

How to start a



from scratch!

# So you want to start a blog?

Probably sounds a little scary, right?



We have the resources you need to not only get your blog up and running, but also to start out successful!

# Choosing a Domain

The first thing you will need to do is select your domain name.

So, what is a domain name?

Simply put, a domain name is your web address, such as TheSITSGirls.com. It must be registered with a domain registrar, such as GoDaddy.com. The registration of a domain name is not a one time purchase; it has to be renewed annually.



- [Why You Need to own Your Own Domain Name](#)
- [4 Basic Steps to Choosing a Blog Name](#)

# Select a Hosting

Hosting is a service that a blogger or website owner pays for on an on-going basis. It is basically the rental of server space that allows all the content on your site to be accessed across the Internet.



## Choosing a host

When it comes to selecting a hosting company, you want to do your homework. Keep in mind that you get what you pay for. There are several hosting companies to choose from and each will have its own pro's and con's.

- [Understanding Self-Hosted Blogs](#)

# Select a Blog Theme

The theme you select for your blog will play a role in how your site looks to the world. Take some time to look at other websites and get a feel for what you do (and don't) like. First impressions are everything, so you will want to take this task very seriously.



Check out our ready to load themes in our Marketplace!



read more

Once you have decided on the overall look you want for your blog, it's time to turn your attention to your theme. When it comes to blog themes, you can choose between free and paid themes. Most free themes are going to limit the amount of customization you can do to your site.

- [12 Blog Design Tips For Your Blog](#)
- [How To Create An Inspired Blog Design](#)

# Creating Content

## What are posts?

Posts are created and written for placement on your blog. These articles are published to your blog in reverse chronological order, with the most recent usually viewed first. You can organize your posts to make it easier for readers to find your content through the use of tags and categories.



- [10 Secrets to Writing Success](#)
- [How to Find the Right Blog Topics](#)

# Promoting Your Posts

Get eyes  
on your  
awesome  
content!

- 1) Schedule your post to go out on [Twitter](#) at three different times.
- 2) Post your blog content to your [Facebook](#) Page.
- 3) Ensure your post has a pinnable image and pin to [Pinterest](#).
- 4) Post your blog content to [Google+](#). Remove the preview that comes up and upload a blog post image so that it's full size.
- 5) Each week, we host two different Linkys on [The SITS Girls: Sharefest Saturday](#) and [DIY Tuesday](#). Check them out!
- 6) Post your blog post to any [Facebook groups](#) you are part of.



- [Blog Start-Up Checklist](#)
- [Your Daily Blogging Checklist](#)