Purpose of Website

1) Business - the number one reason that most people start a blog/website is to promote their business.

2) Advertise your services - to let people know about the services you offer.

3) Interest/ Passion - blogging is a mode of sharing your life with the world.
Steps for starting A Blog

- Domain and Hosting
- Choosing a Platform
- Designing
- Pages
- Content
- Social Media
Domain is basically your website name and hosting space on the internet. This needs to be purchased, and is available on yearly basis. There are several options to choose from, most popular are Godaddy and Bluehost.

When finalising your website domain name make sure that is simple and straightforward. It should resonate with the central theme of your website, so that people find it easily on google.
Platforms to Set-up A Blog

1) Wordpress.com
2) Wordpress.org
3) Tumblr

These are some of the top platforms to start a blog. These are easy to use for beginners. Wordpress.org is a free platform, and is very user friendly. You just need to install it, you'll get a user-name and password. Once logged in, you'll reach the dash-board and can start building your site.
Some of the menu items on the Wordpress Admin dashboard are:

- **Posts** - to add and edit blog posts
- **Media** - to add and edit pictures
- **Pages** - for creating main categories and sub-categories
- **Appearance** - for installing or changing themes for your site
- **Plugins** - for installing and updating plugins

Plugins provide additional features to make your website better.
Always choose a template for your website which is simple and easy to navigate. Your viewers should be able to find easily what they are searching for. The main pages must include: About me, Contact, Blogs, Visit our Archives, Start here/Home.
Content

1. Write on topics that you are familiar with and interested in
2. Knowledge about the topic is important for success
3. Write content that is informative and what people need
4. Write on common problems of readers, that will help them
5. Simple, easy to comprehend language
6. Search Engine Optimization (SEO)
7. Consistency is the key, so write regularly
Finally, promoting and monetizing your website is important. Social media and networking are the best ways. Statistics show the number of bloggers in 2014-15 were 27.4 million and this is expected to grow to 31.7 million. The key to success is consistency, hard work and good promotion strategies.