AWARDSPACE

Make Sense of Your Free Hosting

Dear Reader,

We, at AwardSpace, have been offering Free Hosting since the year of 2003. In fact, we are pioneers in the Free Hosting industry. Now, 15 years later, we are aiming towards newer and higher peaks. Yet, we are striving to remain persistent in providing the infrastructure that everyone needs to succeed in the current digital economy. In order for us to reach our goals, we need you, our customers, to do the same. Meaning, to use your free hosting to its fullest potential, to reach your goals, and to conquer your peaks.

We hope you succeed!

This is, in fact, the core of our company's philosophy. When we started 15 years ago, we found an industry that was way too small and thus, was reserved for the big companies. Still, it was an enthusiastic and fast-growing industry. We foresaw the future of Web Hosting. We foresaw that, at one time or another, everyone will want to have his/her own website.

'Why not now?' – we asked.

But there was a problem. Even if we were offering web hosting for free, not everyone was capable to create and/or market a new website.

Through the years, we've created a community. A family. We are, in a way, obligated to take care of you. Therefore, this guide was created. Now, you'll be able to not only get a free hosting, the utility of which you may or may not understand. If you follow this guide, the knowledge of what is web hosting, how to create a website or to choose a domain will no longer be covered in mystery.

Currently, AwardSpace is offering a wide range of services. From free hosting to the Virtual Private Servers, known as cloud hosting. And when the time comes, and you need more infrastructural resources – you can get back to this ebook, and find out how to choose the right plan.

By bringing together the infrastructure, this guide, and hopefully your conscientiousness, success should come a little bit closer to you.

We want to host your success.

Welcome to AwardSpace!

AWARDSPACE

Dimitar Dimitrov, CEO

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Entering the Hosting Space

INTRODUCTION

It was not that long ago that I started to use hosting services, creating websites, and overall getting to know how the web works. And honestly, more or less at the same time, I figured out that the hosting space is a huge area of interconnected elements. The web is a complex environment. Meaning, every single element is necessary for all the others to work properly.

The web space is so immense that it is virtually infinite. Thus, a quick introduction into the world of hosting could be of high value.

Together we'll glance on the surface of the hosting world, just so you get to know what some of the terms are standing for, but without any unnecessary details.

In order for our Spaceship to be able to navigate throughout this immense space without getting lost, we need to get out of Earth's orbit.

This is impossible to achieve without facing key elements like the MySQL Databases, FTP and DNS's.

It will be quite a journey. Let's go!

TYPES OF HOSTING SERVICES

Website hosting is an Internet service that enables you to create your website and store the data from this site on a server that is connected to the Internet and that enables your website to be available online.

FREE HOSTING

Free Website Hosting means that you can create your own website absolutely for free.

While some hosting companies impose their ads on the websites and blogs of users with free accounts **AwardSpace** is **not** one of them.

The free hosting is actually **shared hosting with fewer resources and features available.**

FREE HOSTING FEATURES

AwardSpace is not only **a pioneer in the Free Web Hosting Services** but is also offering and will continue to provide one of the **best free hosting plans available in the market.**

With our Free Web Hosting plans, you'll get:

5GB Monthly Traffic

1GB Disk Space

1 MySQL Database

99.9% Network Uptime

24/7 Customer Support

Absolutely Free

WHAT IS SHARED HOSTING

Shared Web Hosting got its name from the fact that it doesn't provide an individual server for the hosting of one single website. **Shared hosting** means that one server is used by many accounts. So, depending on the hosting plan and server capacity there could be a vary-ing number of websites on one server.

But **shared resources significantly reduce the cost of the web hosting service** as maintaining the server gets much cheaper.

Usually, websites on shared hosting accounts share most of the server's resources between each other. In peak times shared web hosting accounts with the need for more CPU or RAM, for example, can use the resources from other smaller accounts and that's how the capacity of the server is distributed across all of the accounts for optimal efficiency of the server.

WHAT IS VPS CLOUD HOSTING

VPS Cloud Hosting services provide more flexible and specialized solutions for diverse websites that have outgrown their shared hosting plan limits.

The new technology of Virtual Private Servers provides economical and high-quality hosting services that fill in the gap between shared and dedicated hosting.

VPS hosting is very effective and elastic hosting solution because it's based on a server virtualization technology that divides the physical machine into a few fully independent virtual servers that could have separate operating systems installed and could be rebooted without affecting each other.

These capabilities also allow root access to the server and full control over each virtual machine, so you have the freedom to make various changes in your hosting account and install additional software.

VPS is more appropriate for more experienced users who want full access to their server, to manage their own settings and develop custom websites.

To make that experience simpler we've created our special VPS Control Panel that makes the management of VPS accounts much easier.

DATABASES

The **database is a collection of organized data** that is usable and accessible. Databases are usually presented as tables. Digital databases are an essential part of the Internet infrastructure and the way we use it. They allow the organized storage of content, from which information can be extracted and manipulated.

WHAT IS MYSQL DATABASE

MySQL is the most widely used open source database management system. It allows the creation of multiple databases that can be accessed by more than one user simultaneously. MySQL is used for the management of relational databases that are most commonly used for the storage of great amounts of all types of data. Relations are typically presented as tables with columns and rows.

MySQL is deployed by various large and demanding websites including popular sites like Facebook, Wikipedia, Twitter, Flickr and so on.

FTP

FTP (File Transfer Protocol) is a standard protocol that allows simple file transfer between hosts in a network based on the TCP/IP protocol. The FTP is often used for the uploading and downloading of files from websites, especially large files. It enables you to download and upload files directly to any directory at your site and get files which otherwise may not be accessible from the back-end of the website.

DNS

The **Domain Name System** is a distributed database system that translates the human-readable domain names into IP addresses. Thus, enables you to reach any site by first connecting to a DNS server, which stores a big database for the mapping of domains.
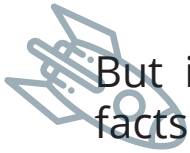
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How to Choose a Domain Name

INTRODUCTION

The **domain name is how people will refer to your website**. In a way, it is your website. YouTube wouldn't be YouTube if the domain name was 'video-uploading-and-streaming.net'. If you have an established business and the domain name with its name is free the choice is easy.

But if you are just starting, there are a number of facts that you need to know about the domain name. Facts that will at least prevent you from making a mistake that at one time or another will be impossible to fix.

When choosing a domain name preferences may vary but there are some undoubtful advantages of following a strategy to ensure the success of your choice.

Just like in making the decision of purchasing a house, you need to be informed and aware of the possible downsides of your prospective choice.
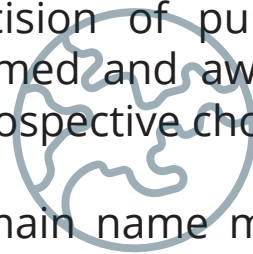
Learning how to claim a domain name might seem like a trivial task but once examined closely, it becomes obvious how much work had been executed behind a successful domain name.

WHAT IS A DOMAIN NAME

A domain name is the Internet address of a company or another entity on the Internet. For example www.mydomain.com.

As a whole, there are **over 112 million active domains** only for .com, .net, .org, .info., biz, .us TLDs, **82 million of which are .com** TLD alone. Every month there are over 420 thousand newly registered .com TLDs.

HERE IS WHY YOU NEED ONE

Having a domain makes you look more professional and increase the confidence in what you are doing.

The sooner you register, the better the chances are to find your desired domain name still available.

Search engine ranking is better when your site uses a top level domain.

Improve your brand recognition.

CHOOSE YOUR DOMAIN NAME

As you're about to prepare the ground for all of your future digital efforts, you need to be aware that you're sort of a big deal.

But how do you choose a domain name?
There are a couple of approaches to it:

BRAND NAME

Having your brand name as a domain is one of the most common strategies when creating a website. Besides recognition and brand awareness, it also contributes to your SEO scores and ranking.

WITTY CALL TO ACTION

If you still haven't created or built your brand, you might prefer to claim a domain name with a call to action that resonates with your prospective visitors.

All in all, once you come up with a domain name suitable for your brand and its voice, make sure you reserve it as soon as possible before anyone else does.

CHOOSE YOUR TLD

TLD (top-level domains) might not be an unpopular topic online and yet there's still too much that remains unclear. Choosing a TLD usually relies on its general popularity and not on its specifications.

So, let's examine the most widely-used top-level domains to understand the differences between them.

.com – Even though it's now open for general purposes, the .com used to indicate the website's commercial intention. Nowadays, its popularity suggests a more liberal understanding of its purposes and is, therefore, used for a variety of websites.

.org – Here once again, we can see a shift from its origi-nal meaning to a wider interpretation. At first, .org was truncated from the word organization and was meant to serve the needs of non-profit entities. Today, how-ever, you can easily see a for-profit website using this domain.

.net – As a gTLD (generic top-level domain), .net is incredibly popular among a palette of different industries. Nevertheless, its main intention for networking technologies websites has remained persistent and it is widely-used among Internet service providers, advertising agencies, and network operators.

———————

.biz – Using your website as a business portfolio might not seem as something exceptional now but used to be indicated with its own TLD.

.info – This is another gTLD which was among the 8 new ones chosen as a response to ICANN's announcement to take the pressure off the .com domain. It's also used as a generic top-level domain but is particularly popular among information portals and newspapers.

.us / .co.uk – Local domains are preferential for local businesses, communities, and organizations. These are particularly useful when aimed at a certain market.
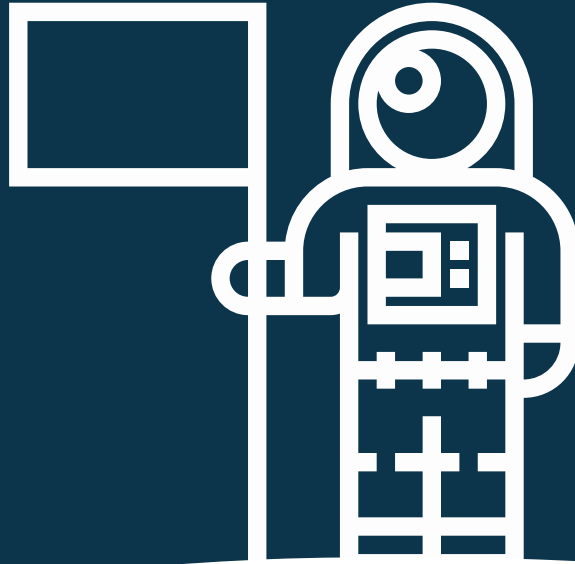
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Create Your First Website

INTRODUCTION

Creating a website is the whole point of going out in the open hosting space.

Thus, creating a website is the next logical step after choosing a hosting plan and a domain name.

Years ago, creating a website was quite a difficult task. Back then, you had to be able to use programming lan-guages in order to achieve that task. Nowadays, this is more of a recommendation than a mandatory condi-tion.

One is perfectly capable of creating a personal blog, and even an e-commerce website even if he(or she had never done so.

This is possible mainly because of the prevalence of the so-called Content Management Systems or CMS'.

Following, we'll examine how to create a website with the most famous CMS that exists. Namely, WordPress.
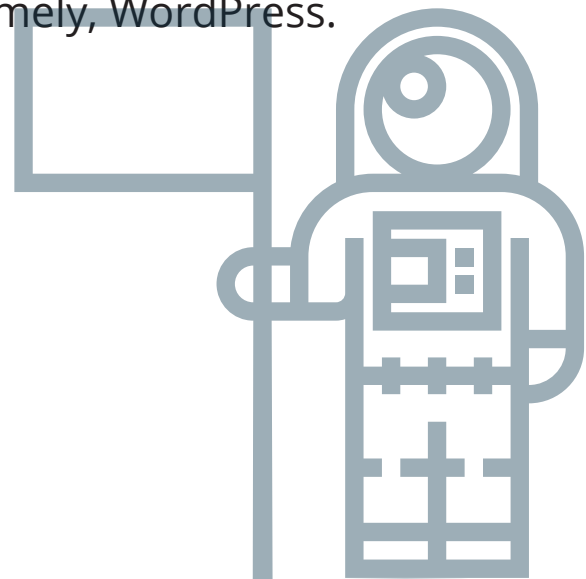
WHAT IS WORDPRESS

WordPress is a Content Management System. In the last years, it has become so popular, that we could easily say it is the standard way of site creation nowadays.

The CMS allows you to almost effortlessly build a website.

It won't make much difference whether you are about to create your first personal blog or e-commerce shop.

WordPress is a multipurpose solution. It will be as easy for you to create a portfolio website, as it will be to create a portal, forum, blog, or a shop.

You are a few clicks away from having the website you were dreaming for all these years.

Let's not make you wait anymore.

HOW TO INSTALL WORDPRESS

To *Install WordPress* you have to:
1. **Start the Zacky Installer.**
2. **Choose WordPress as the CMS you want to install.**
3. **Pick any themes and plugins that you want to install with the CMS.**
4. **Configure the website settings.**
5. **Install WordPress.**
6. **Enjoy!**

STEP 1: Get into the Control Panel of your account with Award Space and Gear the Zacky Installer
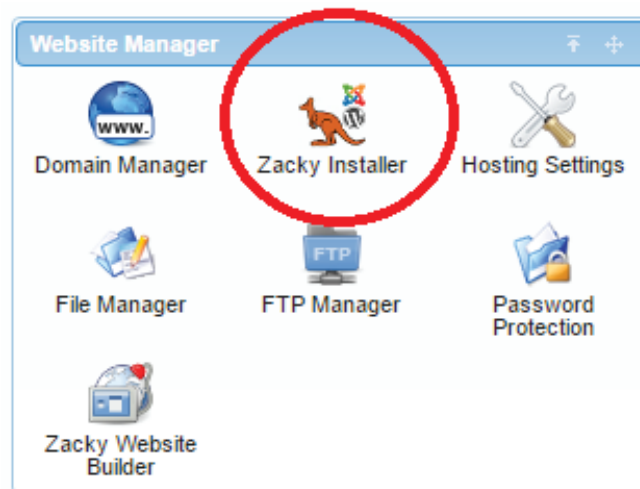
STEP 2: While **with a paid account** you'll have the opportunity to **choose from 16 CMS'**, with the **Free Hosting Plan, AwardSpace is offering you a one-click installation for Joomla and WordPress.**

Choose WordPress.

STEP 3: When you've chosen to install WordPress, you'll be presented with a number of **designs and plugins** that you can install simultaneously with the CMS.

On the third step, you have to **Choose Design & Plugins.**

STEP 4: Once everything else is set, you'll have to **choose the domain, register a new one, or pick a free subdomain** on which you want to install WordPress. Here is where you'll choose the name of the site, and will fill the Admin profile details.

STEP 5: Install WordPress

Double-check the information you've entered, so you won't have to re-install the CMS. After you are sure everything is as it should be, click the Install Now! button.

ENTER THE WORDPRESS ADMIN PANEL

After you have installed WordPress on your domain, you'll probably want to enter the WordPress Admin Panel and start building your website.

STEP 1: Enter your domain name and add **/wp-admin** at the end.

NB! If you've installed WordPress in different than the root directory, you'll have to insert the folder between the domain name and /wp-admin.

STEP 2: To access your WordPress admin panel, type in the Username and the Password that you've chosen in the **WordPress installation process**.

WORDPRESS TERMINOLOGY

To be able to work with something, we need to know it. To put it in terms and categories.

WordPress doesn't make any difference about that. Let's take a look at the main terms in the CMS, so it will be easier for you to use it.

WHAT IS WORDPRESS THEME

Simply put, **WordPress theme** is the general layout of your website. Most of the WordPress themes are highly customizable for the common user. On the other hand, in order to customize **some** of them, you'll need at least basic knowledge in some programming languages, especially **HTML** and **CSS**.

Essentially the themes in WordPress are kind of template for your site's general view. A lot of them are multi-purpose but often this is not the case. Some of the themes are made only for blogs, others to be a business card, with some of them you can create a one-page website, with others – a magazine. And there are, of course, those which are meant to be a shop.

WHAT IS A WORDPRESS POST

In a few words, posts in WordPress are **updatable peace of content**. Usually, they go from the **newest to the oldest**, thus becoming irreplaceable for a blog, a magazine or news-oriented websites.

WHAT IS WORDPRESS CATEGORY

The categories are like the folders on your computer. We use them in order to organize the posts in different categories so that the users will get a better UX(user experience) when they are searching for a specific topic on your website.

WHAT IS WORDPRESS PAGE

Pages are very similar to posts, but the difference is that the pages are meant for a static and/or stand-alone pages. Such pages are the **About, Contact** and your Main pages.

WHAT IS WORDPRESS HOME PAGE

A **Home Page** is the page you land on when visiting a site for the first time. Its main purpose is to greet you and to tell you what is the site, you've just landed on, all about.

WHAT IS WORDPRESS PLUGIN

The plugins could be (not officially) interpreted as apps, or add-ons, that are including a functionality to your WordPress that the default installation of the CMS misses.

HOW TO INSTALL WORDPRESS THEME

There are two main methods to install a WordPress theme:

1. You could use the integrated theme search engine.
Go to *Appearance->Themes->Add New.* Now choose from the presented options.

2. You could upload a theme you've downloaded or purchased from a third party theme provider.
Go to *Appearance->Themes->Add New->Upload Theme*;

3. Choose the theme file, located on your computer.

METHOD 1: INSTALL THEME FROM WORDPRESS.ORG

This step is the common ground between the two main methods. You have to enter the theme options.

Now, you'll be able to see all the themes that have already been installed.

Click on the **Add New** button above the other themes.

You will be given a list of themes.

Find a theme that you like->*Hover over it*->*Click Install*->*Click Activate*.

METHOD 2: UPLOAD THEME FROM YOUR COMPUTER

STEP 1: Enter the Theme Options

Let's say you've bought a theme, or downloaded one from a third party theme provider. To upload it to your site, you have to go to Themes. Then click Add New. Now click the Upload Theme button.
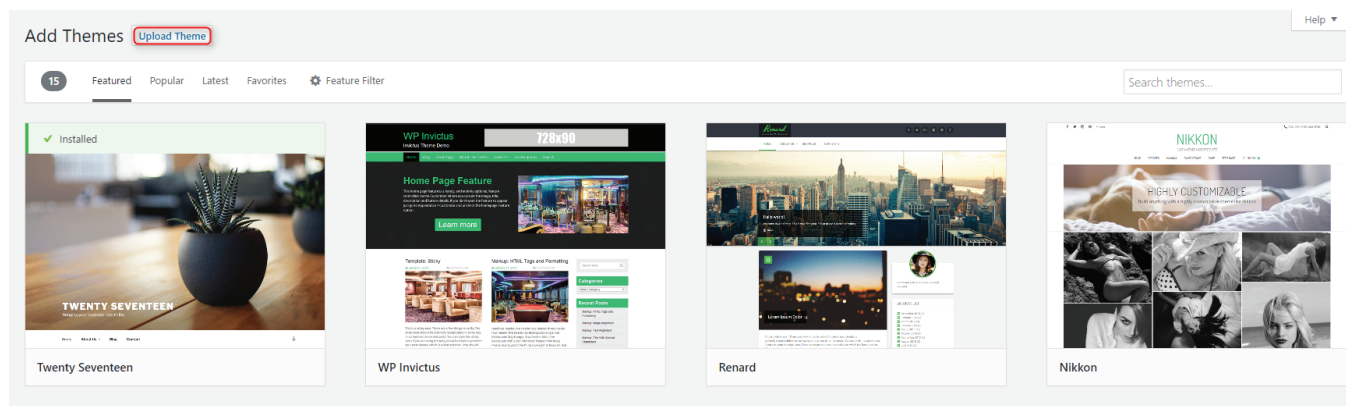
STEP 2: Upload the Chosen Theme

A menu will show up. Click the Choose File button, select the archive of your theme from your computer and press the Install Now button. WordPress will finish the operation automatically for you. Just click Activate afterward.
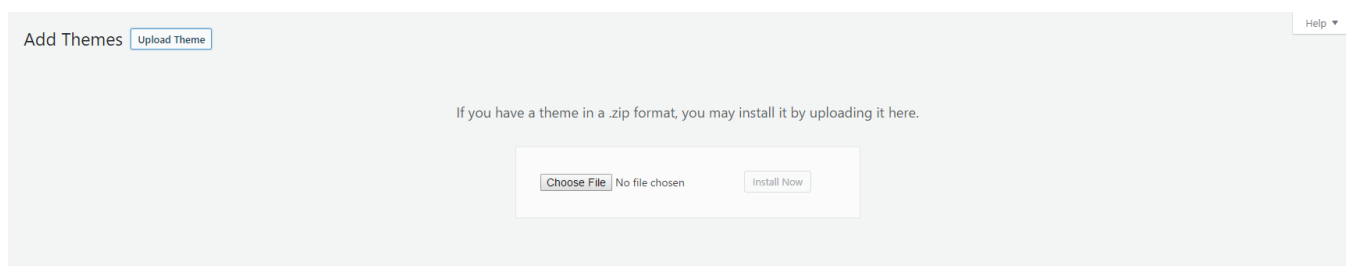
HOW TO POST ON WORDPRESS

Now that you've Installed the desired theme, you are ready to start creating content.

Speaking of building a WordPress based website, posts are probably the most fundamental part.
In your website's dashboard hover the mouse pointer over Posts. A submenu will open. Click Add New.

Afterward, the post editor (a.k.a. WYSIWYG) will show up. If you just want to create a new post, to see how it works exactly, without adding anything, except for words in it, pay attention to:

Post Title – here is where you put the title of the post. On the front end of the site, as you can imagine, this part will stay above the post content.
Post – this is the bigger white window. Here you'll put the content in. On the upper right corner of this window you can see two tabs:

After you are ready with the **Post Title**, and the **Post** itself click on Publish.

Now you can go to the front end of the site to see your first post.

SETTING UP AN ABOUT PAGE

The About Me page is the essence of your whole website. Presenting yourself or your business, however, can be a tough task as you always wonder what's worth mentioning and what's plain gibberish.

Looking at other websites is not a crime and it even proves to be a great source of inspiration.

Here's some information you can include on your About me page:

Your area of expertise. Assuming that your visitors already know your name and any other general information, it's important to present your work. Introducing yourself as a professional first is essential for any professional personal website.

Website's Purpose. Explaining the purpose of your website helps people navigate through it easily. Once familiar with your own views on how your website is supposed to serve your and their interests, your visitors will know that they're not just attending the vanity fair of your ego.
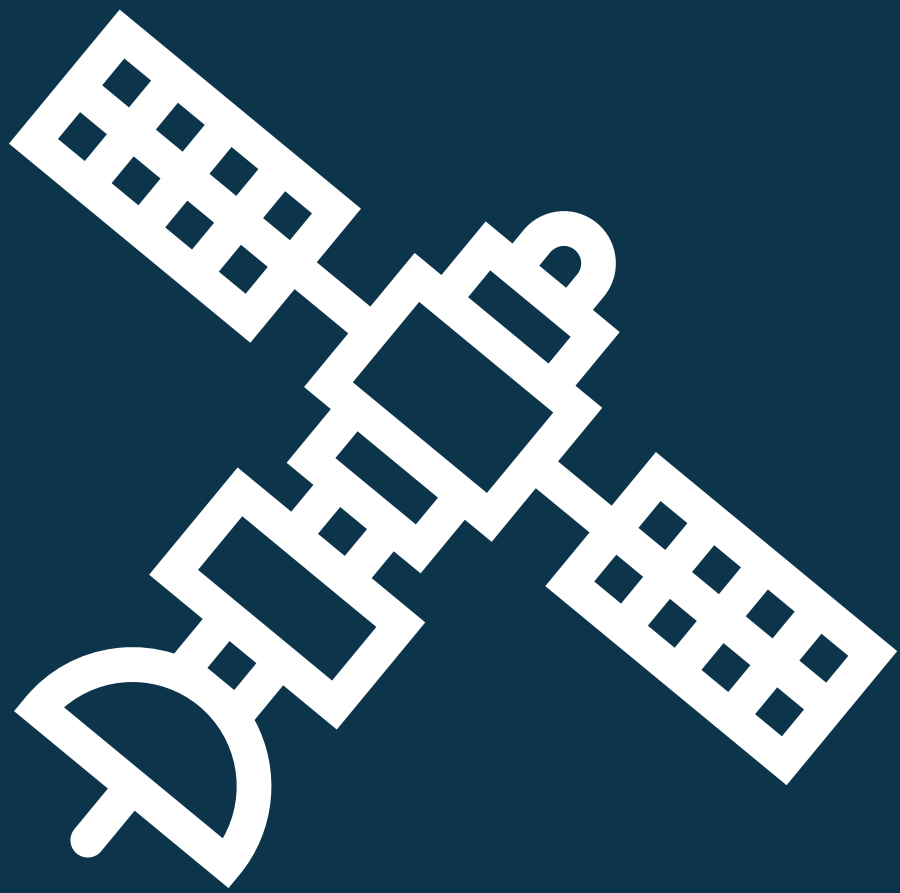
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Let the World Know About What You Do

INTRODUCTION

Most often than not, what we are doing matters only if someone else is able to see it and to evaluate it. If the last is not possible we would do almost everything behind closed doors.

There would be no religions, no ideologies, but also no neighborhoods, neither smartphones.

There would be no websites.

As a social and conscious species, we are striving to receive the attention of others. Thus, your website probably wouldn't matter even for you if there is no one that engages with it.

On the other hand, there are people who are looking for you everywhere on the web. You just need to tell them, where they can find you.

In order to show you how to achieve this, we'll cover the basics of digital marketing.

And hopefully, this will help you to show the world what your website is all about, how and why people should land on it.

DIGITAL MARKETING

The more websites are created, the more digital marketing agencies and services will follow.

Still, it is possible for most of us to market our websites, at least on some basic level, without using the services of these agencies.

There are three main, not necessarily autonomous, elements of digital marketing that, when used wisely, will make the difference between having a website that is well known and one that no one ever visits.

Namely, **Search Engine Optimization**, **Social Media Presence**, and **Advertising**.

Of course, digital marketing is by no means a panacea for bad content. No matter how much you push your website or service, it just won't become successful if what you offer is not worth it.

Thus, first make sure that you have useful and well-presented content.

Then, by implementing these digital marketing tactics, success will come.

SEO

First things first, SEO is an abbreviation, that stands for **Search Engine Optimization**.

And the main idea behind SEO is to optimize your con-tent for the Search Engines. In other words, to make your content head the searches that people are making in the search engines. Of course, you should optimize for keywords, relevant to your business.

But before we jump into the SEO introduction, let's ex-tract a definition of SEO.

SEO Definition

The active efforts to affront search engine users' queries with relevant, valuable and in-depth content is what we call SEO.

The search engine optimization is divided into two main segments. Namely, **Off-Page SEO**, and **On-Page SEO**.

OFF-PAGE SEO

Search Engines are crawling the web in order to find as much pages and websites as possible. While doing so, the bots that are crawling around are gathering and caching the websites, so that when a user searches for something the Engine will have enough information to know where and what is the most relevant information to that search(a.k.a query).

But in the dawn of the SEO practices, people started to stuff their content with the keyword that they hoped(or knew) people, interested in their product use to find information on the web.

That forced the search engines to change the rules in order not to let webmasters abuse them. That is why backlinks became so important. Now it is not only about how many times you've written the keyword you strive to rank for in your content. How many other websites believe that your content is relevant is also important. At least equally, if not more important.

OFF-PAGE SEO

Now, the backlinks, also referred as votes of confidence, that your website will get from other websites, are not the only important factor in the off-page SEO.

As SEO is mostly about content creating, and optimizing it for the queries of the users in search engines, which is the essence of On-Page SEO, some of the techniques of the Off-Page SEO, are also related to content creation. When working on your Off-Page SEO, consider the following elements:

 • **Create Shareable Content** - Podcasts, Videos, and Infographics are a great example of shareable content. Consider creating more of these. Given, they are providing value to the users, more shares will occur, and thus, more backlinks.
 • **Guest Posting** - Writing articles for another website will surely bring you a backlink. By doing so, you will be able to, more or less, choose the website from which you'll get the link, and you'll be able to write about something that is related to your website. And relevancy is crucial when it comes to backlinks.
 • **Forum Submissions** - Giving an expert level answer to questions that your potential customers are asking in forums, will surely raise the awareness around your website, and thus, around your business.
 • **Influencer Outreach** - This one is a no-brainer. There is no downside to allying with influencers.

ON-PAGE SEO

Simply put, **On-page SEO** is the practice of optimizing every single web page of a website in order for it to rank better in a search engine. Optimization means taking into account every single aspect of the page which when put together become a single coherent and relevant piece of content.

The good news is that in on-page SEO you are the master of the sea. Meaning, the media is yours and you can link to wherever you feel necessary, and thus, 'vote' for your own content. Although it is less important than links that are coming from relevant and authoritative websites, the links that you are giving to yourself are also important.

But there is more to On-page SEO than interlinking.

You should carefully choose the keywords that you're striving to optimize your content to. Meaning, devoting a piece of content to a very specific topic that search engine users are searching for.

ELEMENTS OF ON-PAGE SEO

1. **Neat URLs** - As your URLs are indicators for the search engines what the page is actually about, they have to be keyword rich.

2. **Title Tags** - The title tag is essentially your page's face in front of search engines. Title tags are the most im-portant on-page SEO element. That's why they have to be representative and well-thought.

3. **H1 Tag** - The H1 tag defines a certain text as a title. While it can be the same as your meta title, it's import-ant that you still put it into <h1> tag, as that will build your content's continuity and point out the topic of the page to the search engines.

4. **Keyword Priority** - All of your SEO efforts should be revolving around your focus keyword. A focus keyword is a word or phrase for which you want your page to rank on a search engine.

5. **LSI Keywords** - LSI (Latent Semantic Indexing) is a search engine method used to determine the relation-ship between concepts within a piece of content. It includes synonyms and semantic families which repre-sent the focus keyword.

ELEMENTS OF ON-PAGE SEO

6. **Engaging Media** - Including engaging images, videos, and graphics to your pages has an implicit effect on your SEO performance. If you're able to catch people's attention right after they've entered your website, the bounce rate will be reduced, which is a key indicator for search engines that you've created something valuable.

7. **Media Optimization** - The media, just like the text, plays a crucial role in your on-page SEO. That's why optimizing images and other types of media is just another part of the process.

8. **Outbound links and Internal links** - Outbound are all of the links on your page that refer to an external source. A study conducted by Reboot a year ago shows that search engines take your outbound links into consideration. It is thought that the links you use on your pages are directly related to your relevancy, authority, and utility.

Internal links establish your site's architecture and spread the so-called "link juice". This means that search engines need to have an access to a crawlable link structure on your page and the best way to provide them that is including internal links within your pages. That also helps to increase the time spent on site which as we said is a great sign to engines.

ELEMENTS OF ON-PAGE SEO

9. **Full and Lengthy Content** - Now, I guess it's obvious to you just as it is to me, that when you post a certain content, you're trying to solve someone's problem. People prefer spending time on pages that have a full, detailed and high-quality content as opposed to the ones providing short answers. The same goes for search engines. A case study by Backlinko proves the point by finding out that "the average Google first page result contains 1,890 words." So, when it comes to your SEO, always remember that length is a strength.

10. **Responsive Design** - It's 2018 and it shouldn't be surprising that responsive design is a ranking factor. Google has stated multiple times that the responsive-ness is its recommended design pattern. Once you take a look at the top results for any search, it becomes perfectly clear that it also affects your SEO perfor-mance. Even though here we're talking about mobile devices, this is still a key element of your on-page SEO.

11. **Loading Speed** - The faster your website loads, the lower the bounce rate will be. And, as it was men-tioned already, the percentage of people that enter your website and decide to immediately leave, will influence your rankings. A lot. Do your best for your website to load in no more than 2 seconds.

SOCIAL MEDIA

In order to drive traffic to your website by using social media, you need to have enough social traffic to transfer to your website.

Shareability is one of the greatest ways to disseminate your content. In the era of quick sharing, people are looking for something to identify their needs and believes with. That can come in the form of blog posts, pictures, or videos. There are three main social media post functions that can achieve that:

• Inspiration
• Entertainment
• Utility

Another way to popularize your social media channels is through reactions and responses. It's quite similar to the shareable content but here we're aiming for a different activity. The easiest way to get responses on your posts is through questions, games, and quizzes. You can also reach larger and relevant audiences through #hashtags

One of the best working marketing tactics in the past few years has been and remains influencers collaboration. As influencers are usually widely recognizable social media personalities, your joint efforts will inevitably drive visitors to your own channels.

ADVERTISING

Contrary to the common belief, advertising still works. Especially, when done right.

Therefore, companies all over the world are investing billions (with a B) of dollars every year in advertising, hoping that their ROI (Return on Investment) will be higher than the money they've put in advertising.

Still, a large portion of the money invested in ads is not giving back what they are expected to. And the reason behind that is not the inefficiency of the tactic itself, but rather in the media, and/or the target group, chosen by the advertisers.

This comes to show, that if you choose the right way to advertise, and the right target group, to which your ads will show, your campaign will be a lot more effective.

The three of the easiest and most efficient ways to pro-mote your business website, blog, or any other web endeavor are, as far as I am concerned, the following:

- Google Search Ads
- Google Display Network
- Facebook Ads

But while the other two won't give you the benefit of showing your ad, only when people are actively look-ing for service, like your, Google Search Ads will.

ADVERTISING

It's not that ads, published in Google Display Network, or Facebook are inefficient. The difference is deeper than that. These types of advertising serve a different purpose.

Most often than not, it's harder to convert a person who is merely trying to see what his friends are doing, or one reading a news article, then those, who are actively looking for a service. It's pure common sense.

That is why Google Search Ads, is my favorite method of advertising online.

Follow these tips when using Google Ads to promote your business, and chances are, your ROI will be higher:

1. Find the Right Keywords - Your Google Ads copies will be triggered by the keywords that you've set. Needless to say that it will harm your campaign and budget if you let your ads show to irrelevant keywords.

You can use five types of keyword match in Google Ads:

ADVERTISING

Broad match – This is the default match type. It displays your ad to the widest audience.

Broad match modifier - A broad match, but with slight restrictions.

Phrase match - Your ads will be displayed when your keywords contain the phrase in the search query.

Exact match - Your ads will only show if someone types the exact keyword you've chosen.

Negative Keywords – These are the words that you are filling in order for your ads NOT to be triggered by them. Using negative keywords will tighten your audi-ence, reduce unnecessary costs, and improve ROI.

2. **Location Targeting** - As a small business owner, you are probably on a tight budget. This is why you should consider targeting your Google Ads campaign on location above all else.
Doing so, especially if done right, will save you more money than you can imagine.

3. **Set the Right Budget** - Budgeting is a hard task. Even more so, if you don't know how much something is worth, and thus how to create the budget. The good thing about using Google Ads as your ad platform is that you can easily change the budget at any time.

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4. **Take Care of the Landing Page** - The Landing Page is the page where the users will 'land' when they decide to click on your ad. You better take care of it. It should be nice and tidy. And most of all – make it so, that page (and your whole website, for that matter) says clearly what's in it for the user.

5. **Use Search and Display Networks** - Google Search ads are those ads that are triggered by …you've guessed it, a search. But, as we've mentioned already, Google gives you the opportunity to publish yours in the Display Network.

You are the one to choose at what type of websites you want your ads to appear, and even to what type of audience. One of the sites of the Google Display Network is YouTube. And your ads could be published there. On the price of cents. Literally.

6. **Track Your Results** - In marketing, everything is about result analysis. In digital marketing, this is even truer. The data comes faster and in bigger chunks, but it is better arranged, and you are able to digest it with a simple glance.
Yet, when you are using Google AdWords or any other advertisement platform, you better track your results and analyze them.
Even if everything is going great, keep an eye on your advertising campaign. At least to be sure that the things are the way you want them to be.

5

Conclusion

CONCLUSION

Your journey through space is almost over.

You are going back to where you started.

Hopefully better, wiser, and more motivated to do what you have to do, in order to create something that is worth a while.

Not only for the people that will land on your website one way or another. But also for you, personally.

Because if you are not proud of what you have created and what it achieved, it won't matter if someone else is.

Now, you know how to make sense of your free web hosting service.

But knowledge is not power, per se.
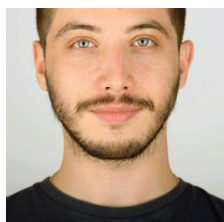
Using your knowledge is.

Don't waste any more time.

Go, make sense of your free hosting!

ABOUT THE AUTHOR

Lazar has been working for AwardSpace for almost two years now. He has been fortunate enough to have all of his passions overlap with his job, at AwardSpace.

He contributes to our marketing efforts, as much as he does with our side projects.

He is an author in our blog and the main contributor to the WordPress Tutorials on our website.

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