# THE CHECKLIST
FOR BUILDING YOUR WEBSITE USING A CMS
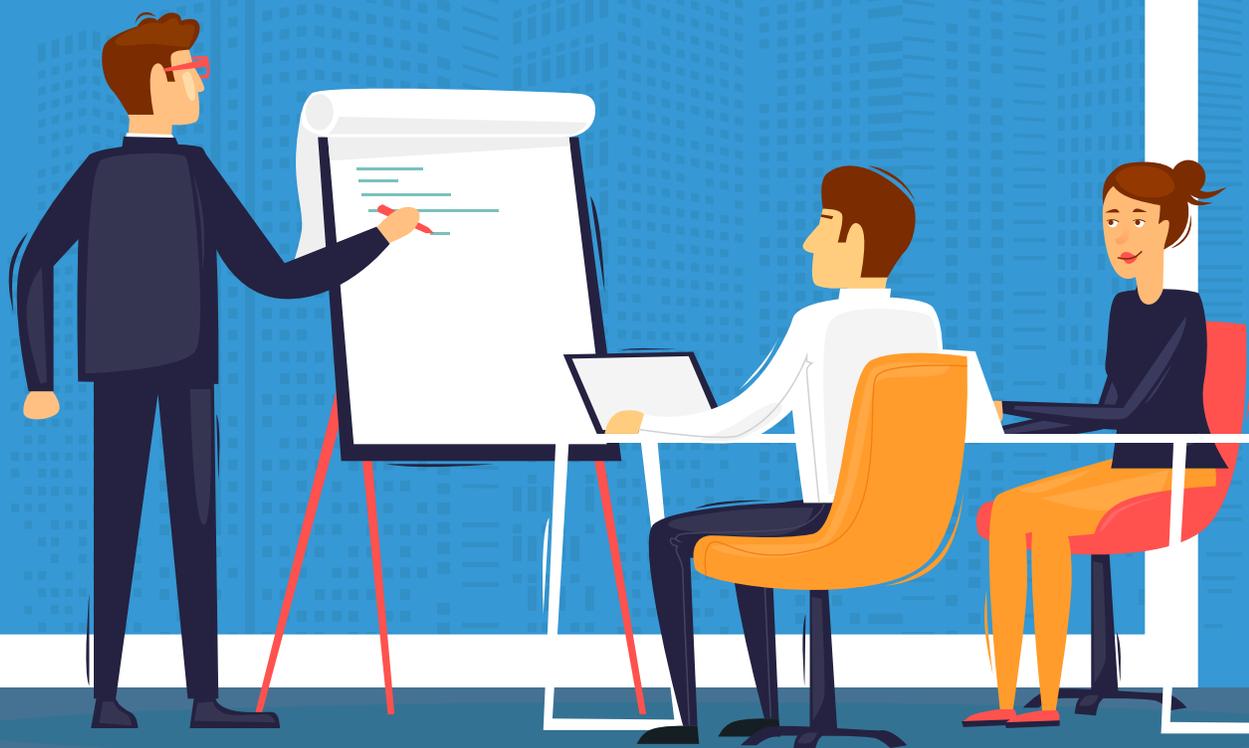
CONGRATULATIONS

You found a content management system (CMS) that's right for you!
You're finally ready to build your website.

Here's the checklist for building your
new website using a CMS:

1 CHOOSE THE RIGHT PLATFORM

At this point, you've read our **best marketing platforms article**, and you found the best CMS that fits your budget, goals, and preferences.

Take the leap and sign up!
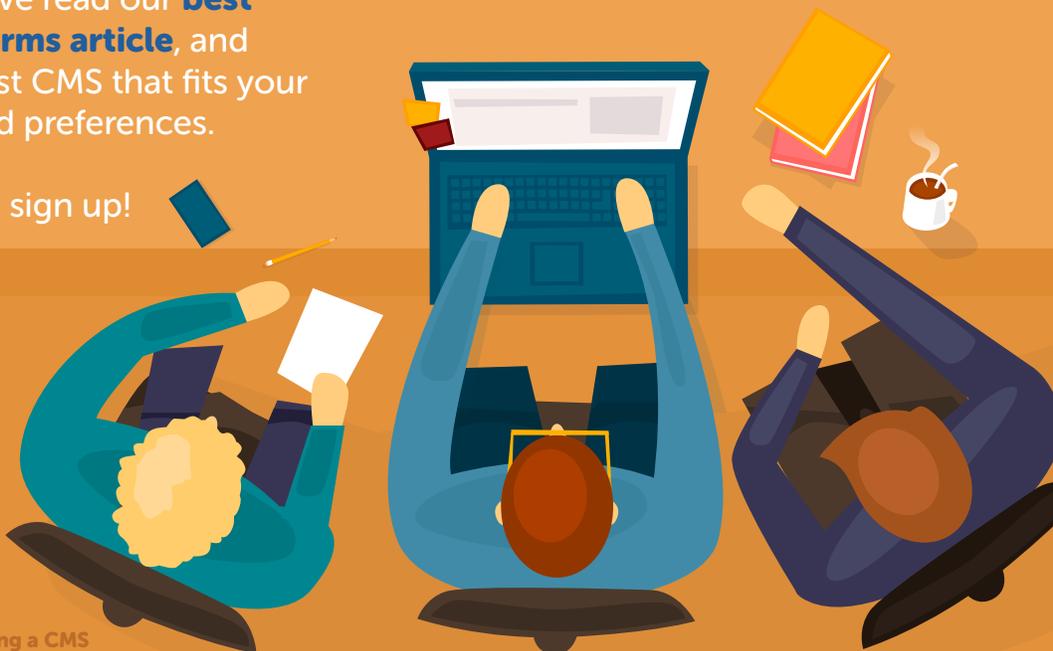
2 REGISTER FOR A DOMAIN
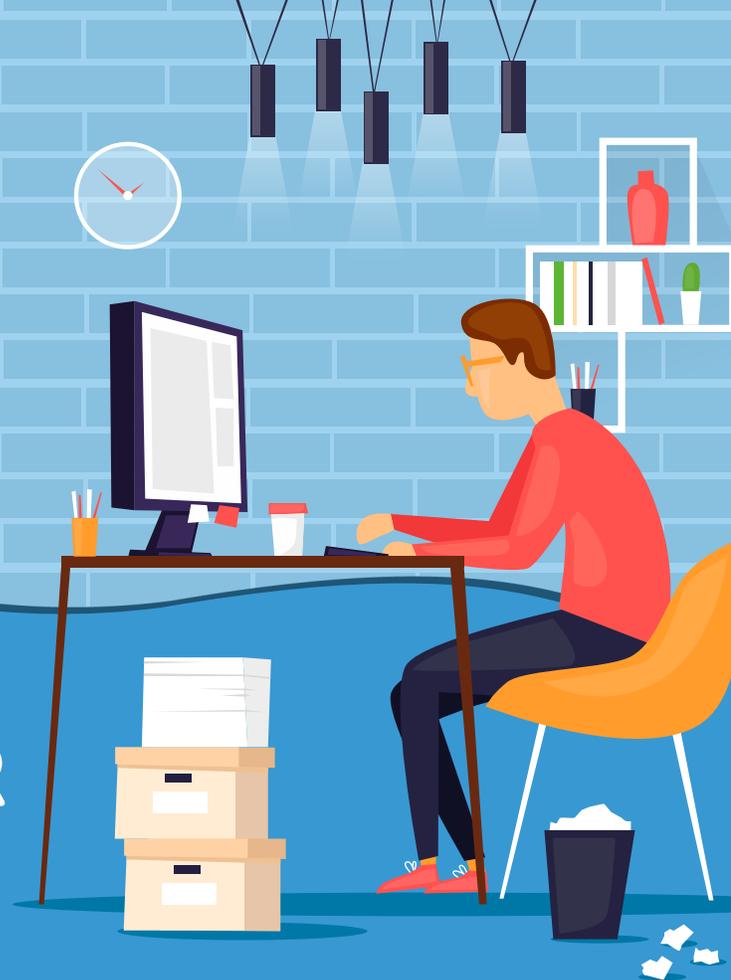
Select a domain name that is available and aligns with your brand. Pick a domain name registrar, such as the following:

GoDaddy
One of the most popular options for domains, web hosting, and more.

Namecheap
Affordable domains and access to free, easy-to-follow tutorials.

Bluehost
Each domain comes with a simple interface for management and access to support 24/7.

HostGator
Another simple domain management portal with affordable hosting bundles.

Hover
The simplest domain registration process that doesn't try to upsell you on extras you don't need.

DreamHost
Several cool features, including free domain privacy, user friendly portal, and unlimited supply of domain name extensions.

3 RESEARCH WEB HOSTING PROVIDERS

Web hosting is like paying for rent for your website. Web hosting services use a web server to store your website resources so people can find you through the web.

Consider the following with your web hosting options:

Limitations: bandwidth, storage, uptime percentage, number of domains, etc.

Pricing: free trial periods, total price for each package, available upgrades, additional costs, etc.

Company: level of support available, reviews/testimonials, length of existence, etc.

Your hosting provider handles the functionality and performance of your website, so finding the right provider is very important to the long-term success of your website.

4 SELECT THE TYPE OF WEB HOSTING YOU WANT

Web hosting types include the following:

Shared Web Hosting: Website hosted on a server shared by other websites.

✓ **Pros:** Low cost, simple

🚫 **Cons:** Your performance relies on other websites on the server

⭐ **Bottom Line:** Great for starting out

Reseller Web Hosting: Shared hosting with tools to help you resell the hosting space.

✓ **Pros:** Free templates, tech support, private name servers

🚫 **Cons:** More elaborate

⭐ **Bottom Line:** Only good if you're planning to sell hosting as a business

Cloud-Based Web Hosting: Hundreds of single servers working together as if they're one big server.

✅ **Pros:** Handles unusually high spikes in traffic

🚫 **Cons:** Pricing structures vary, depending on how much you use

⭐ **Bottom Line:** A perfect option if you're driving more traffic and need to upgrade beyond shared hosting

Virtual Private Server (VPS): Shares one physical server while acting like separate servers.

✅ **Pros:** Prevents potential site crashes if your hosting neighbors bring your site down

🚫 **Cons:** Pricing is higher, though not as high as a dedicated server

⭐ **Bottom Line:** The stepping stone option between shared hosting and your own dedicated machine

Dedicated Private Server: Rent one physical server from hosting company.

✅ **Pros:** Full control, no concerns of other sites slowing you down or crashing your site

🚫 **Cons:** Super pricey, complex

⭐ **Bottom Line:** Great for when your online business brings in high volume of traffic

SELECT THE TYPE OF WEB HOSTING YOU WANT CONTINUED.

Colocation Web Hosting: Rent rack space from a data center, but you provide server hardware.

- ✅ **Pros:** Control over your assets

- 🚫 **Cons:** You're responsible for server software, data storage, backup, etc., costly

- ⭐ **Bottom Line:** A good fit for those who know the ins and outs of servers and who are willing to invest the time

Self Service Web Hosting: The ultimate DIY option -- you buy everything and oversee installation, configuration, and management of server.

- ✅ **Pros:** Full control

- 🚫 **Cons:** Super technical

- ⭐ **Bottom Line:** Only for those who are tech savvy

Managed Web Hosting: Web hosting provider keeps your specific platform installation protected and up to date.

- ✅ **Pros:** Low cost, easy to manage

- 🚫 **Cons:** Specific to platforms

- ⭐ **Bottom Line:** Find a managed hosting service that manages your specific platform. For example, WP Engine for WordPress, Rackspace for Drupal, etc.

5 PLAN YOUR WEBSITE EXPERIENCE

This is the early stage of the design process.

Consider how you want visitors to navigate your website, what kind of content you will provide, etc.
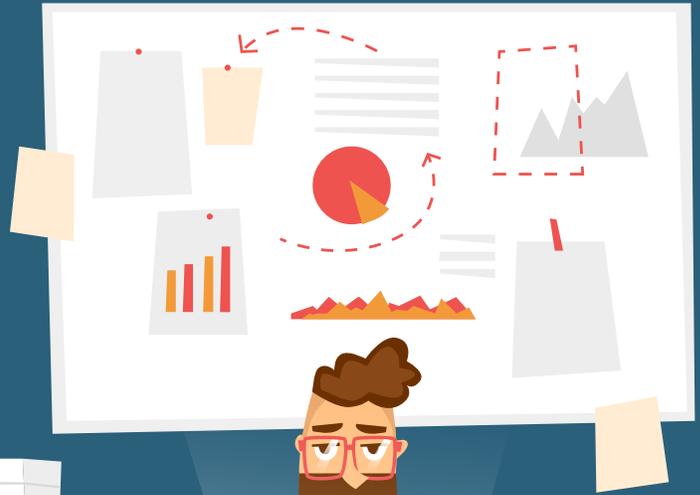
6 DESIGN AND BUILD

Depending on which CMS you chose, this process can be fairly simple or incredibly complex.

For example, Squarespace is a simple drag-and-drop interface.

If you're using a more complex CMS, research online tutorials or work with experienced web designers to create a beautiful website and excellent user experience.
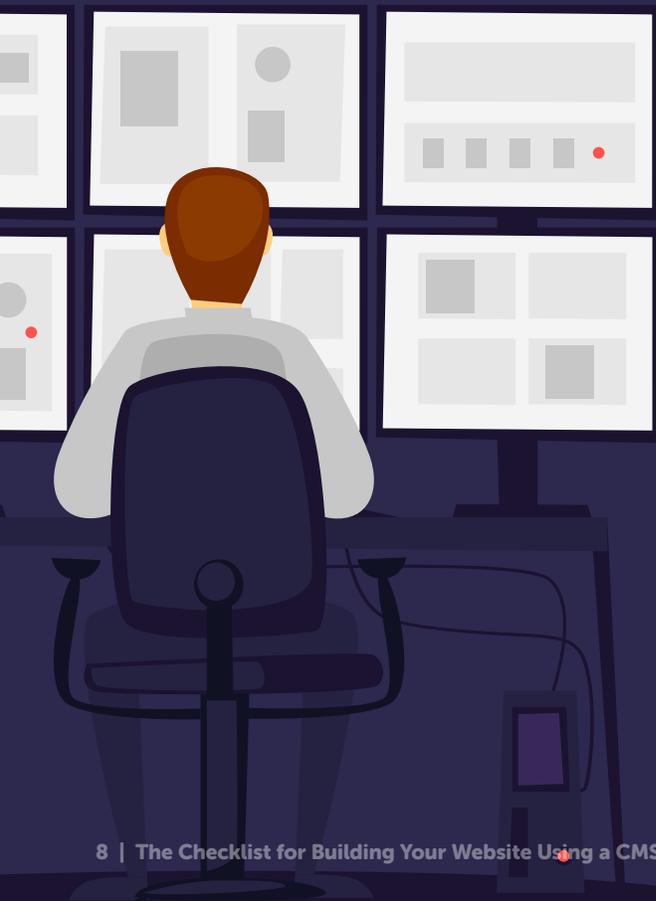
7 PUBLISH YOUR WEBSITE

Congratulations!
You're ready to go live!

Proofread your copy on each webpage, then launch it.

Take your website to the next level by staying in the loop on the latest trends and best practices for blogging, web design, SEO, and more.

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