

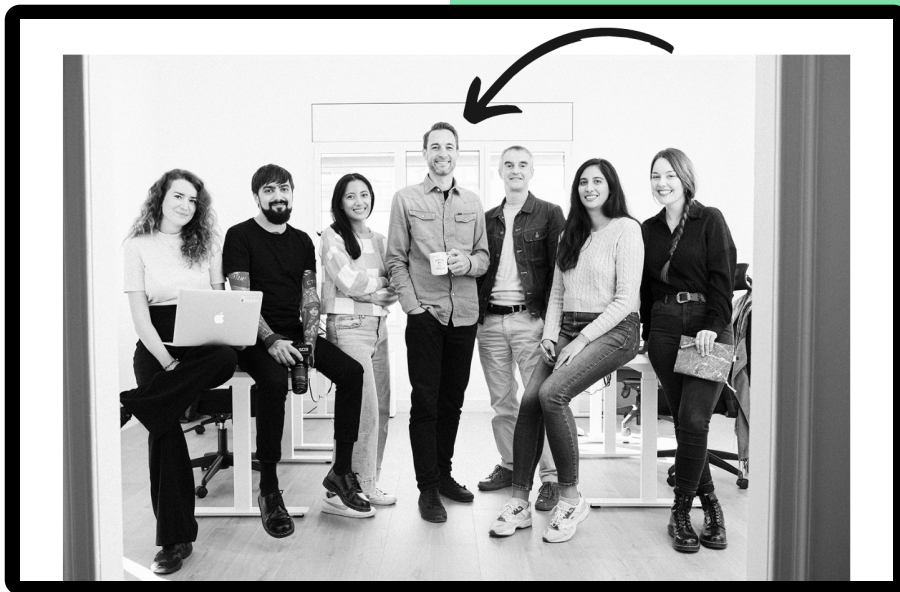
A Step-by-Step Guide to Website Creation for Absolute Beginners



tooltester

About This Ebook

This ebook was written for anyone interested in creating a new website. You may have an old website that needs a complete rehaul, or you may be starting from scratch – regardless, this ebook is for you.



My name is [Robert Brandl](#), and I want to show you how to create your own website without having to learn programming or spend a fortune.

I've already helped hundreds of people create their own websites through my own site [Tooltester.com](#). This ebook is based on what I've learnt from those experiences. So far it has already been downloaded more than 10,000 times.

I promise that if you read this ebook all the way through, you'll gain a good understanding of how to create an inexpensive website for yourself. There's a good chance that you'll have fun in the process too!

Wishing you much enjoyment in the creation of your website.

Robert

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The Basics

Six important reasons to have a business website

As you're reading this ebook, I'm going to assume you have at least one important reason to create a website. Here are a few more:

1. Showcase the full range of your offering



Many businesses have more to offer than their customers realize. Does your driving school also offer safety training? Maybe your translation company has recently added Korean to its language combinations? Use your website to keep your customers in the loop and generate additional sales.

2. Make life easy for your customers



A large part of our everyday communication happens digitally. The smartphone is a constant companion. With your own website, which can be accessed anywhere at any time, you create a convenient way for your customers to obtain information about your business, making it easier for them to get in touch, make a booking, or buy a product.

3. All your contact details in one place



Make it easy for customers to find all your details in one place, from phone numbers to travel directions. Your customers will thank you.

4. Sell your products online



If you sell a product that can be mailed or shipped in digital format, there's no reason why you can't **set up an online store**. This immediately increases the number of potential customers and takes your market nationwide – or even international, if you want.

5. Advertise more effectively



How do you advertise now? Flyers, cold calling and direct mail can bombard your customers and rarely find their way under the right noses at the right time. But when a customer finds your website through Google, there's a good chance they have a specific need in mind – and are hoping you can help them with a solution. This makes your website one of the most cost-effective advertising methods out there.

6. Engage your customers



These days there are a range of great methods to engage your customers which can take them directly to your website (or vice versa). Why not try an email newsletter? Or a Facebook Page, Instagram and a blog? These low-cost customer relationship tools are there to be used. But first things first: your website.

There are several reasons why you might want to have a go at building a website. Unfortunately, beginners can find themselves drowning pretty quickly in terms like HTML, CSS and PHP. Teaching yourself how to code is a very noble way to build a website from the ground up. In fact, you can find some good information on this here, if you're interested: www.w3schools.com.

But what if you don't want to train as a web designer, or put your business on hold for several months while you master the finer points of web development?

What if you're looking for an easier solution? Why can't your website be as easy to create and edit as a Word document?

That's exactly where online website builders comes in. You can use them to have a perfectly respectable website up and running in very little time, and without having to learn any programming.

What is a website builder?

Website builders are ideal for small- to medium-sized website projects with relatively simple page structures. Traditionally these tools haven't been very powerful, and their amateurish results weren't suited to business websites. However, these tools have become far more advanced in recent years – just take a look at these websites created by Squarespace and Wix:



Image 1: jusjus.saladforpresident.com



Image 2: www.blacksheepbikes.com

Website builders are a one-stop shop for all your website's needs: **domain registration** (e.g. yourname.com), **online storage space** (web space), and often your own **email account**. Alternatively, you can also connect your website to an external domain provider or email service. There's usually some form of **technical support** too in case you get stuck along the way. Template designs, elements and a text editor are also part of the package.

Let's take a closer look at some of the typical elements of a website builder.

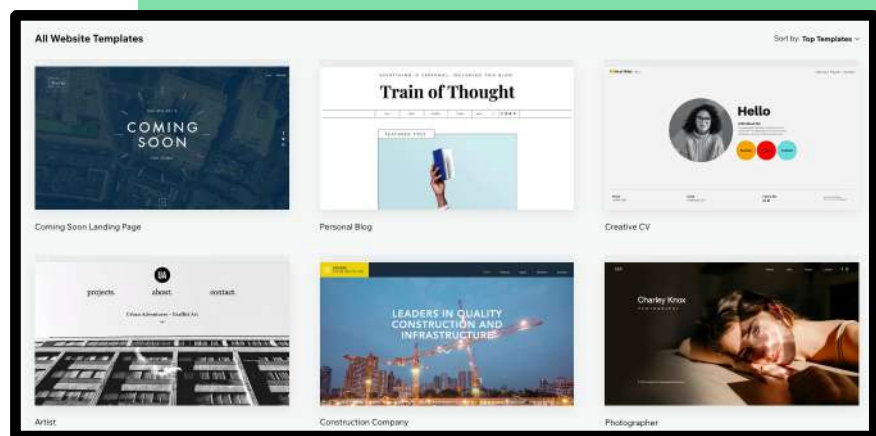


Image 3: Wix's Templates

Website builders make it easy to chop and change between a range of different ready-made designs. This can be done at any time, even after you've filled your website with content, as your website's design and content are managed separately. If your company has a color scheme and logo, you can easily incorporate these into a template.

Note: If you don't have a logo yet, there are a couple of ways to get one. You can either hire a designer, create the logo yourself, or use a logo maker tool to create your own logo the easy way. You can find [more information about free logo makers here](#), and about [where to get a custom logo designed here](#).

Elements

A website can include text, images, videos, contact forms or products for an online store. A website builder allows you to choose which of these elements you'd like on your website. Simply drag and drop them to where you want, then customize at the click of a button.

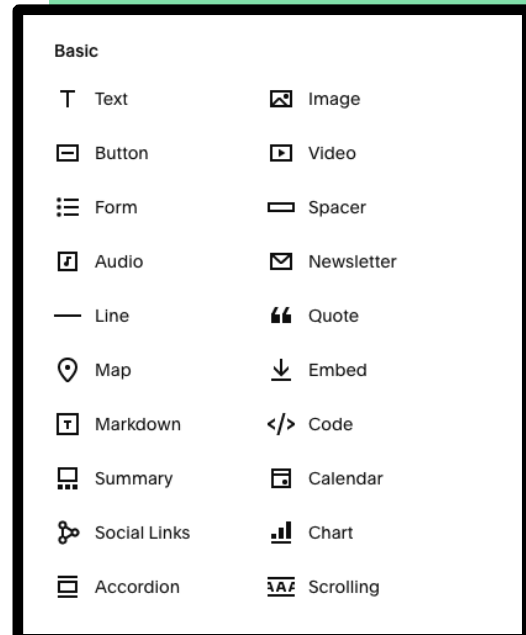


Image 4: Squarespace's editing elements

Editor

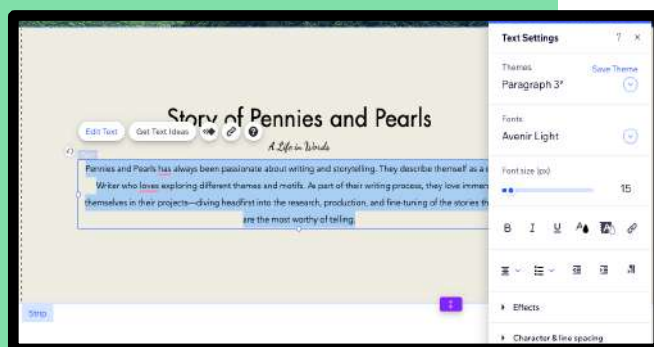


Image 5: Wix's editor

The editor is used to edit the content of your pages. To edit a block of text, simply click on it to open the editing window. After that, it's as easy as using Microsoft Word or Google Docs - just type in the text you want to add. Font, font size and other characteristics can also be changed.

Pros and cons of website builders

If you're considering using a website builder, you should also be aware of the pros and cons. Because even if website builders offer many advantages, they are not necessarily the right solution for every scenario. We have summarized the most important points for you below:

Advantages of website builders

- + **Easy to use:** no programming skills required. Also your staff will get the hang of it pretty quickly.
- + **All you need in one place:** a domain, hosting space, email address, etc.
- + **Packed with features:** website builders often come with their own tools for appointment booking, reservations, members-only pages, and selling online, making it a convenient choice for businesses.
- + **Cost:** very reasonable, with prices from USD \$5 to \$25 per month.
- + **Security updates:** your provider will install any necessary security updates in the background. Open-source content management systems, on the other hand, require you to install these yourself on a regular basis (e.g. [with WordPress](#)).
- + **Support:** if you get stuck along the way, you'll find plenty of technical support via email and forums.

Disadvantages of website builders

- **Limited flexibility:** this is what it really comes down to – how much flexibility are you prepared to give up? For example, if you must use a specific layout, you might find a website builder too limited. The only way to know for sure is to give it a try.
- **Relying on one provider:** it's important your provider is well managed from a business perspective, because you could lose your website if it goes bust. That's why it's better to go with a more established provider.
- **Large web projects:** these systems are simply not appropriate for larger or more complex web-based projects.

Based on this, website builders are ideal for the following kinds of projects

- **Small business websites:** Website builders allow you to create a build a budget-friendly and professional-looking website that has all the features you need to run your business – whether that’s a consultancy, B&B, beauty salon, or restaurant. Learn more in our guide on [how to create a small business website](#).
- **Small- to medium-sized online store:** E-commerce features such as product pages and shopping carts can be easily enabled with a website builder. Read our guide on [starting an online store](#).
- **Creative portfolios:** If you’re an artist, designer, photographer, or creator, website builders can help you beautifully showcase your work, and even sell it online (thanks to integrations with print-on-demand providers). Check out our guide on [how to make an online portfolio](#).
- **Blogs:** Website builders typically offer features like built-in SEO tools and integration with social media, which make it easy to promote a blog and increase visibility. Additionally, many offer blog-specific features, such as commenting systems and the ability to schedule posts. Read more in our in-depth guide on [how to start a successful blog](#).

What skills do I need?

The skills you’ll need to use a website builder are the same as those you need to use a text editing software (such as Microsoft Word). When it comes to your website’s appearance however, it can help to have a basic understanding of design. You don’t need to be a qualified graphic designer of course, but you should be able to identify the colors and images that are likely to appeal to your customers, and broadly understand how content should be presented on a webpage.

In order to work effectively with images, you'll need to know the difference between graphic file formats such as .jpg, .gif, .png and .bmp. These topics are discussed in more detail at the end of the e-book.

Your text will also need to be well written. Here's an overview of the things you'll need to keep in mind [when writing for the web](#).

It may also be worth asking friends and colleagues to review your text to make sure it makes sense, is of good quality, and of course contains no errors in spelling or grammar.

If graphic design or writing aren't your strong points, then seriously consider bringing in an expert. A good designer or copywriter will ensure your content reflects a professional image. You can find service providers and get an idea of their prices at [Upwork](#), [99designs](#) or [Fiverr](#).

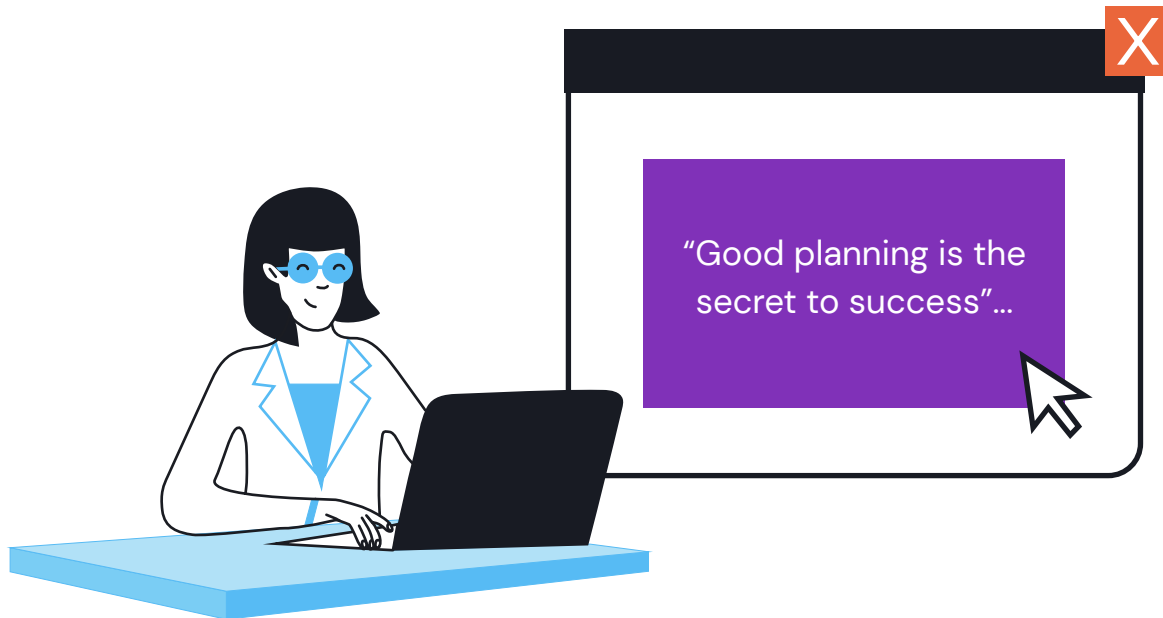
These sites allow you to advertise your project and request a quotation. I recommend dealing directly with the service provider where possible – an intermediary tends to just make communication more difficult. And above all, make sure you check the reviews left for your provider by previous customers.

You should now have a rough idea of whether you feel technically able to use a website builder to create your own website. In the next section I'll take you through the process of planning your website from start to finish.

It's well worth reading through the remaining sections before making a final decision on whether a website builder is for you. It's important to understand the exact requirements of your website project before making a decision on what tools you'll use to implement it.



Planning Your Website



Set goals

If you don't set clear goals, how will you know if your website investment ever pays itself off? Here are some important questions to consider:

What do I want my website to achieve?

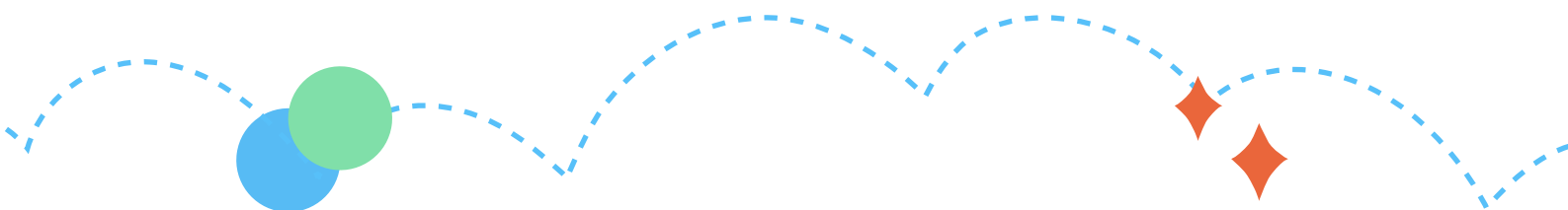
This is the most important question of all. The clearer you are on your expectations and goals, the more successful your website will be. For example, some goals for an imaginary New York-based shoe store could include:

- **Attract new customers:** by raising awareness of the store's offerings. The success of this goal could be measured through regular customer surveys and web statistics.

- **Increase customer numbers during typically quiet periods:** by boosting sales through an email newsletter. This could also highlight Sunday trading hours, special anniversaries and other such occasions. The number of newsletter subscribers could be an indicator of success here.
- **Create a new stream of sales separate to the retail store**

Now let's take a look at some business requirements and see how we could apply these.

New customers	Optimize the website for search engines under the keywords "shoe store new york tribeca". Create a Google My Business listing.
Increase customer numbers during quiet periods	Look for a website builder that makes integrating a newsletter subscription form easy so you can keep in touch with your customers.
Create a new stream of sales separate to the retail store	Ensure the website builder also has an online store feature.



Create content

After collecting your requirements, gather ideas for your website's content and features, such as contact forms and photo galleries, to make it more concrete. Mind maps are a great way to capture your thoughts as they come to mind without organizing them hierarchically. Write the key idea in the center and add related keywords. You can use a pen and paper or software like Mindmeister (www.mindmeister.com) or XMind. Create a map by linking your keywords with lines to guide your website creation process.

Sample mind map for a shoe store



You should now have a clearer idea of the content for your future website. In our example, we identified some additional features such as an image gallery, contact form, store directions via Google Maps, and an online store.

Review other websites

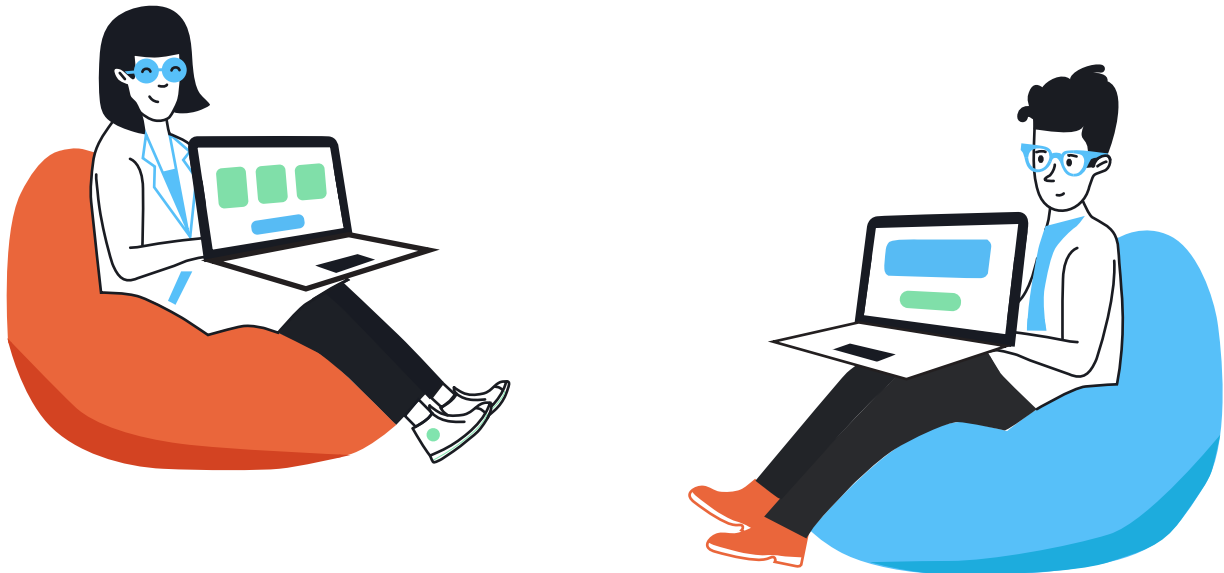
This step comes after your initial data gathering exercise. But be aware that rushing straight to your competitors' websites can mean you can miss out on any truly original ideas, which you'll need if you want to stand out.

Look out for websites that you like – both in terms of content and design. Write it down and add it to the mind map. Take a close look at the competition, but don't limit yourself to it! You should also create your own ideas, something that makes your website unique. Also keep an eye on other industries. It's quite possible that the industry you're in has a very limited range of designs, or produces below-average websites.

Keep adding new ideas to your mind map, and add more lines to create new connections between your ideas. You may find your main keywords are a good starting point for your website's navigation menu. Once you've finished make note of everything, it's a good idea to ask for feedback from people you trust. This can open your eyes to some valuable insights. It's far too easy to lose sight of the bigger picture when you're working alone sometimes.



Selecting Suitable Website Tools



You'll find you've made good progress after the planning phase, and can now start to take some concrete steps. The next stage involves determining whether we can find a website builder that meets all of our requirements. Website builders are ideal because they are the cheapest and quickest way to create a website. And because you can easily update your website yourself too, you'll save money down the track. We even have some suggestions for you if you can't find a suitable website builder.

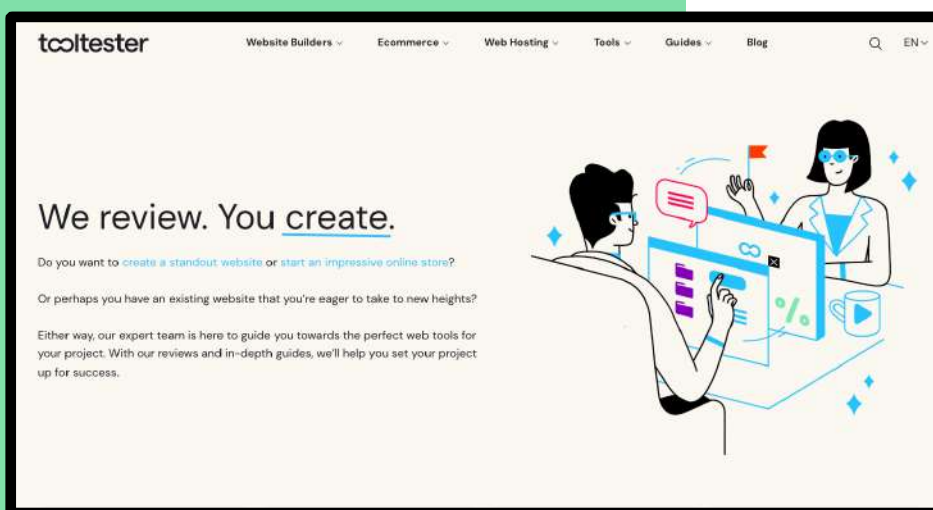


Image 7: Tooltester website

Find a comparison of a range of website builders on [Tooltester.com](https://www.tooltester.com), including regularly-updated information on each individual tool.

Here's the process I recommend when choosing a website builder:

1. Use the reviews to find a provider that meets your requirements:

- **Regular site builders:** [tooltester.com/out/reviews](https://www.tooltester.com/out/reviews)
- **Ecommerce builders:** [tooltester.com/out/ecommerce](https://www.tooltester.com/out/ecommerce)

2. Create a **free** account and see whether you like the feel of the system. Pay particular attention to the templates and whether you can find a design that suits you.

3. When you're 100% happy with your choice, upgrade to the most appropriate paid plan.

What about free packages?

Many providers now allow you to create websites for free. You can find some of these on [Tooltester.com](https://www.tooltester.com). These packages are usually financed by different kinds of advertising, depending on the provider – you'll find some advertisements (e.g. footer links) to be less intrusive than others (e.g. full-width banner ads).

Other providers only allow you to use a free subdomain, such as `yourname.wixsite.com/yoursite`, instead of `yourname.com` (or `.org`, `.net` or `.co.uk`, etc.). Free providers may be worth considering for personal websites, but aren't generally suitable for business ones.

It's possible to get a completely ad-free site, with a proper domain name and email account, for as little as USD \$5–8 a month. This presents a far more professional image to your customers.

Already registered a domain name?

Well done. No-one can steal your name now! You have two options if you've already registered a domain name but want to use a website builder:

1. You could transfer the domain to your website builder provider and terminate your contract with your original domain name provider (easiest option). Or:
2. You could stay with your current domain name provider and forward the domain to your website builder account. Your current domain registrar can help you set this up. Find more details on what you'll need to do on tooltester.com/out/reviews, in each review under the section on domains.

What to do when website builders aren't right for the job

If your requirements go beyond the capabilities of a website builder, there are different possibilities. If you want to continue the DIY-route, I'd recommend you to check out WordPress.org. Originally it started out as a blogging platform, but since then it has evolved into a multi-purpose website platform that allows for almost any kind of website project. In particular, if you want your visitors to pull information from a database (e.g. a real estate website where visitors can search for properties, or a multilingual ecommerce store), WordPress is a great choice.

WordPress' downside is that it's not as easy to use as a website builder. Setting it up requires basic technical skills and you also have to actively manage updates. If you would like to learn more about it, check out our [WordPress Beginner's Guide](#).

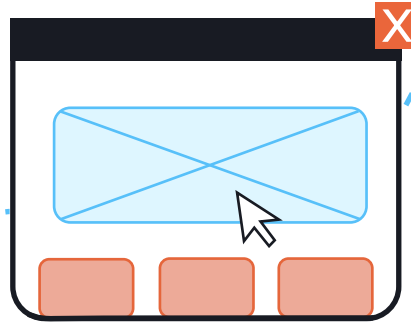
Maybe you also decide at this point that it's better to get an expert on board. This is easier said than done: many people call themselves web designers without any real qualifications in the field. They usually offer very low prices (e.g. a website for USD \$200), but really don't know very much about design or programming.

A good way to find a real expert is to use a platform such as Upwork, Fiverr, 99Designs or Freelancer.com. These sites allow you to advertise your project and request a quotation. It's especially important to read the reviews left by previous customers before contracting them. You can also recognize good service providers by the quality of their questions before they start on the project. Bad web designers usually just want to sell you a standard website that has nothing to do with your real needs or goals.

One more tip: If you want to be able to edit your own website in the future, don't opt for a hand-coded website under any circumstances – you'll need a specialist to make any changes down the track. Instead, go for a website builder or an established content management system (CMS), like WordPress, and get someone to show you how to use it.



Creating Your Website with a Website Builder



If you've followed all the steps to this point, you'll have a relatively clear idea of your website's content. You'll have also opened a free account with your preferred website builder. Here's where the fun really starts!

3 tips for choosing your domain name

- **No free domains:** such as `yourbusiness.sitebuilder.com`. It looks unprofessional. You'll need to upgrade to a proper domain name sooner or later (i.e. `yourbusiness.com`).
- **Country code:** If your target audience is international, go for a `.com` domain. Otherwise go for a country-specific code, such as `.co.uk`, `.ca`, `.ie`, `.com.au`, etc. Other options include `.net`, `.eu`, and `.org`. Avoid domains such as `.cc`. These tend to have a bad reputation as they are often used by spammers.
- **Name:** You already have a company name, so your choice of domain name should be relatively easy. It can be a good idea too to add a keyword to your company name. For example, Haller's Car Repairs could be `haller-carrepairs.com`. Your domain name is an important factor in search engine rankings. This means a higher listing on Google!
- **Avoid proprietary brands:** For example, if you want to create a website about iPhones, avoid domains containing the word "iPhone". Otherwise you may find yourself uncomfortably acquainted with the folks in Apple's legal department. You can read more about [domains and hosting in this article](#).

Getting started

1. Basic setup

Look at your website as a new store. You'll want your customers to feel comfortable so you'll need to paint the walls and hang out your company logo (figuratively speaking). Choose the background and font type, size and color under your website builder's layout or style menu.

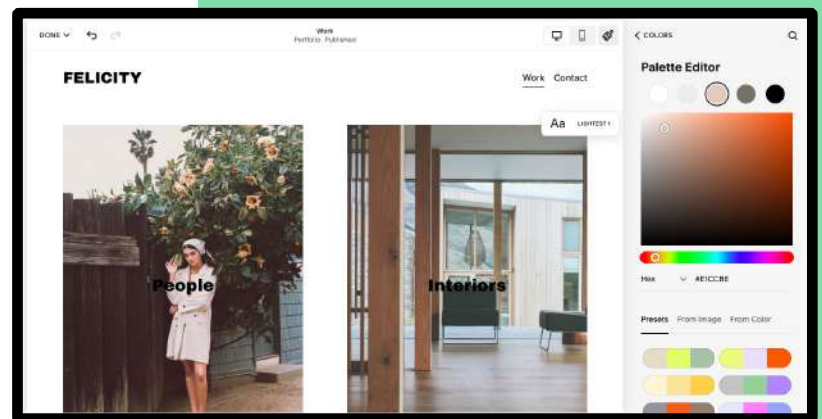


Image 8: Editing colors with Squarespace

If your company already has a logo and color palette, use those as well. It's important for a website's design to match existing branding – a customer needs this sense of familiarity, otherwise he or she will quickly feel lost!

If design isn't your strong suit: I'd always first try to ask friends with an eye for design if they could share some feedback. Alternatively you could also use an online color picker like Adobe Color CC (<http://color.adobe.com/>) if you are not sure which colors to combine for your website.

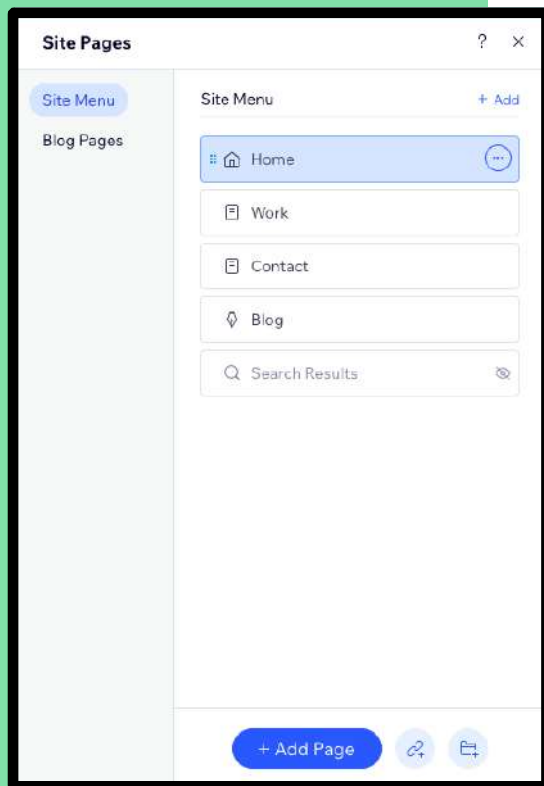


Image 9: Page menu in Wix

2. Navigation: creating menus

You'll be able to identify your website's key elements from your mind map or other notes. Use this as a basis for developing your main menu and sub-menus.

If you're finding this part difficult, try to put yourself in the shoes of a potential website visitor. How old is your visitor? What are they interested in? What kind of job do they have, and what are they looking for on your website?

Repeat this for a couple of other visitor types. This exercise can make it easier to decide on your navigation elements as you gain a better understanding of what your clients are looking for.

Let's take another look at our shoe store

Customer 1: A mother needs shoes for her children. In addition to a good range of shoes, she's looking for a store with conveniently-located parking. Can you give her this information on your website?

Customer 2: A student needs good walking shoes for a hiking trip. He can order them online, but what he really wants is some good advice. Does your website make it clear that you offer such advice?

3. From outlined pages to finished content

Once you've used your navigation menus as a basis for your site's basic structure, you can begin to add bullet points and short sections to the individual pages (i.e. creating outlines). This is also a good time to add any image ideas. In this way, the website itself becomes a collection point for your ideas. Here is an example of a page outline for our sample company:

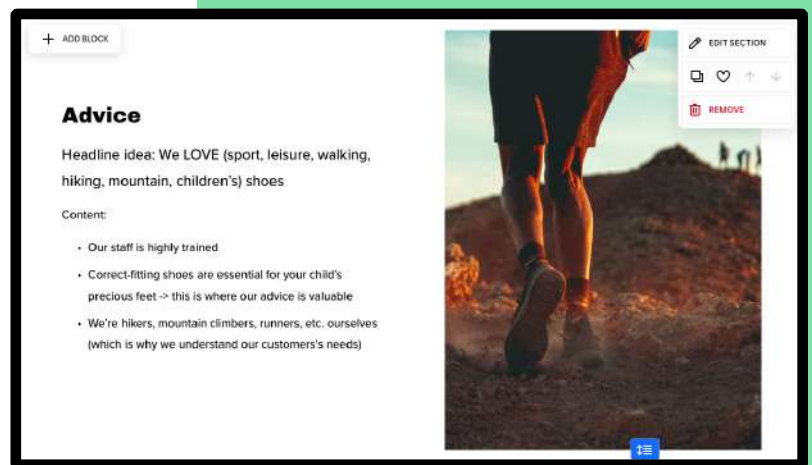


Image 10: A page outline in Squarespace

There are some advantages to this approach, as opposed to writing out all your text in a single document until you've decided on a final version.

- When the page outlines are done, you'll have a good overview of the entire draft and can better coordinate your final text.
- If you want to hire a copywriter, you can send them the link to the website with the unfinished outlines. This gives them a very clear idea of what you're looking for.

Little by little, you'll find your website will acquire a base coat, the signage will be hung and content will be added in the form of text, image and video.

Where to Get Good Images for Your Website



A well-considered use of images makes a huge difference for your website visitors.

The very first impression of a website can determine whether a visitor stays or immediately disappears. You can compare it to getting to know a new person. We're often able to tell within a few seconds whether someone seems likeable or not.

Good visuals show professionalism, especially if the visitor doesn't know your site or name yet. As images are much easier to process than text, this is the first thing that will catch their attention.

So, how do you choose good images?

The first thing to keep in mind is that the images must match the text. If the images are great, but have nothing to do with the topic of your page, that's unlikely to help you win business.

Instead, the image should help support the content and make the reading experience more pleasant.

If you want to create your images yourself, it's helpful to have a bit of experience with photography and image composition. The images should have good lighting and preferably be shot with a good camera, e.g. an SLR. But if you don't have this kind of equipment, don't worry. Many smartphones these days are equipped with a decent camera that can help you take professional-looking photos.

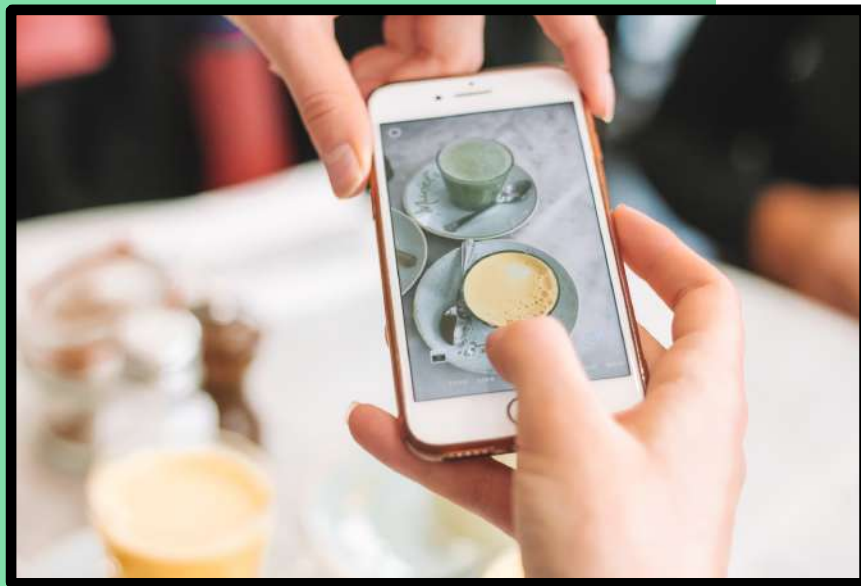


Image 11: These days, you can take good images with just your phone (photo by Maddi Bazzocco on Unsplash)

Also pay close attention to how images are cropped – viewers should be able to tell what they're looking at. But you don't always have to use real photos. As you can see on [Tooltester.com](https://www.tooltester.com), we mainly use a comic-like style with lots of icons and illustrations. It doesn't matter what style you use – the important thing is that you choose one that reflects your brand, and stick to it.

And even if you're a bit camera shy, don't let that stop you from showing yourself on your website! Think about it from the visitor's point of view: are you more likely to trust a completely anonymous website, or one that shows the real faces behind it?

The best sources for free images

First of all, it's important to be aware that you are not allowed to steal images from anywhere on the web. Not even from Google. If you get caught, it can be (very) expensive.

If you have an online store, you could photograph your products yourself. On websites like 99designs.com, you can get a few tips on how to do this.

However, there are a few free stock photo websites that let you download and use photos (be sure to check any licensing or attribution requirements) - here are some of my favorites:

- **Unsplash** - unsplash.com - Free images, backgrounds, etc.
- medium.com - Collection of various stock photo websites
- **AllTheFreeStock** - allthefreestock.com - Collection of free image sources
- **Shiny Icon Maker** - erikmoberg.net/iconmaker.php - Create your own icons
- **Flaticon** - flaticon.com - Free icons (creator often needs to be credited) and paid icons
- **Flickr** - www.flickr.com - A huge collection of user-uploaded images, some of which can be used commercially (always check image licenses beforehand)
- **Openverse** - wordpress.org/openverse - WordPress's database of over 600 million creative works, available under a Creative Commons license

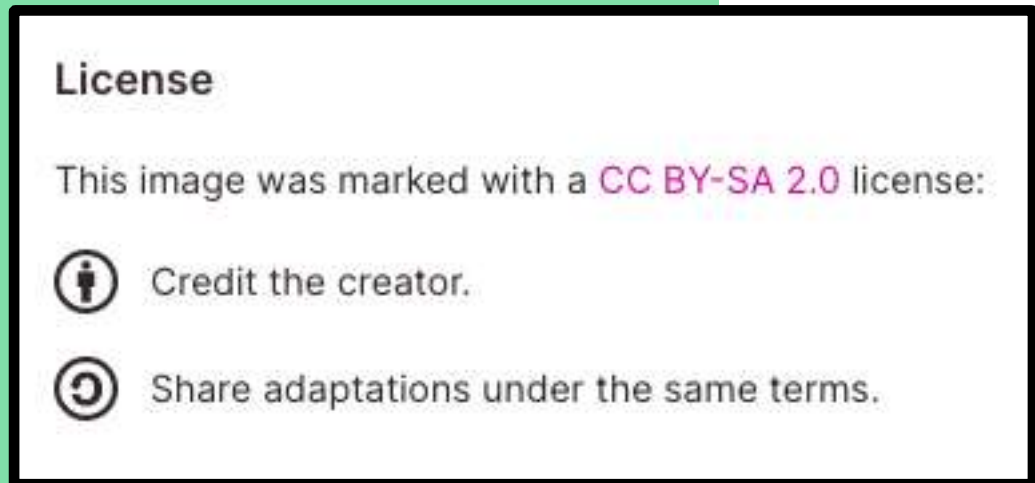


Image 12: Be aware of any requirements when using images available under the Creative Commons licenses

Important to know: Sometimes, users upload images when they don't actually own the image rights. If you use the image, the risk is yours.

The best websites for affordable, high-quality images

You can get very good pictures for less than \$1. However, I would be a little careful with the "classic" images – for example, people sitting in front of a laptop and enthusiastically throwing their hands in the air, which always comes across very posed. But like I said, just try to find a style that suits your site.

- **Adobe Stock** – stock.adobe.com – paid, but high quality stock images.
- **Shutterstock** – www.shutterstock.com – over 300 million stock images available, which you can purchase through subscriptions or on-demand.
- **iStockphoto** – www.istockphoto.com – huge selection of images for small businesses and individuals.

Image editing

Before uploading your images, you might want to make some changes (e.g. resizing or cropping them). Fortunately, it doesn't always have to be done in the outrageously expensive Photoshop op. Here are some good free alternatives.

If you have big ambitions for editing your images, you can use [Gimp.org](https://www.gimp.org/). Beginners, on the other hand, can get the basics done with providers such as [Sumopaint](#), [Acorn](#) or [Affinity Photo](#).

There are two basic rules of image editing that you should absolutely follow if you want your homepage to look good:

- 1 Never change the proportions of the image – if you resize an image, make sure you change both length and width consistently (e.g. reducing by 70%).
- 2 Do not enlarge an image that is too small – otherwise it will be blurry and pixelated.

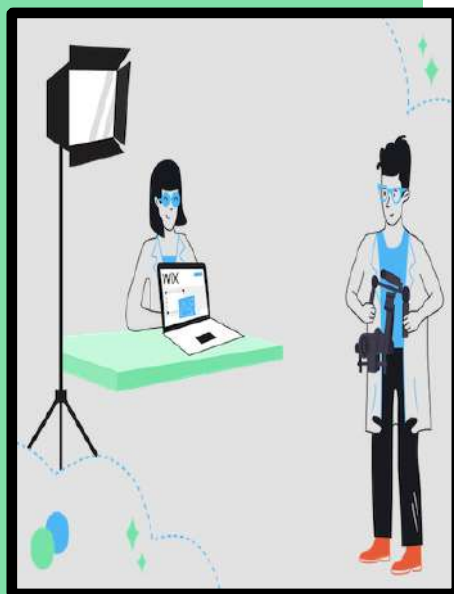


Image 13: Example of a distorted image.

Interestingly, both of these mistakes are often made on dubious websites – and you certainly don't want your new website to appear that way.

To work effectively with the images, you should understand the difference between the various graphic file formats (.jpg, .gif, .png, and .bmp). This is [well explained here](#).

If you don't have an eye for graphics yourself, you should find a good graphic designer who will support you in selecting and editing your website images.

Important Things to Remember Before and After Publishing

Before publishing

Legal requirements

Depending on where your business is located, you may be legally required to include certain information on your website. This is usually related to key information about your company or how you handle your customer's data. It's important that you inform yourself about the requirements in your country.

Most importantly, you will need a privacy policy if you are running a commercial website. The BBB has some tips here: <https://www.bbb.org> Online stores usually also require terms & conditions as well as a refund policy: tooltester.com/out/ecommerce-law

Install Google Analytics

Google's web statistics tool is one of the best in class, and free too. You can use it to determine the number of visitors to your website, page views, and much more, including where your visitors are located (their country and approximate city).

The most important information it provides however is the number of people who have come to your site via search engines, and the keywords they have used. Once installed, Google Analytics runs in the background and you don't need to worry about it. Register for a free account here:

www.google.com/analytics

You can find out how to install Google Analytics in the support section of your website builder.

Create a favicon



Image 14: Favicon

Favicons are the small images you can see to the left of the address bar in your browser. It adds a nice personal touch to your website.

They're easy to make using a favicon generator such as the one at favicon-generator.org. Upload it to your website using the favicon menu in your website builder. For a detailed tutorial visit tooltester.com/out/favicon

Checklist

- If you want to use an email address with your new domain, don't forget to set it up properly before publishing your website.
- Make sure that your contact form works properly too. The best way to do this is to test it using dummy details.
- Make sure that you've chosen relevant descriptions for your page titles and descriptions (meta descriptions). They should contain keywords that your customers would use. This information will be used by the search engines.
- Proofread your website thoroughly for grammar and spelling errors.

- Check for broken links, for example with a tool like Broken Link Check (brokenlinkcheck.com) or Ahrefs Site Audit (ahrefs.com)
- Test your website on another computer/tablet/smartphone device with a different browser – there may be rendering problems that you can't see on your own system.

After publishing

Register your website with the search engines

The major ones are:

Google: www.google.com

Bing: www.bing.com

However, don't expect visitors to start finding your website through these search engines immediately. It can take days or even weeks for your site to be fully indexed and verified that the information contained on it is relevant.

Note: Backlinks are like online gold dust. Ensure that high quality sites link to your website. This will ensure your search engine rankings will increase more quickly. But resist the temptation to purchase links or use any other dubious methods to bump your website up the rankings. If Google figures out what you're up to (and remember, Google knows everything!), you can be blocked from their listings. To learn more about SEO, take a look at this article where we test a couple of website builders for their SEO capabilities: tooltester.com/out/seo

For a more advanced online course check Moz's beginners guide: <http://moz.com/learn/seo>

Additional useful information

Tips, tools & tutorials: tooltester.com/out/resources

How to create an online store: tooltester.com/out/online-store

How to password protect your website: tooltester.com/out/password

Thank You...

...for taking the time to read this ebook. I hope you learned lots, and had some fun along the way. If you found this information useful and would like to show your appreciation, here are some ways you can do that:

- Visit the website builders via the links on Tooltester.com. If you decide to sign up with a provider and have clicked through from our site, we get a commission. This is our only source of income since we prefer not to use banners ads. Of course, the price remains exactly the same for you.
- We'd also be delighted with a link from your new website. "Likes" on our Facebook Page also make us happy!

If you get lost at any point during the website-building process, feel free to contact me directly at <https://www.tooltester.com/en/contact/>.

Finally, do share this ebook with your friends or colleagues if you think they'll find it useful.

About this ebook:

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