

the cheat sheet on

How to Start (Or Switch to) A Self-Hosted Blog in 9 easy steps!

- 1) Pick a host.** After researching at least 10 options, I picked [BlueHost](#) because they had a good reputation and offered all of the services I needed at a decent price.
 - 2) Pick a domain name.** Choose something that matches the name of your blog! Try for the “.com” address, and avoid hyphens, underscores, or other extraneous characters. For example: <http://yourawesomeblog.com>
 - 3) Pick a website builder.** I highly recommend [WordPress.org](#) because it's free, very easy to navigate, and the most widely used for blogs.
 - 4) Pick a theme.** WordPress.org offers lots of [free options](#) that are moderately customizable. To upgrade, you can pay for the [Genesis Framework](#), [Thesis Theme](#), or hire a designer, all of which provide more control over the appearance of your blog.
 - 5) Save, export, and upload your content.** This only applies if you already have a blog hosted somewhere else! (i.e. WordPress.com or Blogger.com) If you're starting a new blog from scratch, skip this step.
 - 6) Install analytics.** [Google Analytics](#) is a free service that is the most widely used for blogs. [Jetpack by WordPress.com](#) is the runner-up and another popular option. (It's the same as what you previously used if you were on WordPress.com!)
 - 7) Add email and RSS subscription options.** [FeedBurner](#) by Google is a free and widely used option.
 - 8) Reach out to old readers.** Again, this only applies if you already have a blog hosted somewhere else! (i.e. WordPress.com or Blogger.com) Send a polite email letting them know you've moved and the new location of your blog.
 - 9) Add advertising.** Ad units are one of the most popular ways to earn money from your blog. Some companies include [BlogHer](#), [Google AdSense](#), [Technorati Media](#), and [Sovrn](#).
- BONUS! 4 features of a successful blog.** These include an About page, contact form, search bar, and social media channels.

To learn more about each step, visit [the original tutorial](#) on Amy's Healthy Baking!