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First Steps to self-hosting a  
WordPress.org website with  
SiteGround as your host.

### Summary

Paying for your own independent hosting for your website, (where it lives), generally works out cheaper than taking hosting as part of another package. For example Siteground hosting will cost between £40 and £145 per year depending on your requirements, (we will talk about that later), or you could be paying over £200 for something that started out as free.

You retain control while benefitting from the support offered by your host which should include backing up (saving) your website on a regular basis. This document is designed to walk you through buying your own web hosting and then installing the WordPress framework ready to build your new website.

Remember you can use an existing domain name without having to move it to the host company. You would then have a different login for your domain (web address identifier e.g. yourdomain.com) to your hosting.

### What is Hosting and why do I need it

Just like you need a place to sleep so your website needs a place to live too. This place is generally a small part of a special type of computer called a server.

It's like you renting a room (or more) in a large house. Depending on your needs you will rent a large spacious room or a broom closet.

If you rent your own room then you can generally paint it how you like, furnish how you like and have people over as often as you like within the terms of the lease. A hostel room would allow you to use it but you couldn't change the décor or furniture and there would be limits on the number of visitors you could have in any one day.

The same is true of hosting for your website. Depending on your hosting agreement you should be able to have whatever type of website you like with your choice of functionality and as many visitors as you can cope with. Building with WordPress (or Wix) is more like having a room in a hostel. You may be able to bring in a kettle but you probably wouldn't be allowed to cook in your room.

Whichever route you go with your website you will need to pay for hosting eventually. There are free options but you would be very limited as to what you can do with the site. If you want a quick and simple brochure for your business then free may be OK. If you want a full ecommerce solution then free probably isn't the best choice for your business.

Knowing what you want from your website and where your goal for it is will help you make a good decision about choosing your hosting.

### Relative Costs for purchasing self-hosted versus wordpress.com/wix

**Self-Hosted:** As mentioned above you would expect to pay from £40 per year for a Siteground package that can cope with one website, (current discounted price correct as of 26/07/2017), up to £145 for a Siteground package capable of hosting multiple websites (full price). These packages are totally flexible and you can host a WordPress website with as much functionality as you want (including ecommerce).

NB: If you fall out with your hosting company or they cease trading it is easy to switch your self-hosted WordPress website to another provider. Siteground will do the transfer in as part of your payment.

**WordPress Hosted:** The equivalent functionality in WordPress.com will set you back around £250 per year for the business package (which you will need if you are serious about growing your web traffic, optimising your site or running a viable ecommerce website).

You can transfer a WordPress.com to a self-hosted wordpress.org site with a few tweaks, but you can't do it the other way around.

**Wix built:** For comparison a Wix ecommerce capable website would cost a minimum of £145 per year (this isn't the top package and you are restricted to using Wix as a framework). You cannot run WordPress on the Wix platform (and you don't own your Wix website either).

**Choice:** There are other hosting companies available – we are giving these simply as a guide. We use Siteground for our hosting as it is proving fast, reliable and great support.

### Choosing which hosting package is right for you

Having an idea of what you need, or will need, going forward will save you money long term.

If you are a sole trader with the need for one simple website then you would choose the basic package from Siteground, the 'Start-up'.

If you are going to manage one or more websites then choose the middle package, the 'Grow Big' package (I use this one).

I would recommend buying as much hosting as you can afford, (up to 2 years), to get the best price possible. Paying Monthly is an option but you won't get the best deal.

### What now!

OK, so you bought your Siteground package and either paid monthly, yearly or 2 yearly, (most economic), or you took the free month offer!

Log into your site ground account with the email and password you chose at signup. Go to the 'my accounts' tab.

Click on the red control panel button.

Find the Autoinstallers box and click on WordPress. Click Install Now

Choose the domain you want to install the WordPress site for... you entered this when you signed up.

Fill in site name, description and admin email with you details. You could also change the user and password BUT ensure your new choice will be secure! You don't want your shiny new site hacked.

Click Install and wait until it's finished!

You are finished installing the WordPress framework.

If you had an existing Domain name you may need to change the 'nameservers' to point to the new website. The ticketing system will help you do this. Please be aware changing nameservers can result in your website not working if you get it wrong.

Return to the 'my accounts' tab and go to 'admin' for the domain or alternatively go direct to your admin panel in your address bar by typing:

Yourdomain.com/wp-admin

This will take you to your login screen. Log in with the username and password you created earlier (a reminder should have been emailed to the admin email address you entered).

You are ready to start building your WordPress website. If you want help with the next step then book onto our WordPress basics workshop and we will help you complete your website.