



Create Your Website

How To Promote Your Language Business With An Amazing Website

CREATE YOUR TRANSLATOR WEBSITE

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INTRODUCTION

When you start working as a freelancer you have two choices: you can view yourself as an employee looking for work or you can think of yourself as a business owner looking for clients.

If you decide to be an “entrepreneurial linguist” and promote yourself as the business that you really are, you have to start promoting your services. Some years ago the only way to promote a new business was through expensive advertisement. Nowadays, the Internet has changed everything. The Internet allows you to engage in very cost-effective marketing through social media, websites and SEO, as well as paid campaigns with advertisement platforms such as Google AdWords.

The first step in your freelance career is creating a website. Your website is your business card, your presentation and your best marketing tool.

Your website has to be catchy, professional and appealing. It has to showcase your skills without boring your prospects with information they can't understand.

Experts told you that a professional website costs hundreds of pounds (or dollars or euros). That's not true. However, it is true if you don't know how to do it and you have to turn to a digital agency for help. But if you have a couple of hours and you're keen to learn, you can have it up and running today.

The first thing you need to know is that you will be responsible for your website. It means that you have to be keen to take responsibility for it, even if you are not a programmer.

Secondly, you must be aware that there are many services out there that can be used to set up a free website. For example, there are Yola, Weebly, Wix, Blogger and Tumbler, just to name a few. The first time I built a website I used Yola.

But the method I will teach you today involves a self-hosted website and Wordpress CMS (Content Management System), which is a totally different method.

FIRST THINGS FIRST

What is a self-hosted website? It is a website hosted on a private server, in contrast with the free websites that are hosted on the server of that company (the Yola site for example is hosted on Yola's servers).

Ok, but what is a server? A server is a big computer in a room of a building that you will probably never see that stores your data. If you build a website, you will generate a lot of data. Where does this data go? It goes on the space you are paying for on the server. Every time someone wants to see your website, their computer makes a request to that server to show it to them.

So what will I do with this server? You will "rent" a space on it, on which you will put all of your data; e.g. your website.

Why should I prefer a paid service if I can have a free website with other services? Because having your website hosted on a server you personally rent gives you more control over your data, you can customize your website much more and if one day you want to pass it to another server or give it to someone to manage it for you, it will be much easier to do so. It is the same difference that exists between buying a holiday organized by a travel agency and organizing your trip yourself. In the second case, you are fully in control. That said, I myself used a free service for a year before switching to a more professional website.

How do I choose the name for my website? Normally the hosting provider also sells you a domain name. Actually, you could buy the domain name from a company and the hosting service from another, but let's keep this simple. You can buy the domain and then host that domain on a server. Once you bought a hosting service, namely a portion of space on a server, you can host many domains on it.

So who is going to design my website? This is the fun part. You don't really need a designer, you only need to buy a "theme". A theme is like the dress of your website. In fact, if you manage your website with Wordpress you can change the dress without changing the content. Isn't it pretty cool?

Ok, so I need to buy a space on the server, a domain name, a theme....seems pretty expensive! How much is this going to cost me? Well, let's do some math. Let's say you want a website for 2 years, right?

- Hosting: $\$5.95 \times 24 \text{ months} = \142.80 (it includes the first domain name)
- Theme: from \$25

So you can have a website up and running for 2 year time span for \$167.80 which is £102 or €123. Not bad, right? Plus, remember that as you are completely in control of your website, you can modify it from your room without having to give extra money to the agency who made it every time you want to change something. So, ready to start?

GET A HOSTING SERVICE

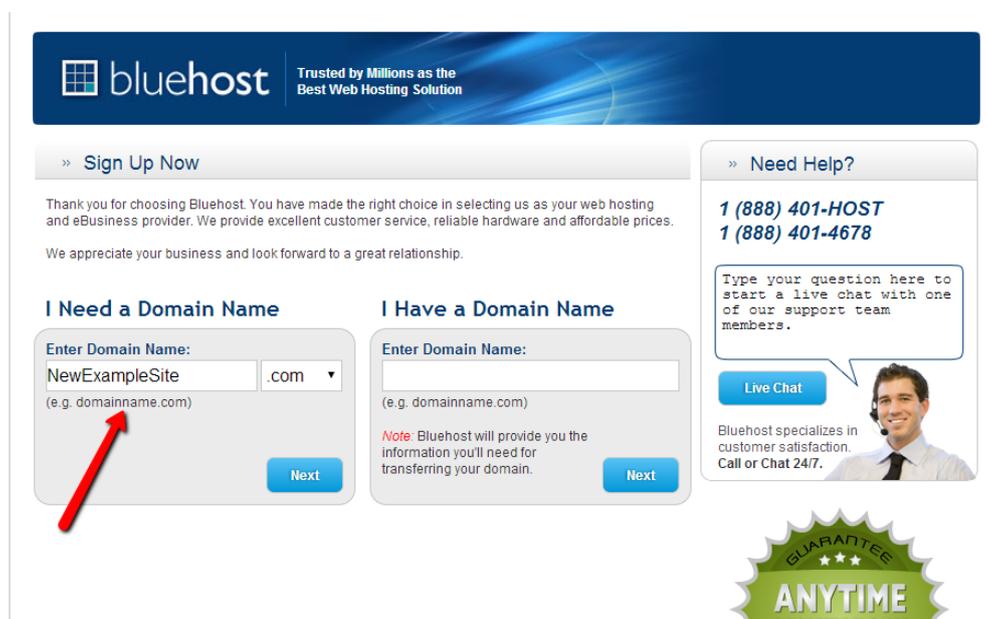
There are many hosting providers out there. You might want to go with GoDaddy, Dreamhost, Hostgator, Eukhost, etc.

What I am showing you today is the procedure that you will need to follow in order to get a hosting pack with [Bluehost](#). There are two main reasons why I suggest Bluehost: they allow you to install Wordpress in a matter of seconds and they have customer support via a chat service which is active 24/7. The customer support they offer is the main reason why I stick with them. Not many companies offer this kind of customer support, and it is really good to know that if there are any problems you can talk to someone who will fix it for free in just a few minutes.

First of all, head to [bluehost.com](#) and click the button “get started now”.



Then, you have to choose a domain name and verify if it is free. Most of the easy domain names are taken already, so you will have to experiment a little bit.



Once you find an available domain name, you will be redirected to a form that you need to fill in.

» Sign Up - Congratulations!

The domain you have requested **newexamplesite.com** is available.

Account Information

All fields are required unless otherwise noted.

First Name

Last Name

(optional) Business Name

Country

Street Address

City

State

Zip-Code

Phone Number Ext.

*E-mail Address

*Your receipt will be sent to this address.

Package Information

| | |
|-----------------------------|---|
| Account Plan | 36 Month Price - \$4.95/mo. |
| Setup Fee | 12 Month Price - \$6.95/mo. |
| Primary Domain Registration | 24 Month Price - \$5.95/mo. |
| SiteLock Domain Security | 36 Month Price - \$4.95/mo. |
| Site Backup Pro | Pro 12 Month Price - \$19.99/mo. |
| Search Engine Jumpstart | Pro 24 Month Price - \$17.99/mo. |
| | Pro 36 Month Price - \$15.99/mo. |
| | Standard Ded. 1 Mo - \$149.99/mo (\$75.00 off 1st mo) |
| | Standard VPS 1 Mo - \$29.99/mo (\$15.00 off 1st mo) |

» Need Help?

1 (888) 401-HOST
1 (888) 401-4678

Type your question here to start a live chat with one of our support team members.

Live Chat

Bluehost specializes in customer satisfaction.
Call or Chat 24/7.

GUARANTEE
ANYTIME
MONEY BACK
GUARANTEE

Here you also have to decide on your account plan. Note that the longer the plan, the lower the fee. If you choose the 3-year plan, you end up paying \$4.95 a month. Fill in and submit the form, then create a password and login.

When you log in you will be redirected to your account homepage. There, you want to click on cPanel.

bluehost

Logout
translatorthoughts.com (shared)

Home Hosting Domains Addons Account Cart Help

cPanel Server Passwords Payments Tickets Marketplace

Notices

Check out the new control panel interface. This video will provide an overview.

Getting Started

Getting Started How-To Videos Knowledge Base Change Settings Go to cPanel

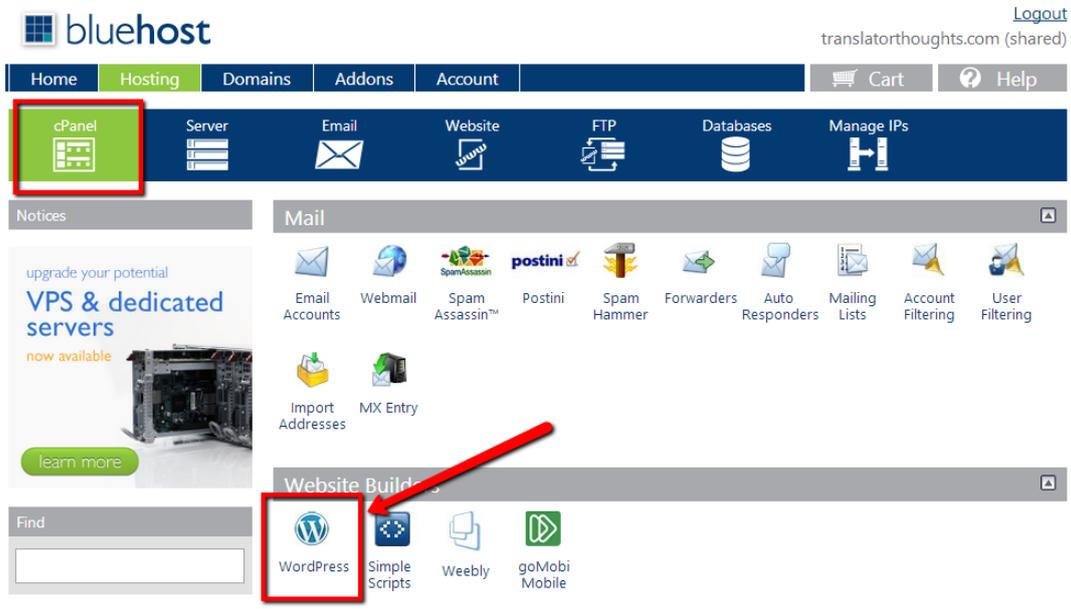
Setup E-mail Create Website Upload Files Install Scripts Manage Server

Featured

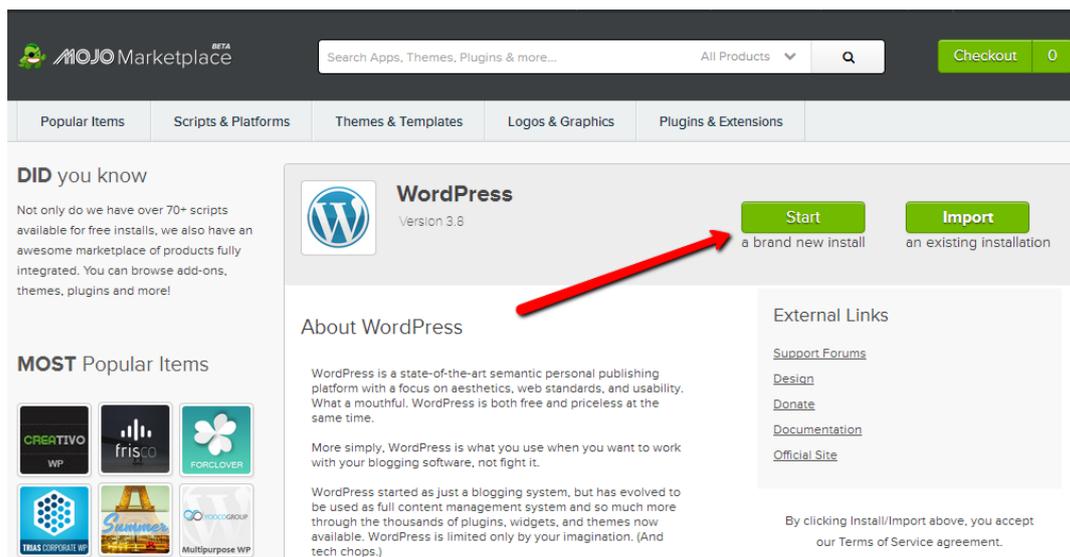
Manage My Addon Products

INSTALL WORDPRESS

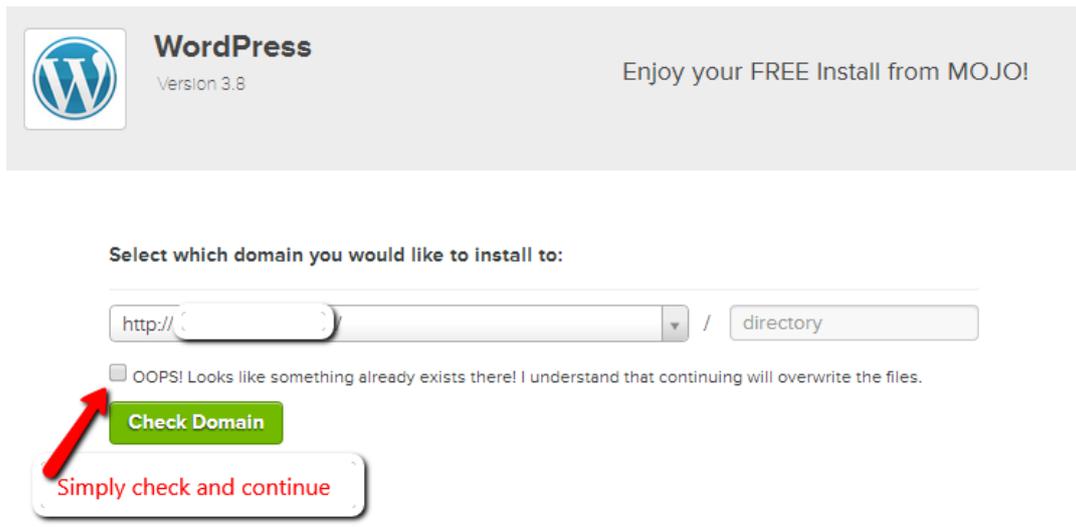
From the cPanel you want to click the Wordpress button.



Then you will be prompted to another page, where you will have to click on “Start a brand new install”.



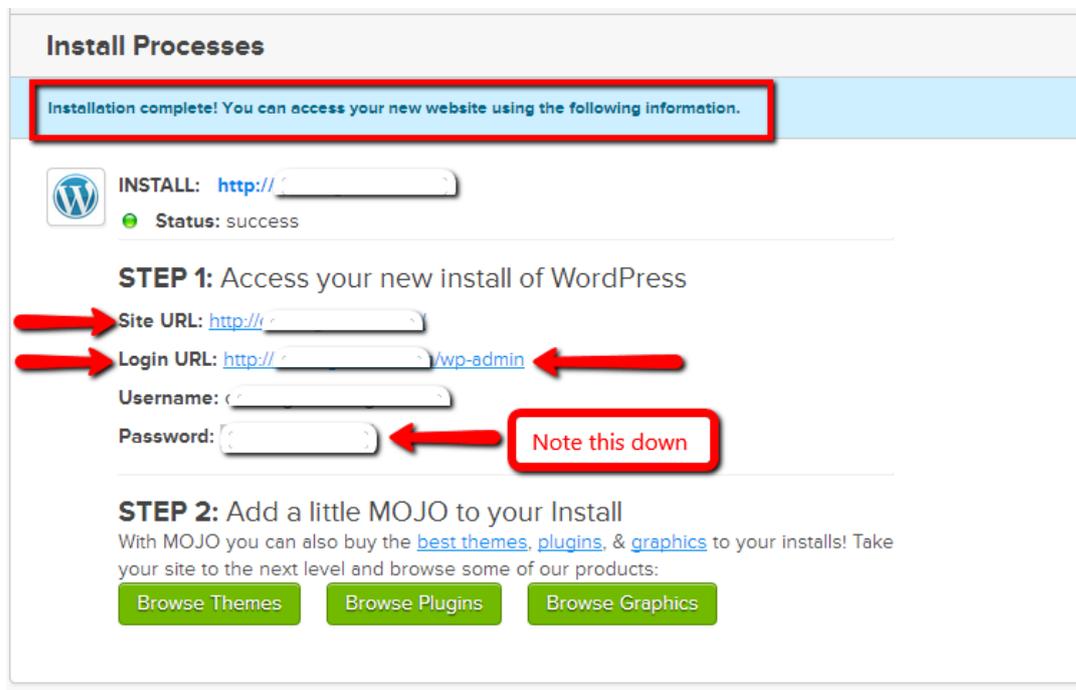
It will take a few seconds to install Wordpress. You might see this error message:



The screenshot shows the WordPress installation interface. At the top left is the WordPress logo and the text "WordPress Version 3.8". At the top right is the text "Enjoy your FREE Install from MOJO!". Below this is a section titled "Select which domain you would like to install to:". There is a text input field containing "http://" followed by a dropdown menu and a "directory" button. Below the input field is a checkbox with the text "OOPS! Looks like something already exists there! I understand that continuing will overwrite the files." A red arrow points to the checkbox. Below the checkbox is a green button labeled "Check Domain". Below the button is a rounded rectangle containing the text "Simply check and continue" in red.

In this case simply check the box and continue.

When the installation is complete you'll receive this message. It will then give you a username and password that you have to note down since these are the ones you'll use to log into your Wordpress admin panel.



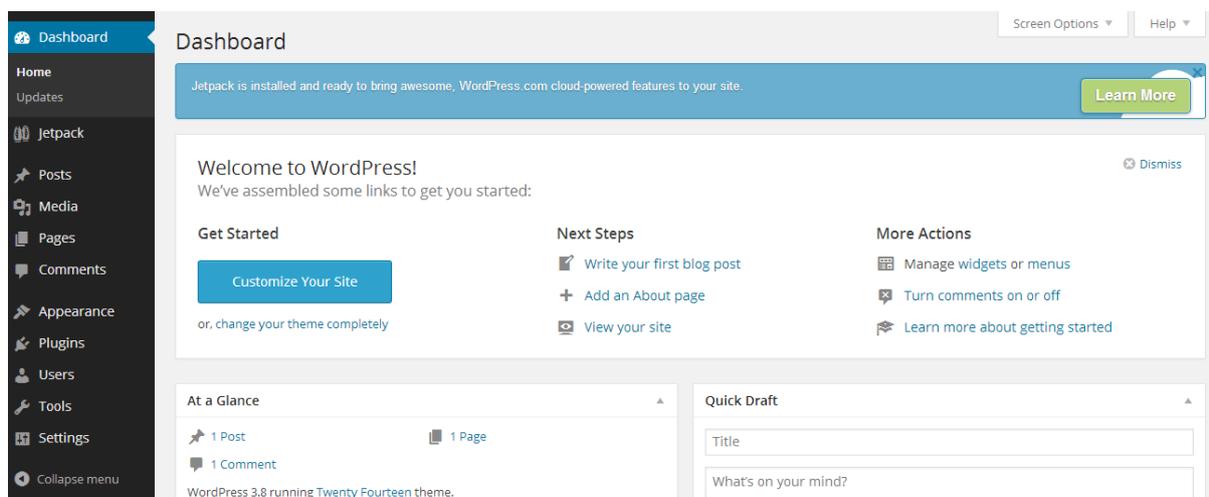
The screenshot shows the "Install Processes" section. At the top is a blue banner with the text "Installation complete! You can access your new website using the following information." Below this is a section titled "INSTALL:" with a WordPress logo and a dropdown menu containing "http://". Below this is a green status icon and the text "Status: success". Below this is a section titled "STEP 1: Access your new install of WordPress". There are three red arrows pointing to the "Site URL:" field, the "Login URL:" field, and the "Password:" field. The "Login URL:" field contains "http://.../wp-admin". Below the "Password:" field is a red box with the text "Note this down". Below this is a section titled "STEP 2: Add a little MOJO to your Install". Below this is the text "With MOJO you can also buy the [best themes](#), [plugins](#), & [graphics](#) to your installs! Take your site to the next level and browse some of our products:". Below this are three green buttons: "Browse Themes", "Browse Plugins", and "Browse Graphics".

ACCESS THE DASHBOARD OF YOUR WEBSITE

Then you can access your Wordpress admin panel. To do so, you must type:

YourWebsiteName/wp-admin/

Insert the username and password that you previously noted down and this will take you to the Wordpress dashboard that will look like this:

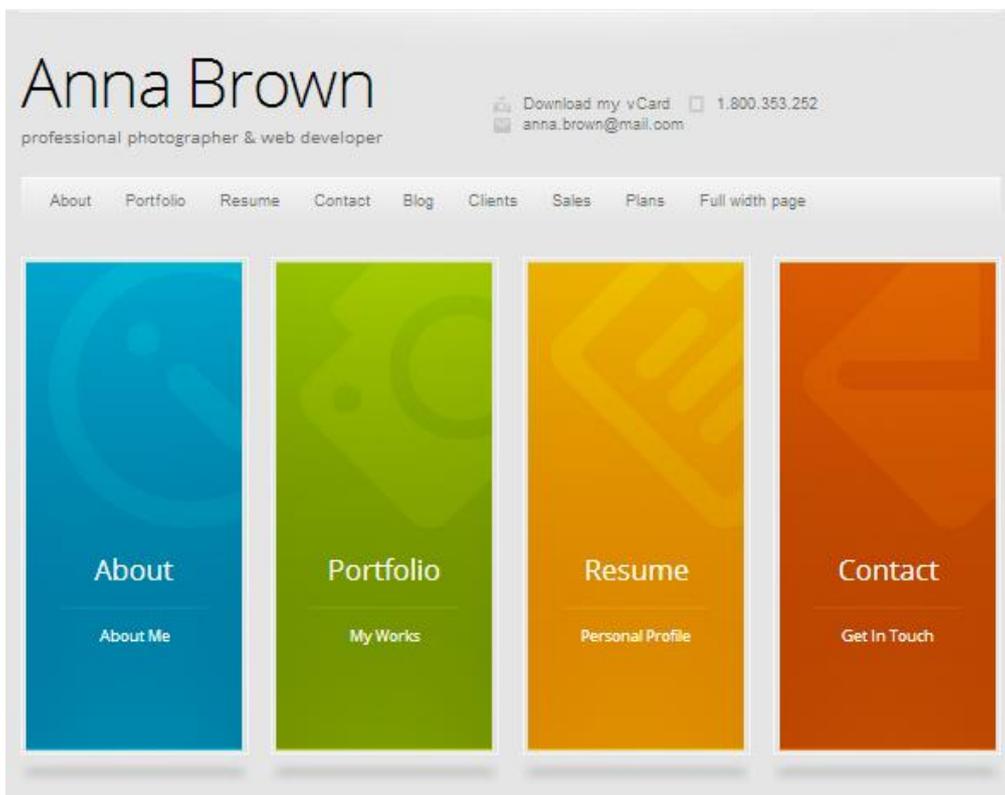
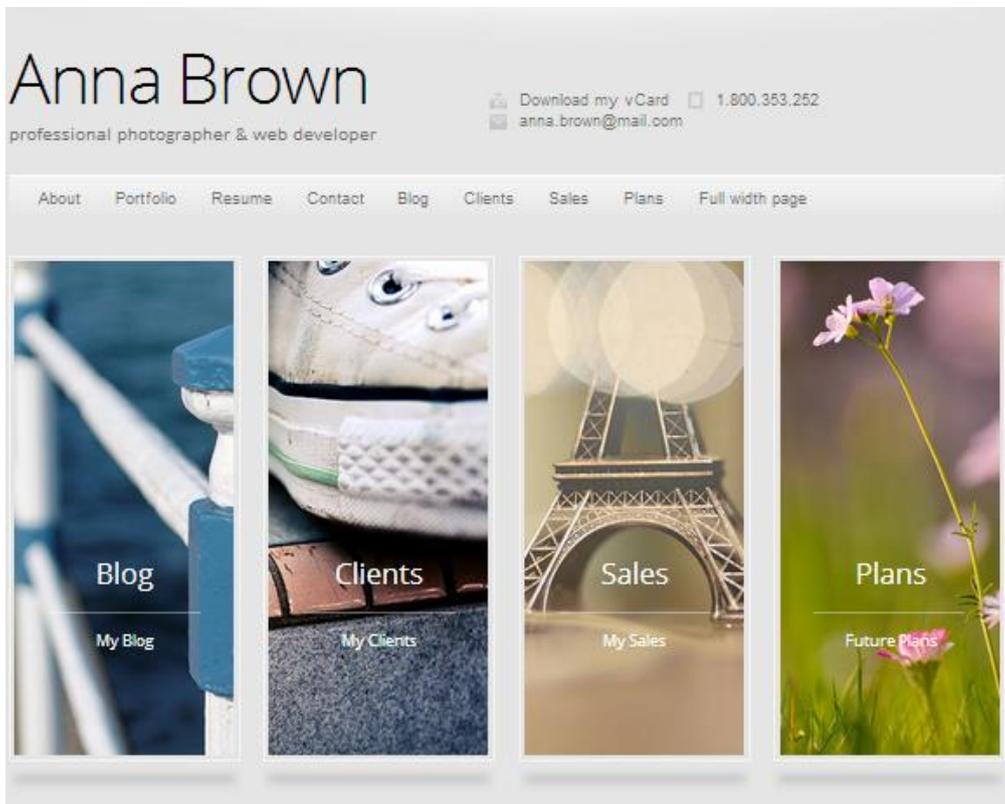


From here you will be able to create the content of your website and customize it.

But first things first, you must upload a theme. As we said before, you can think of the theme as the “dress” of your website. Wordpress comes with a default theme, but since we said we want a professional site we don’t want something that everyone else has. So we will change it. We can head to a theme market place, ThemeForest.com, and from here we can choose a theme.

There are hundreds of themes and new ones are uploaded every day. Spend a little bit of time on choosing one. I made a selection of the ones I find more suitable, but if you go directly on [ThemeForest.com](https://www.themeforest.com) you will find even more interesting layouts.

CASCADE



Remove Frame | Purchase this item
themeforest BUY THEMES Buy Item

HOME PAGES STYLE WORK BLOG CONTACT

MOBILE FRIENDLY

Responsive design supports all smart phones and tablets!

[Purchase Now!](#)

Make it simple, with Valise theme!

The Valise theme is a truly original choice for showcasing your artworks & illustrations with style and balance.

[Buy Now](#)

Who we are?

Phasellus imperdiet sem non aro lacullis vitae tempor tellus condimentum. Suspendisse a libero et urna tincidunt auctor. Maecenas non urna a orci feugiat suscipit sed sit amet erat. Sed nibh lacus, molestie et tempor eu, hendrerit viverra tortor. Aenean tempus, urna in euismod ullamcorper, leo metus elementum lacus.

Many years later, as he faced the firing squad, Colonel Aureliano Buendia was to remember that distant afternoon when his father took him to discover ice. At that time Macondo was a village of twenty adobe houses, built on the bank of a river of clear water that ran along a bed of polished stones, which were white and enormous, like prehispanic eggs. The world was so recent that many things lacked names, and in order to indicate them it was necessary to point.

Every year during the month of March a family of ragged gypsies would set up their tents near the village, and with a great uproar of pipes and kettledrums they would display new inventions. First they brought the magnet. A heavy gypsy with an untamed beard and sparrow hands, who introduced himself as Melquiades, put on a bold public demonstration of what he himself called the eighth wonder of the learned alchemists of Macedonia.

Our Vision

Tab 1 Tab 2

Many years later, as he faced the firing squad, Colonel Aureliano Buendia was to remember that distant afternoon when his father took him to discover ice. At that time Macondo was a village of twenty adobe houses, built on the bank of a river of clear water that ran along a bed of polished stones, which were white and enormous, like prehispanic eggs. The world was so recent that many things.

Founder

Oliver Stone

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f t in g+ o

Our Services

Web Design

Lorem ipsum dolor sit amet nec, consectetur adipiscing elit. Aenemodo ligula eget doloremque massa.

[Read More](#)

Web Development

Lorem ipsum dolor sit amet nec, consectetur adipiscing elit. Aenemodo ligula eget doloremque massa.

[Read More](#)

Great Support

Lorem ipsum dolor sit amet nec, consectetur adipiscing elit. Aenemodo ligula eget doloremque massa.

[Read More](#)

How We Work?

Concept
+

Design
+

Development
+

What We Know?

HTML5/CSS380%

WordPress50%

Joomla60%

PHP70%

Testimonial

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Herman Ford

TranslatorThoughts.com
10



THE MOST FLEXIBLE & EASY TO USE THEME

A BIT ABOUT US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec.



Mobile Apps

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia mollit anim id est laborum.



Web Development

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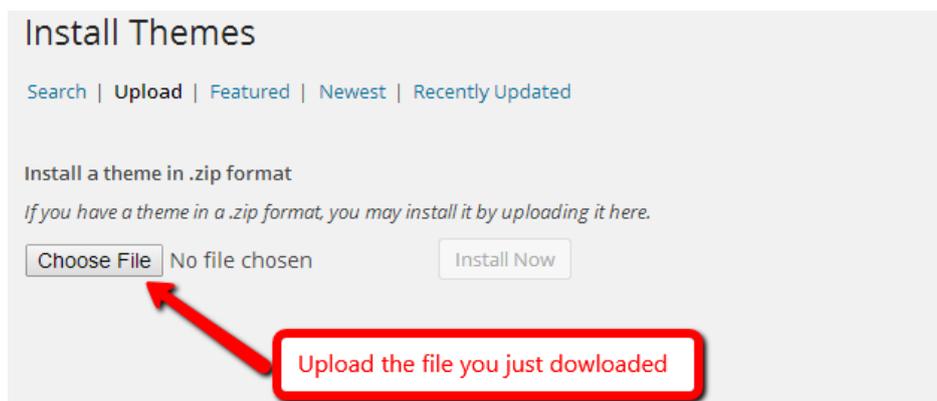
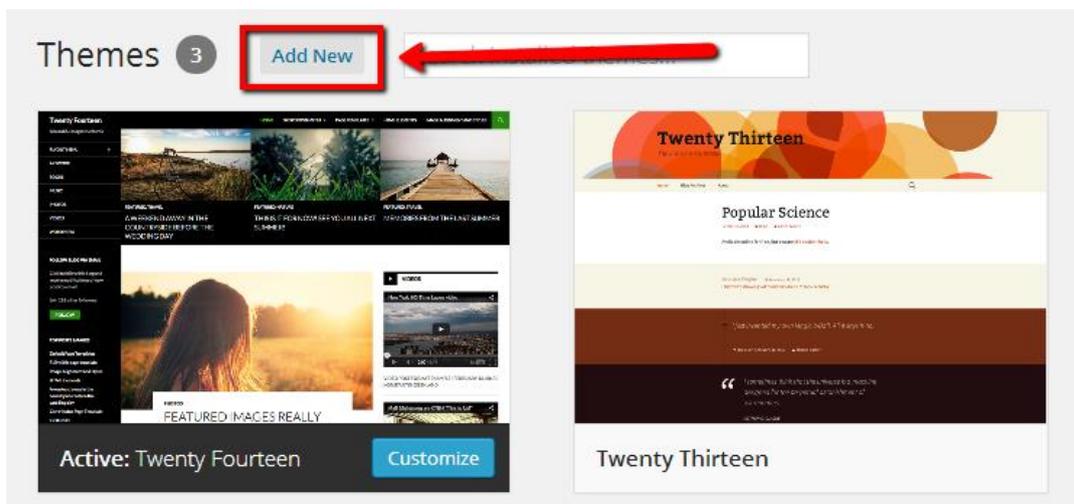
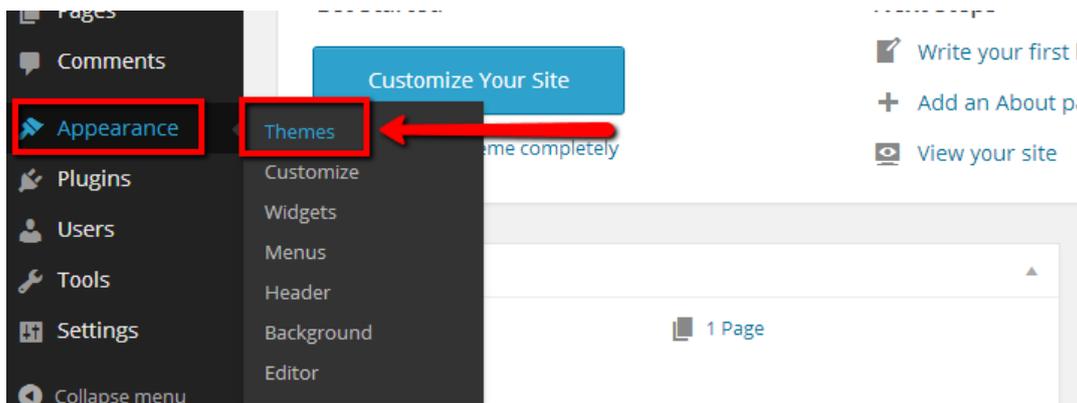
UI/UX/GUI

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia mollit anim id est laborum.

UPLOAD A THEME

Once you've chosen a theme, you need to purchase it, download it as a zip file and then re-upload to Wordpress.

Click on Appearance > Theme



Installing Theme from uploaded file: blog-theme-wordpress_theme.zip

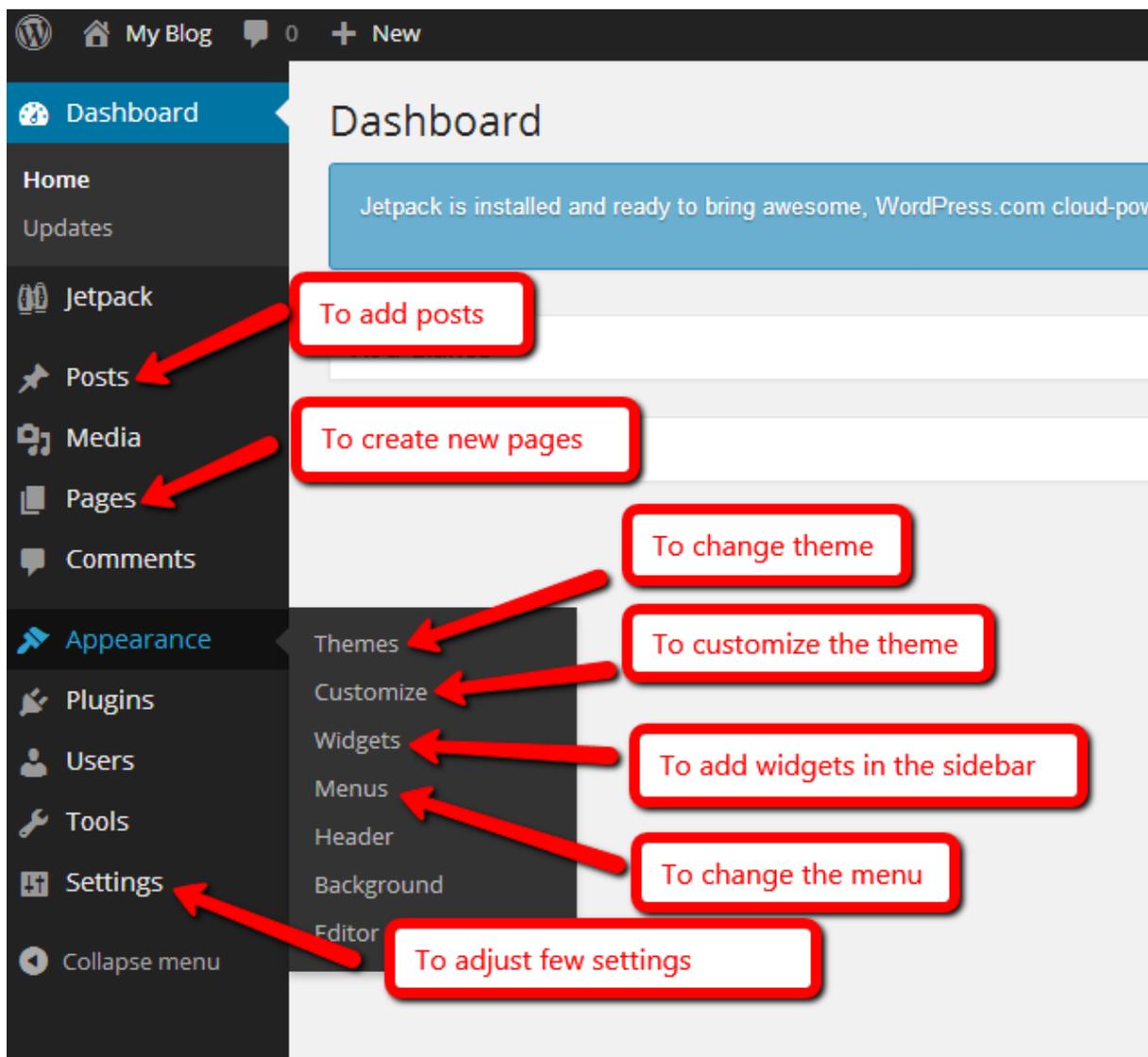
Unpacking the package...

Installing the theme...

Theme installed successfully.

[Live Preview](#) | [Activate](#) | [Return to Themes page](#)

Once you've uploaded the theme, you want to go to the left menu and start exploring all the functions that Wordpress offers. The main functions are shown here:

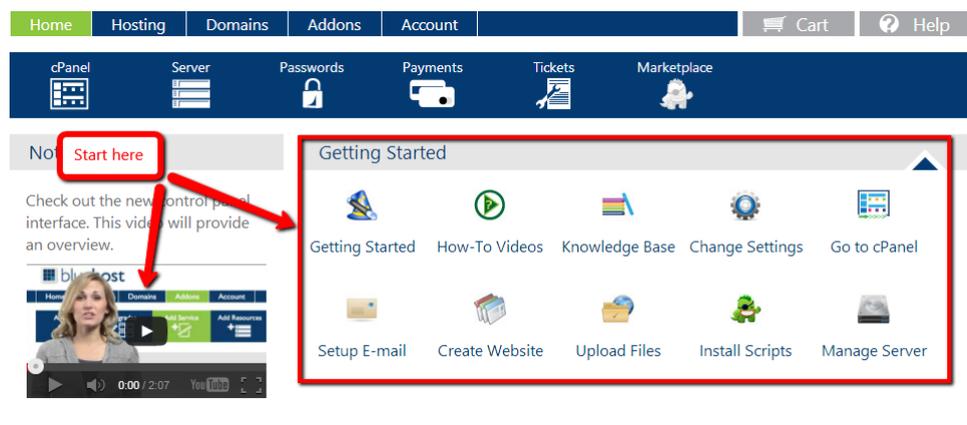


CONCLUSIONS

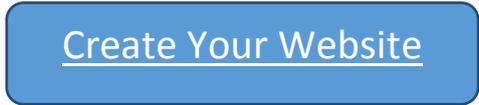
It will take a little while to discover all the features and options of Wordpress. But the effort is well worth it. You now have a website that is a powerful marketing tool and that you can use to present your services and reach potential clients.

To find out more about Bluehost and Wordpress you can head to [this YouTube playlist made by Bluehost itself](#).

Once you are logged in you will have access to a full range of resources such as videos and tutorials:



Remember that with Bluehost you have access to customer support via a chat service 24/7 that will help you with all sorts of technical problems. This is the single most important reason why I stick with them, and this may be the reason why you may love Bluehost. To get started, click the button below:



If this guide has been useful for you and you think it might be useful for some of your friends, share it with them by clicking these links:



Thank you for reading and I wish you an amazing career as entrepreneurial linguists!

Chiara – TranslatorThoughts.com