inmotion hosting

# How To Get Your Business Online Quickly

***A guide for launching your digital web presence.***

# The Digital Age Is Here To Stay!

As we move deeper into the 21st century, it's ever more apparent that the digital age is here to stay. Communication, shopping, learning, fitness and more can all be done online and for many users, it's preferred over in-person contact. From the convenience of our phones, tablets, and computers, we have the freedom to search for, connect with, and purchase from any business or organization we choose -- including businesses across the globe.

With every part of our lives thriving online, it's time for you to take your business to where the users are, **it's time for you to get your business online**.

Jumping into the digital water may seem like an overwhelming task, but it's actually fairly easy and has the potential to increase the reach of your business tenfold. This guide and checklist will help you create your digital web assets and assist with your online success as you build your digital web presence.

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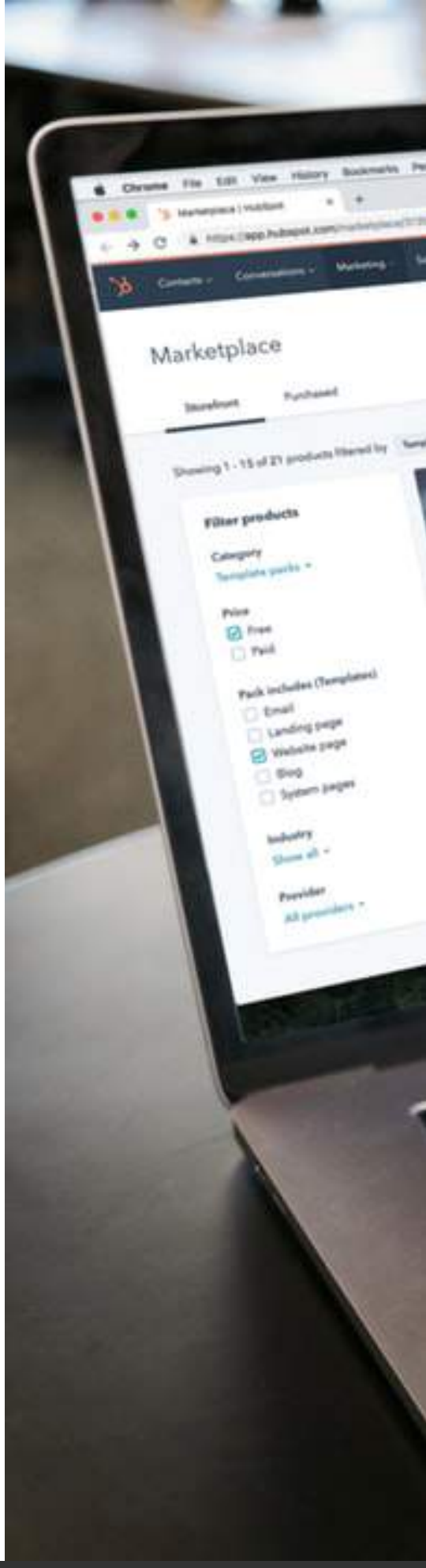


# Web Hosting Basics

The first step when taking your business online is to purchase web hosting services from a web hosting company. Similar to purchasing real estate for a storefront, you also must secure a **living** space for your digital business assets as well. There are many different types of hosting plans, but first, let's define web hosting.

## What is Web Hosting?

Web hosting is a service by a web hosting provider, like InMotion Hosting, who provides a home for your website and allows it to be viewed by the public. The web hosting provider hosts and stores your website on their servers, as well as provides additional services like email accounts and website building tools.

## Web Hosting Plans

There are a few different types of hosting plans you can choose from when first establishing your web presence. The plan you choose will depend on the needs of your business; however, if you're still unsure after reviewing the plans below, take comfort in the fact that you'll always be able to upgrade your plan after it's purchased.

- Shared Hosting is like an apartment building. All tenants share the resources. This plan is the less expensive option and is a great starting point for small businesses and individuals. WordPress hosting, which is hosting optimized for WordPress websites, are also shared hosting plans.
- Virtual Private Server (VPS) Hosting is much like a townhome, or row house. Each home unit is an account with its own resource allocation. VPS users also have more control over their site environment.
- Dedicated Hosting is like owning your own house. You own the entire building. All the resources are dedicated to your account. In addition, much like a house, there are different server sizes, allowing you to upgrade to a larger dedicated server as your site grows.

# Web Hosting Basics

## Registering a Domain Name

Once you've decided on and purchase your hosting plan, you will then be asked to register a domain name. A domain name acts as the address for your website and allows users to easily remember your brand and business.

Your domain is the start of your online journey, allowing the creation of your email address(es) and website. It's also an important digital marketing tool that can help you build your online customer base. For example, when creating your domain name, consider a few best practices, like including relevant keywords for your products or services, as it can help attract potential new customers when they're searching online.

***With InMotion Hosting web hosting plans, you will be able to register one domain name for free!***

## Navigating Hosting Management Tools

After purchasing hosting and registering your domain, you'll probably begin wondering how you'll manage your hosting account and digital assets. There are two tools that will allow you to control and manage your hosting account: cPanel and the Account Management Panel (AMP).

cPanel is your hosting control panel and gives you the ability to make changes and customize your InMotion Hosting account. With cPanel, you'll be able to create new email accounts, change email passwords, configure new domains, and more.

AMP handles all billing related items associated with your hosting account. With AMP, you'll be able to complete tasks like registering a new domain name or upgrading your hosting account. Overall, AMP helps you manage billing-related items on your account and cPanel helps you manage all other aspects of your hosting account.

# Let's Launch Your Web Presence

## Everything Email

After your domain is registered, it's time to set up your email accounts. Email, as you already know, is an important tool when running a business and assists in the growth of your organization in more ways than one. Before setting up your email address(es), consider the naming conventions and format you want for your business email account(s).

Once you have your format finalized, create your email accounts in cPanel then configure a mail client so you can check your email easily. You can also use a third party mail client like Gmail or Yahoo. After your mail client is configured, don't forget to set up your email on your mobile device as well!

## Create Your Website

There are a number of website building tools and programs available; however, WordPress is a top favorite among businesses new to the web. Depending on the hosting plan you purchased, you can easily install WordPress with one click or initiate a website with the WordPress option pre-installed on your account. You can also use our easy web builder, BoldGrid, to quickly build a beautiful website.

If you do not have the time or patience to build your own website, consider our professional web design team. They can build you a quick one-page website to get you started or design and build a fully custom website per your needs. You can learn more about both options before making a decision; however, both routes will give you a WordPress website that you will always be able to update and revise as you see fit.

Once your website is complete, launch it and start enjoying the benefits of having your business online!

# Let's Launch Your Web Presence

### Digital Marketing Resources

Once your email address(es) and website are created, it's time to promote your new web presence to the world. Yes, the efforts should not stop once your website is complete. Success online comes from constant engagement with the web audience, then revising your website and marketing initiatives to encourage their business. Rinse and repeat. Below are guides that will assist in your overall online marketing efforts.

- Free Online Design Tool to Create an Online Brand
- Use a Free Online Design Tool to Elevate Web Content
- Use MailChimp for Your Email Marketing
- Introduction to Search Engine Optimization (SEO)
- Actions to Take Once Your Website Launches
- Small Business Resources and Tools

# Get Your Business Online Checklist

For your convenience, to further assist your jump into the digital waters, here is a simple checklist for getting your business online!

- [ ] Purchase a hosting plan
- [ ] Register your domain
- [ ] Become familiar with hosting management tools cPanel and AMP
- [ ] Create your email address(es)
- [ ] Set up your email client
- [ ] Configure your email on your mobile device
- [ ] Create your website. Do it yourself or hire a web designer
- [ ] Enjoy your new web presence and continue to build your brand

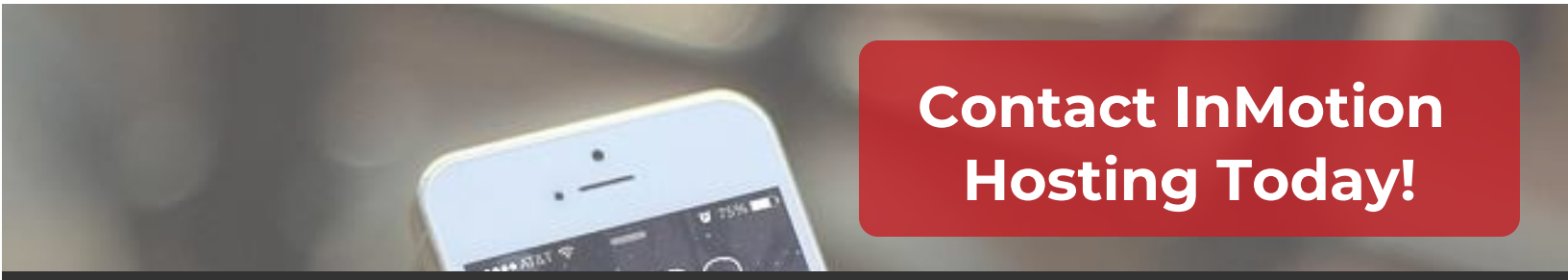
# We're Here To Help!

At InMotion Hosting, we're committed to helping you and your business thrive online. Let us help you build your digital presence and grow your success online!

Our Technical Support is available 24/7

Our Customer Service is available 24/7

Our Web Design Team is here to help



**Contact InMotion Hosting Today!**