
Click N Bank

1.2 – The Preparation Guide



Table of Contents

Introduction	3
Pre-installation preparation	4
Registering a domain name	4
Setting up a hosting account	10
Resolving the DNS	11

Introduction

In this manual, I'm going to cover how to get ready to work with the Click N Bank script by registering a domain name, setting up a hosting account and tying everything together.

Pre-installation preparation

The installation, configuration and activation of the Click N Bank Script will be covered in later manuals, although in all honesty, there's so little to it that there won't be a lot to learn. Before then there are a few necessary steps to ensure that you are ready to install the script.

At this preparatory stage, there are three things that you need to do to be ready to install the Click N Bank Script. I'll go through them in order to make sure that you're set up correctly.

Registering a domain name

The very first thing that you must have is a domain name under which you can install your Click N Bank Script. Your domain name is the <http://www> address that anyone who wants to visit your site has to type into the navigation bar at the top of their browser to get to your site.

Every domain name on the net is unique. There is only one Google.com and only one Wikipedia.com.

The fact that domain names are unique means that it is sometimes difficult to find a good domain name with traditional online marketing methods because all of the best domains were snapped up a long time ago.

The main focus of your domain name does not need to be on any specific keyword as it would be if you were building your site and business in a more 'traditional' way (e.g. niche marketing).

With a little creativity, you can always come up with something that works.

To check the availability of domain names and to register them, you use the services of an online domain registration site.

There are lots of them about but the favorite amongst the online marketing community and the one that I would recommend is GoDaddy.com.

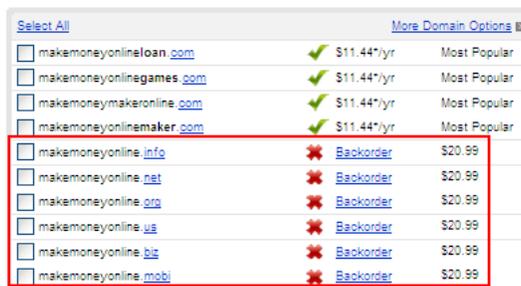
Click this link and on the page that it brings you to, click the 'Domains' tab at the top left hand corner of the page:



On the next page, add the domain name that you want to check to the box on the page before clicking the orange 'Search' button:



Below this, there is further confirmation that all of the other domain name suffixes for this term have already gone as well:



At the top of the screenshot, you can see that there are a few suggested alternatives. Before considering these however, there is another more effective domain name strategy that I will highlight in a moment.

One thing you should do when registering your domain is stick to a .com, .net or .org name only.

Although there is an increasingly large choice of domain name suffixes available nowadays, Google and the other major search engines still consider these 3 to be the top level domain names.

In effect, these are the domain names that they expect to be attached to authority sites. Consequently, if you register an .info or .biz name, it might save a little money.

If on the other hand you stick with one of the top three domain name suffixes, you will not go far wrong.

If you can't get your domain add what is known as a 'stop' word to the end of it.

These are words that are so widely used that the search engines ignore them to save space.

Hence, if you use your main market phrase plus a 'stop' word, the engines only 'see' the market term that you are aiming for!

It's a very simple tactic for 'getting' the domain name that you want even in the most congested markets.

According to [some resources](#), there are hundreds of stop words that the engines ignore. This would make a lot of sense. But I have not tried all of those suggested, so I cannot comment on their effectiveness.

For my part, I know that I prefer shorter stops and that adding 'go', 'do', 'now', 'the', 'me', 'to', 'as' and 'in' works for both the search engines (that don't see it at all) and for human visitors who don't really see anything too odd looking.

Try this and you should find a great domain name for your site very easily:



Click the orange search button to see whether this domain name is available:



To register it, create a Godaddy account if you don't already have one. The link to do so is at the top left of the page:



Complete the application information (it is all the standard stuff):

Enter Your Contact Information

First Name:

Middle Name:

Last Name:

Login Name:

Enter a Password: To form a secure password, we recommend including a combination of letters and numbers. Also, the password needs to be at least 5 characters long.

Password:

Confirm Password:

Password Hint: [Why provide a hint?](#)

Call-in PIN: [What is a Call-in PIN?](#)

At the bottom of the account application page, you see a list of 'suggestions' about how GoDaddy would like to stay in contact with you, send you information about associated products and so on.

I would suggest that you go through this because GoDaddy is very proactive in their marketing. There may be things that you don't want where they have checked the 'Yes' button by default.

Once your account is set up, log in and work your way through the registration process. You will be offered lots of 'add-on's as you register but the only one that I would recommend you take advantage of is the offer of web hosting.

This is activated at 'Stage 4' of the domain registration process and before you get to that stage, there are (fairly obviously) three steps to negotiate. The first is to confirm that you want to go ahead with the registration of this domain name:

Select All		More Domain Options		We also recon	
<input checked="" type="checkbox"/>	makemoneyonlineme.com	✓ \$11.99*/yr	Most Popular	<input type="checkbox"/>	Additional
<input type="checkbox"/>	makemoneyonlineme.info	✓ \$4.99	Free! w/.COM	<input type="checkbox"/>	Select All
<input type="checkbox"/>	makemoneyonlineme.po	✓ \$29.99/yr	Premier Choice!	<input type="checkbox"/>	makemoney
<input type="checkbox"/>	makemoneyonlineme.net	✓ \$8.99*/yr SALE!	Save \$8.00/yr	<input type="checkbox"/>	themakemo
<input type="checkbox"/>	makemoneyonlineme.org	✓ \$14.99*/yr		<input type="checkbox"/>	makemoney
<input type="checkbox"/>	makemoneyonlineme.us	✓ \$4.99 SALE!	SPECIAL!	<input type="checkbox"/>	mymakemo
<input type="checkbox"/>	makemoneyonlineme.biz	✓ \$5.99* SALE!	Save \$9.00/yr	<input type="checkbox"/>	makemoney
<input type="checkbox"/>	makemoneyonlineme.ca	✓ \$12.99/yr		<input type="checkbox"/>	newmakem
<input type="checkbox"/>	makemoneyonlineme.mobi	✓ \$8.99*	Save \$8.00/yr	<input type="checkbox"/>	makemoney
<input type="checkbox"/>	makemoneyonlineme.me	✓ \$8.99 SALE!	Save \$11.00/yr	<input type="checkbox"/>	makemoney

Add
Add

No domains pending registration. Continue to Registration >

At the second stage of the registration process, GoDaddy will by default attempt to register the domain name for five years:



You can do this if you want or reduce it down to just one year.

If possible however, I would suggest that you register it for a least two because there is some evidence that Google accord more credibility to sites built on domains that are registered for more than one year.

It may be that a one year registration suggests that the owner is just giving something a try whereas two years or more implies a more serious approach. The reason is not clear but it does appear that it is better if you register it for two years instead of one if you can afford it.

Stage 3 of the registration process is to select whether you want 'Privacy' attached to your domain name – it's entirely up to you – while stage 4 is where you add hosting to your domain registration:



Hosting is something that I will cover in greater detail in the next section of the report.

However, unless you already have a web hosting account elsewhere or you have a particular desire to host away from GoDaddy, I would recommend taking either the Deluxe hosting account (as this will save you upgrading at a later date) or the Economy plan as a minimum.

Even the latter provides 10 GB of disk space and while you may outgrow this eventually, it will not happen for some time yet!

As you can see in the previous screenshot, both accounts are discounted at the time of writing.

Even if the discounts are gone by the time you are reading this however, the Economy plan only costs \$4.74 a month while the Deluxe is \$7.59, so neither is ludicrously expensive.

I'll assume that we are going to register the domain for two years and that we are going to use the GoDaddy Economy hosting plan.

After accepting hosting, keep clicking the orange 'Next' button until you arrive on the 'Review your shopping cart' page.

The prices change due to discounts and the like, so when you get to this page, it may look a little different.

In my case however, I've got a discount on the first year of domain registration plus GoDaddy have assumed that I want to lock in the reduced hosting fees for two years as well.

Hence, the total charge for two years domain registration and hosting is just over \$110:

Review Your Shopping Cart:

Product	Details	Rate/Discount Price	Total
MAKEMONEYONLINE.ME.COM .COM Domain Name Registration - 2 Years (recurring)* Sku: 102-1 Add these matching domains Why? <input type="checkbox"/> MAKEMONEYONLINE.ORG for \$14.99/yr <input type="checkbox"/> MAKEMONEYONLINE.NET SALE! \$6.99/yr	Quantity: 1 Domain Term: 2 Years <input type="checkbox"/> Upgrade to 5-yr registration! Registration Type: <input checked="" type="radio"/> Public <input type="radio"/> Private Why Private? \$6.99/yr! SAVE \$2.00!	\$23.98 Year 1 \$1.99 Year 2+ \$11.99	\$14.34* (includes ICANN fee)
Hosting - Grid - Economy - Linux - 1 year (recurring) Sku: 42002-1	Quantity: 1 plan(s) Term: 1 Period(s) <input type="checkbox"/> Lock in my savings for 2 years! ^{†‡}	\$47.88	\$47.88 Remove
Hosting - Grid - Economy - Linux - 1 year (recurring) Sku: 42002-1	Quantity: 1 plan(s) Term: 1 Period(s) <input type="checkbox"/> Lock in my savings for 2 years! ^{†‡}	\$47.88	\$47.88 Remove

Order Summary

Cart Subtotal **\$110.10**

[Enter Promo or Source Code](#)

Order Total **\$110.10**

[Continue to Checkout](#)

! You have 3 domain(s) at risk of expiring. [Renew now!](#)

[Keep Shopping](#)

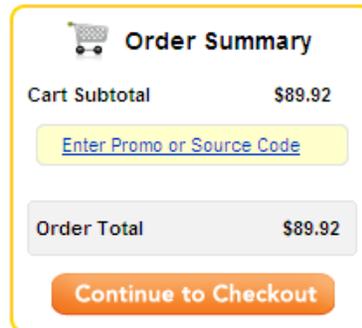
However, on the right side of the page, you see the highlighted 'Promo Code' box.

Before clicking the 'Continue to Checkout' button, try a Google search for 'godaddy coupons' or 'godaddy promo codes'. There are always sites where you can pick something up to save a few dollars.

The available savings change very regularly but there is always something out there to save you money:

- [cjcfat199](#) Web Hosting from just \$1.99 per month for 3 months! (expires 12/31/10 11:59pm) (Eligible on new Economy plans for 3 months! Regular Price is \$4.99 per month for 3 month plans.)
- [cjc749fat](#) - \$7.49 .coms (exp 9/30/10)
- [cjcfat30](#) - \$5 Off w/ \$30 Purchase (exp 9/30/10)
- [cjcfat50](#) - \$10 Off w/ \$50 Purchase (exp 9/30/10)
- [cjcfat75](#) - 15% Off w/ \$75 Purchase (exp 9/30/10)
- [cjcfat10](#) - 10% off any purchase (exp 9/30/10)
- [cjcfat20h](#) - 20% off Shared Hosting (exp 9/30/10)

After adding the code at the bottom of this list to the 'Promo Code' box on the GoDaddy shopping cart page (and after clicking the 'Apply' link to the right of it), this is the net result:



An instant saving of over \$20 is not too bad...☺

Now all you need do is proceed to the checkout, make your payment and that's your domain name registered and hosting account set up.

Before we proceed any further, we'll look at various hosting considerations in more detail below.

Setting up a hosting account

As your web host, GoDaddy are now 'renting' you a space on a special computer that is connected to the net that is known as a server. This is what enables you to can create a website that is displayed to the planet on the World Wide Web.

As there are with domain name registrars, there are hundreds of web hosting companies offering their services on the net.

Many of these web hosts offer very cheap hosting.

Avoid these companies because although they might save you some money in the early days, they will cost you an awful lot more in the long run.

The average marketing website probably has less than 10 pages and it therefore takes up very little computer space.

Moreover, as most websites never attract more than a handful of daily visitors, the amount of bandwidth (a measure of how much data the host sends out) they use is fairly minimal as well.

Cheap hosting tends to be limited hosting too. A 'budget' host will limit the disk space that they allocate to your account and they will restrict your bandwidth as well.

Do not fall into the hosting trap of thinking that all hosts are the same. They are not and if you go too cheap, you will get exactly what you pay for. This will ultimately damage your business and negatively impact your bottom line.

Instead, what you need is a web host that offers lots of bandwidth that you know is going to be 99.99% reliable.

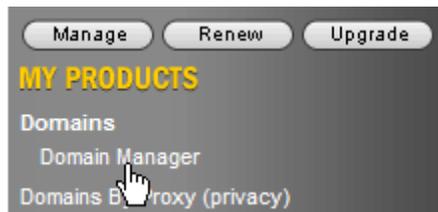
I would not therefore look much further than GoDaddy as they have never let me down yet and while they are not the rock bottom cheapest, they are certainly very affordable while still being very professional.

Resolving the DNS

Resolving the DNS is a fancy way of describing the act of tying your domain name and hosting account together because whether they are both registered with Godaddy or not, this is still a job that needs to be done.

This process is also known as changing the nameservers and while it sounds a little complex, it is in fact very easy to do.

To begin with, login to your GoDaddy account and you should see a list of registered domain names on the page. If not, click 'My Products' and then 'Domain Manager' at the top left of the page after which your domain list should be visible:



Assuming that you have only just registered your first domain, it will be the only one visible.

Click the domain name and then 'Manage Domains' in the drop-down 'tab' that appears beneath it.

On the next page, click on the 'Nameservers' icon at the top of the page and then 'Set Nameservers' in the drop-down:



You are now offered four choices of what you want to do:

-
- I want to **park** my domains.
 - I want to **forward** my domains.
 - I have a **hosting account** with these domains.
 - I have **specific nameservers** for my domains.

Nameserver 1: *

NS37.DOMAINCONTROL.COM

Nameserver 2: *

NS38.DOMAINCONTROL.COM

If you have a hosting account with GoDaddy, you need to check the third option, 'I have a hosting account with these domains'.

If however you are hosting your account elsewhere, click the fourth option and add the nameserver information from your web host in the two boxes shown on the page above.

Click the 'OK' button at the bottom of the page and that is the initial setting up process completed with your domain name registered, your hosting account established and the two elements tied together.

Having completed Step 1 of the Click N Bank training, in Step 2 we'll begin to look at setting up your Click N Bank Script, starting with the installation of the script.