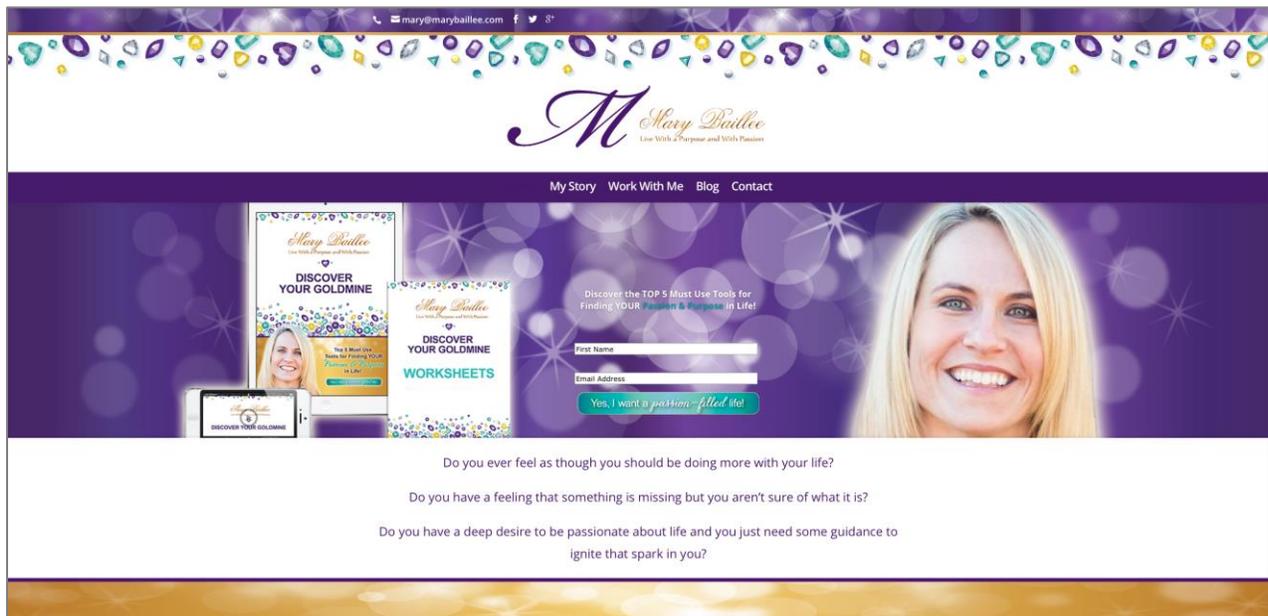
As I said before, no one has your exact vision or knows your business and goals the way you do, so learning to design your own site will ensure you get exactly what you want and that your site will accomplish what you need.

You'll also be able to make modifications easily! This means you'll be able to avoid extra expenses like paying someone else to make changes or fixing problems, not to mention the unnecessary delays. And don't forget that some delays, like when you're waiting on products or services to be added, could cost you money in lost sales.

Mary Baillee, a life coach, told us, *“Having the ability to create, change, add, edit, and design my website has been so **EMPOWERING**. I have used web designers in the past and it was torture waiting for the changes.”*



Mary's old website



Mary's website after taking Website Creation Workshop

And remember Larry Brower, who had to pay hundreds for every change to his site?

After designing his own site, he shared, *"I learned that I could do my own website on WordPress! I already had my own blog on WordPress, but didn't know I could do an entire web site there. Wow! Who knew that technology had come so far? I enrolled in [the Website Creation Workshop], and several months later I have my own website."*



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Larry's website – created by himself after taking Website Creation Workshop

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