Digital Course Babe

Module Three:

Assembling the "behind the scenes"

Create your website

- The best part about the 21st century is that websites can be created for free... and pretty much instantly

- If you already have a website, you can just add your course onto it

- If you don't, GET ONE!

- I use www.wordpress.org hosted through BlueHost

- You get 1 FREE domain name through BlueHost.

- I paid ~$80-90 for an entire YEAR of my website hosting

Other hosts for wordpress

Bluehost

Powering over 2 million websites, Bluehost offers the ultimate WordPress platform. Tuned for WordPress, we offer WordPress-centric dashboards and tools along with 1-click installation, a FREE domain name, email, FTP, and more. Easily scalable and backed by legendary 24/7 support by in-house WordPress experts.

Forum threads about Bluehost »

DreamHost

DreamHost has been committed to WordPress and its community for over 10 years. Our hosting platforms are optimized for WordPress and our team actively contributes to the WordPress community. At DreamHost, you take total control of your server or let our team of experts handle everything for you. DreamHost offers choice, performance and value for new users and experts alike.

Forum threads about DreamHost »

Flywheel

Flywheel is a delightful WordPress platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, hand off billing, and ultimately scale your business.

Forum threads about Flywheel »

SiteGround

SiteGround has tools that make managing WordPress sites easy: one-click install, managed updates, WP-Cli, WordPress staging and git integration. We have a very fast support team with advanced WordPress expertise available 24/7. We provide latest speed technologies that make WordPress load faster: NGINX-based caching, SSD-drives, PHP 7, CDN, HTTP/2. We proactively protect the WordPress sites from hacks.

Other website options

- Wix <— my first two courses were hosted here! Some beautiful layouts actually

- SquareSpace <— gorgeous templates but I've heard course creation is tricky on the pages

- Weebly

- wordpress.com (hosted through wordpress for free but no plug ins!) —> I converted my site from this to .org due to lack of customizations

- Having separate pages through Leadpages (probably the costliest) but REALLY pretty :)

- wordpress.org is SUPER customizable and my fave option because of its plug ins (which you will prob use a ton of!)

Buying a domain name alone

- GoDaddy.com is where I initially bought my domain name & set up my email forwarding

- You can do email forwarding through your host unless you use wordpress.com wix, weebly, that are hosted through those sites, you have to look and see how it's done inside

Blue Host w/ Wordpress

Inside of Wordpress

- Most of my sales pages are created in WordPress (some are on Leadpages which I'll show in the sales page module)

- ALL of my course pages are created in WordPress

- My membership site is a plug in

- You can password protect pages if you don't want to spend the $$$

- Lots of free themes, super customizable

- Show tour inside wordpress

- show how to build a page with all the images & text & embedding inside (next slide)

Creating pages for your course

- I will put one module per page on my website

- Add a header of the course

- Add pretty pictures, wording etc

- Embed my Vimeo hosted video

- Add homework or bonuses onto the page

- Password protect the page

- and BOOM

- I leave the sales page for the VERY end after my entire course is put together so I know EXACTLY what's inside my course!

Wishlist Option

- Before I just password protected my course videos & trusted the links didn't get shared. If you're a beginner this is great.

- I didn't choose to do wishlist member until I got serious about course creation

- It was SO worth the $200

- Wishlist is a plug in that creates a membership log in on your website for certain pages

- Each of you had to go through WishList to get into DCB

- Each student who enrolls into course gets a unique password and username. Minimizes course sharing by giving someone the general password.

- Quick wishlist tutorial