

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

IN THIS MODULE:

We'll look at what to include on your website (and what not to include). After that, we'll cover different types of website: simple one-page websites, multi-page sites, and blogs – and we'll tackle setting up *your* website.

In Module 2, you came up with a name for your freelancing business. You probably registered a domain name (even if it was just a cheap one to practice with) and set up at least one social media account.

In this module, we'll be taking another big task: building your website.

I know this might sound quite daunting, if you've never created a website before ... but we'll tackle things step by step.

Before we get into anything technical, we're going to look at what to actually include on your website. I'm putting this first as, even if you're not quite ready to get your website online, you can start getting these things together.

What to Include on Your Website

There are no absolute "rules" on what should go on a freelancing website, but there are certain things that your potential clients will find useful.

I recommend including:

#1: A Clear Description of What You Do

This might sound obvious ... but you need to be very clear about what you do as a freelancer. Imagine someone coming to your website who's never heard of you before. You need a couple of sentences, or maybe a short list, to explain what exactly it is that you offer.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

#2: Your Email Address

You need to make it *very* easy for potential clients to get in touch, and that almost certainly means including your email address. Don't offer a contact form alone: some people don't like using them, and they can be unreliable. It's fine to have the form if you want, but include your email address too.

#3: Examples of Your Previous Work

Before someone hires you (or even gets in touch), they'll probably want to see examples of things that you've written. You can simply link to any pieces published online. With permission from past clients, you can scan a piece you've written for their print publication and put it on your website.

Don't worry if you don't have anything you can use yet: we're going to come onto this in the next module.

#4: Testimonials from Previous Clients

Even though you're including examples of your work, it's still important to have testimonials from people who've worked with you in the past. These will hopefully not only emphasise the quality of your writing – they'll also make it clear that you're easy and pleasant to work with.

Don't worry if you don't have any testimonials yet: we're going to come onto this in the next module.

#5: A Photo of You

This is optional, but if you're comfortable with it, a photo really helps potential clients to make a connection, and it can also help give a sense of legitimacy (they can see you actually exist). I'd suggest using a clear, smiling headshot without other people in the photo. If you don't have one to hand, ask someone to take a bunch of photos of you against a plain background, then pick whichever shot looks best.

What NOT to Include on Your Website

There are some things you should probably (or almost certainly) avoid on your website.

#1: Don't Include Your Phone Number (Unless You're Sure)

I'm putting this first because it's a bit controversial. Some freelancers feel strongly that you *should* include your phone number because some clients would much rather talk than email. Personally, I'm happy to talk to clients on the phone if it's pre-arranged, but I don't want just anyone phoning up at random, so I don't put my phone number on my site or in my email footer.

You may feel much more positive about phone calls than me, though. If you're sure you're happy for potential clients to call, then go ahead and put your number on there. You could also potentially set up a dedicated business line that you only use during certain hours.

#2: Don't Include Lots of Personal Details

Unless your site is mainly a blog with a page or two about your freelancing, avoid having lots of personal details on there. It's fine to mention that you have kids, or that you live in a particular city – but don't give your entire life story. It's not necessary and if you really overdo it, you may come across as less professional.

#3: Don't Have Lots of Colours or Fonts

I'm no designer, so when I have to create anything visual, I've learnt to keep it as simple as possible. With your website, it's best to pick a couple of colours to stick with: on the Aliventures website, my main two colours are the same as in this .pdf: the deep pink/red colour, and the bright blue.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

With fonts, you'll probably want two: one for titles and subheadings, and one for the main text. You can just use the default that your website's theme or template comes with, at least for now.

One Page vs Multi-Page Websites

How big should your website be? Unlike a printed leaflet or brochure, a website can just keep going! But when you're starting out as a freelancer, you may feel that you don't have enough to say to fill multiple pages.

It's fine to have a single-page website, if that's what suits you right now.

This means having just a homepage, where you give details about your freelancing, include a testimonial or two, and have clear contact details.

If you have a little more time, or if you want to start out with all your pages in place, you can create a multi-page website. In this case, you'll probably have a very brief summary of what you do on your home page, with links to more details on other pages.

The pages you'll most likely want to include are:

- About (or "About Me")
- Services (or "Writing", "Editing", etc)
- Testimonials
- Portfolio (or "Examples", "Samples", etc)
- Contact

It's up to you exactly what you title the pages – pick something that works for you and your potential audience. Whether you call a page "Portfolio" or "Examples", it serves the same function.

Crafting Your About Page

This is a particularly useful page to include if you have a blog on your site too (readers will want to find out more about you), or if you want a bit more space to talk about your qualifications and experience.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

You can write it in the third person (“Ali Luke is a freelance writer...”) or first person (“I am a freelance writer...”) I prefer first person: it creates more of a connection, whereas third person can sound weirdly formal.

I’d avoid using “we” unless there really is more than one of you. Some freelancers want to make it sound like they’re a big firm rather than a single individual, but clients will prefer to know that they’re getting *you* rather than an employee of yours.

If you want to give a few personal details (e.g. “I live in Leeds with my husband and two children”), that’s fine – but keep the main focus of your About page on what you provide.

Since the About page is often one of the first pages that someone new to your site will visit, it’s often helpful to briefly mention what services you offer, then link to a separate page detailing these too.

Crafting Your Services Page

If you offer several different types of service (e.g. writing blog posts, writing sales pages, writing email copy) then it’s helpful to list and briefly explain these. Keep it fairly brief and straightforward, and encourage potential clients to contact you if they have questions, or if they want something a little different.

Try *not* to offer every possible writing service under the sun. I made this mistake starting out (in fact, I not only offered writing-related services, I offered website creation too). My business would have grown faster if I’d focused on the things I was best at and enjoyed most.

You may or may not want to include an indication of your rates: some freelancers do, some only discuss fees once a client gets in touch. We’re going to cover what to charge in Module 5, so it’s fine to leave this off for now and add it in once we’ve been through that module.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Crafting Your Testimonials Page

We'll come onto gathering testimonials in Module 4, so if you don't yet have any, you may want to come back to this in a week or two.

Testimonials are essentially just nice things that previous clients have said about you and your writing (even if those clients were people you worked with for free).

If you only have a few, you don't need a whole page for them yet. Instead, you could include one on your Home page, one on your About page, and one on your Services page, for instance. You can also repeat the same testimonial in several different locations.

With each testimonial, aim to:

- **Give the person's full name (with their permission, of course) and link to their website, blog, Twitter account, or other web presence.** This helps convince other prospective clients that your testimonials are real.
- **Include a photo of each client (again, with their permission), or a screenshot / scan of the work you did for them.** This helps add visual interest to a page that can end up becoming a bit of a wall of text.
- **Minimally edit the testimonials.** If there's an obvious typo, for instance, it's fine to fix it. You might want to break up paragraphs or pull out a phrase in bold to help make the testimonials easy to read.
- **Let idiosyncratic grammar or phrasing stand.** It helps show that your client is a real person. If you do want to make changes, it's a good idea to send the testimonial back to the client by email and check they're happy for it to go on your site. (I've never had anyone say "no".)

Crafting Your Portfolio Page

If you've had any pieces published – online or offline – you can create a portfolio page and include them as examples of your work. If you're doing anything beyond linking to them online, then do check with the editor first.

Here's how you could build your portfolio page:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

- Take a screenshot of online work (e.g. a blog post).
- Scan print work (e.g. a magazine article).
- For each piece in your portfolio, include the image, plus the title of the piece, the name of the blog/magazine/etc, and possibly the publication date (though if it's from several years ago, I'd quietly omit the date).
- If the piece was published online, link to it – potential clients may well want to read the whole thing.
- Write a couple of sentences about the piece of work, and/or give a quote from the editor who published it.

It's absolutely fine to include work you did for free in your portfolio, and you don't need to mention of the fee (or not) that you received for each piece.

Important: Don't copy the whole of a blog post or article onto your website as an example without agreeing it with the editor first. It's normally fine to quote a brief excerpt, but again, it's worth checking if you're unsure.

Crafting Your Contact Page

Keep your contact page short. Here's an example:

Thinking of hiring me? Got a question? Want to set up a time to talk? Drop me an email, reach out to me on Twitter, or fill in the form below:

Email: ali@aliventures.com

Twitter: @aliventures

[Contact form goes here]

Contact methods you might include are:

- **Your email address.** I'd always strongly recommend including this (I know spam is a worry, but most email providers these days are good at blocking it).
- **Your social media accounts.** Only include the ones that you check regularly, in case a potential client gets in touch. It doesn't look great if

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

you finally spot their tweet or Facebook message a fortnight after they sent it.

- **A contact form.** This allows your prospective client to send you an email through your website. It also allows you to ask for specific information (e.g. “what times are you available to talk?”) which can save you a fair bit of back and forth. It’s worth testing the form occasionally to make sure it’s working – they do sometimes go awry.

Getting Your Website Online

This is the big step! I’m going to list some possible options for you, and take you step by step through the two different methods that I recommend – WordPress.com and WordPress.org (*I know they sound nearly the same, but they are different ... and we’ll cover the differences too*).

Firstly, there are dozens of possible ways to get a website online. A few popular ones are:

- **Blogger** – quick and straightforward to use, but not particularly “professional” as it’s really designed for personal blogs.
- **Squarespace** – lots of options for “drag and drop” design, but quite pricy and not nearly so flexible as WordPress.
- **Wix** – they advertise all over YouTube, but I’ve also heard a lot of people saying they didn’t have a great experience using the software.
- **WordPress** – which comes in two flavours, WordPress.com and WordPress.org. The latter is used by many, many websites (pretty much every blog I read uses it, for instance) and it’s very popular with freelancers.

If you already have experience using a particular tool for creating websites, that’s fine – stick with what you already know and like.

If not, I’m going to cut through a lot of the options by suggesting that you pick from one of these two:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Option #1: WordPress.com – the “commercial” wing of WordPress. They make money through ads (which run on free blogs) and through subscription payments (paid by owners of premium blogs). You can create a site on WordPress completely free of charge, which makes it a good place to practice.

Option #2: WordPress.org – the “organisation” wing of WordPress. They provide the (very fully featured) WordPress software completely free of charge ... but you’ll need to pay for your own website hosting (and also a domain name, but that’s fairly cheap compared to hosting).

Long-term, WordPress.org is the better option. Short-term, WordPress.com is free to get started with, and slightly more straightforward. It’s up to you which you go for.

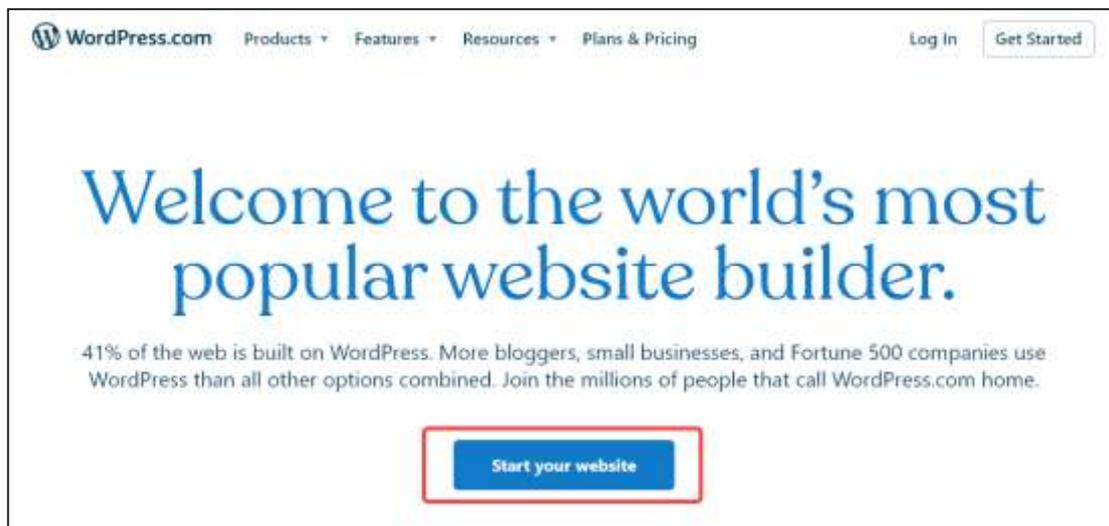
If you want more help deciding, there’s a link in the Further Reading at the end of this module to a post that compares the two. You’re also welcome to ask questions in the [Aliventures Club group](#).

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

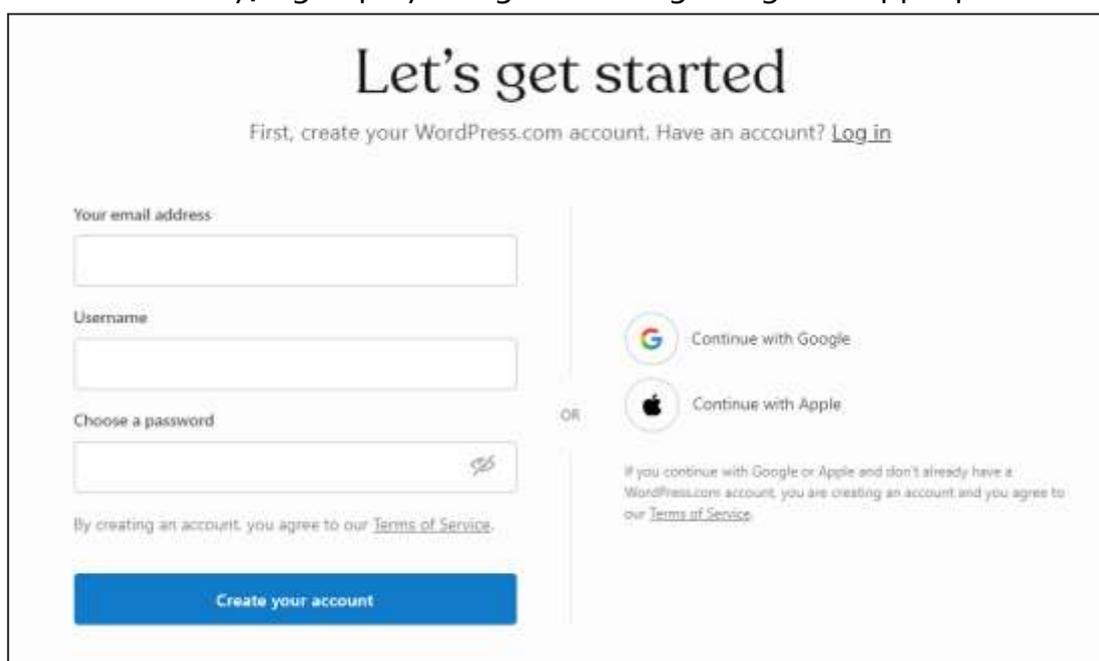
WordPress.com, Step by Step

WordPress.com is straightforward to use, but there are several steps to follow in the set-up process. To begin, go to wordpress.com and click "Get Started".

Note: WordPress has a habit of tweaking the way these steps are laid out from time to time, so what you see on the screen may look a little different. The basic process should remain the same.



Step #1: Fill in your email address, and choose a username and password. Alternatively, sign up by using an existing Google or Apple profile.

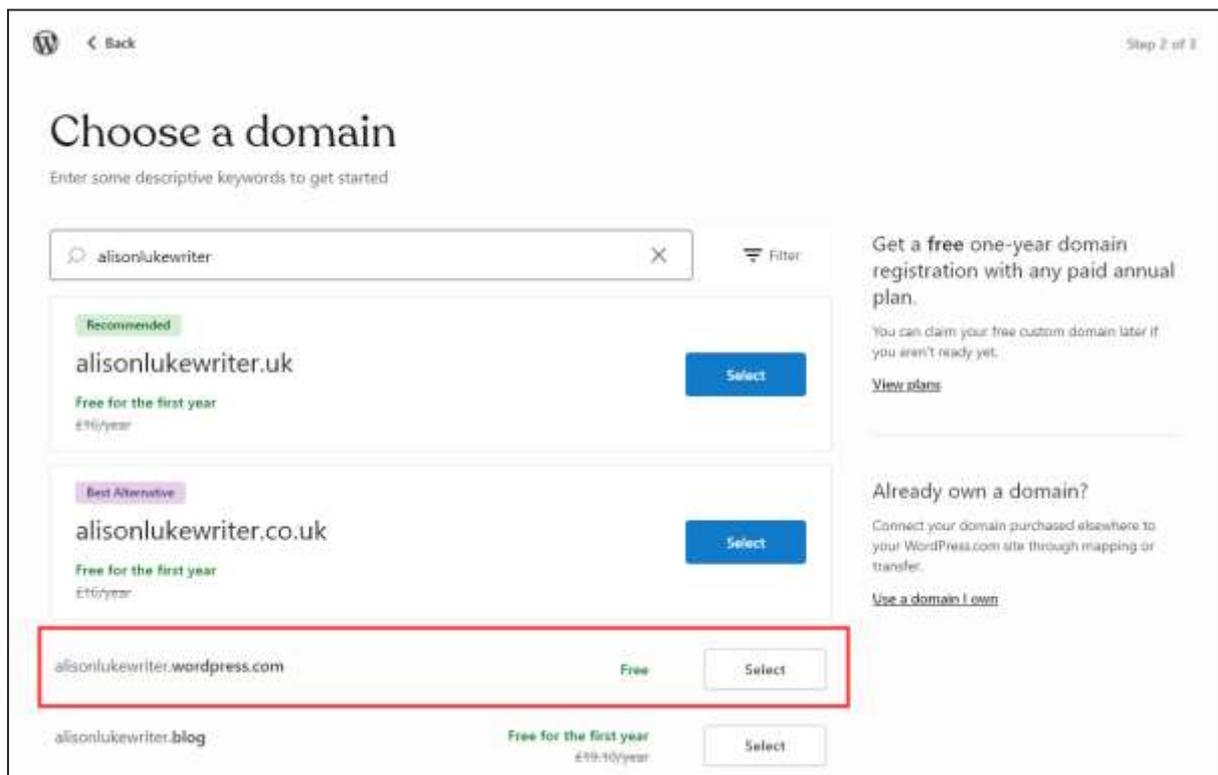
A screenshot of the WordPress.com sign-up form. The heading is "Let's get started" in a large, dark font. Below the heading, it says "First, create your WordPress.com account. Have an account? [Log in](#)". The form is divided into two columns. The left column contains three input fields: "Your email address", "Username", and "Choose a password". Below these fields, there is a line of text: "By creating an account, you agree to our [Terms of Service](#)." At the bottom of the left column is a blue button labeled "Create your account". The right column features two social login options: "Continue with Google" (with the Google logo) and "Continue with Apple" (with the Apple logo). Below these options, there is a line of text: "If you continue with Google or Apple and don't already have a WordPress.com account, you are creating an account and you agree to our [Terms of Service](#)." The word "OR" is centered between the two social login options.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Step #2: Choose a domain name for your site.

Type in the domain name (see Module 2) that you want to use for your website. WordPress will then offer you a number of options.

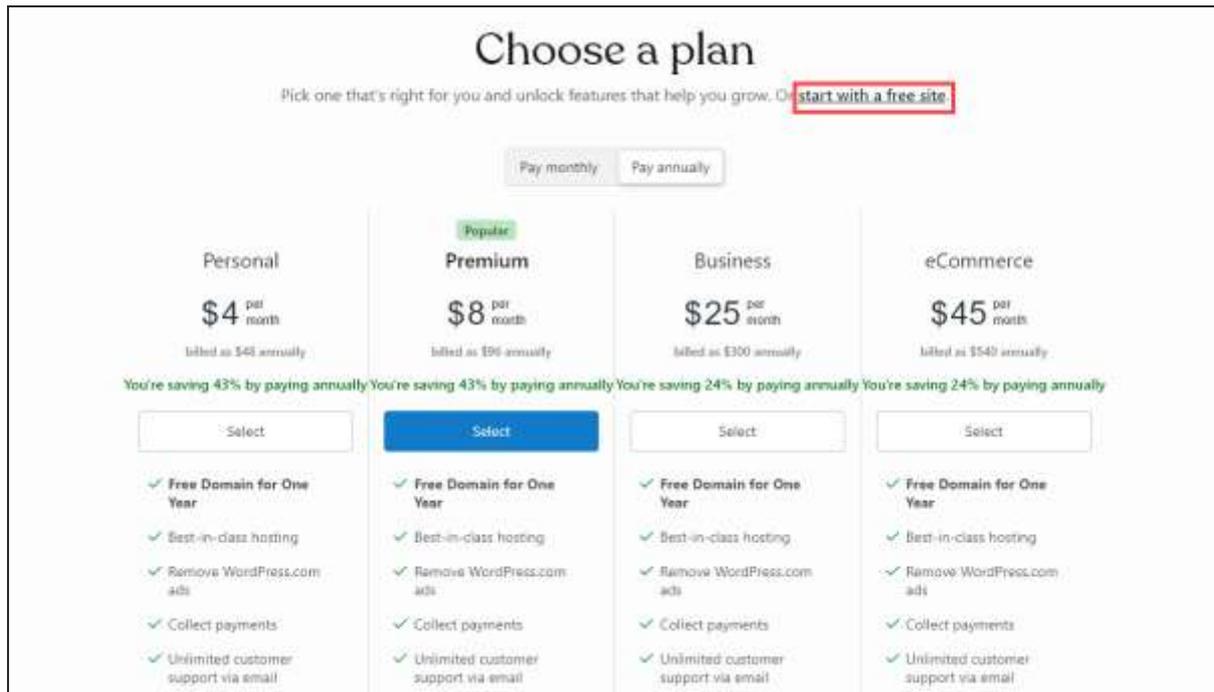
If you want to create a completely free site, you can do so by selecting the *wordpress.com* domain option: it should be the top one. (I've indicated it in red below for my chosen domain name.)



Tip: A domain with “wordpress” in it won’t look quite so professional, but if you’re on a very tight budget, it’s a good way to get started. You could also use a free domain to test out the process of creating a website.

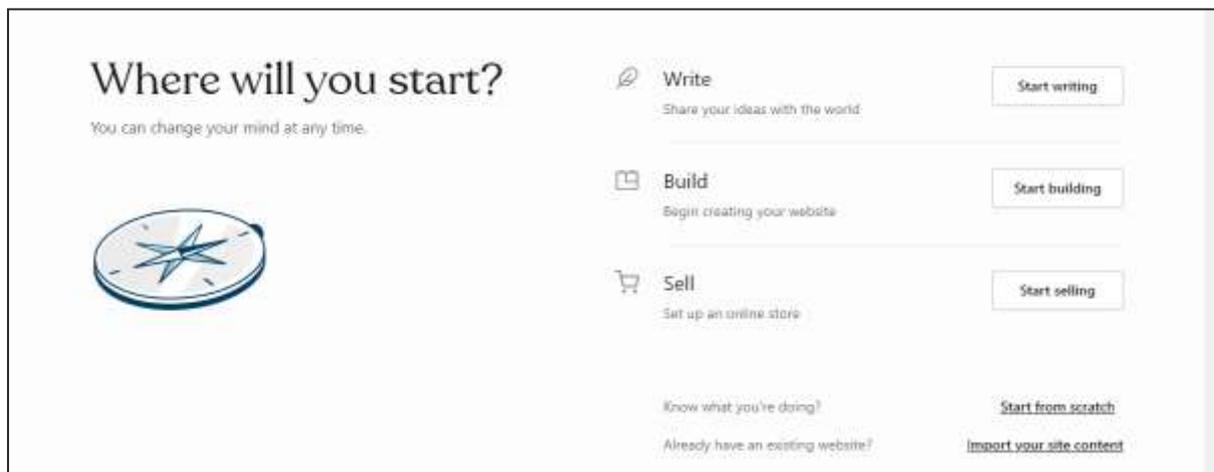
Step #3: Choose a plan. WordPress.com is a bit sneaky here, as the free plan isn’t listed in the table. To get it, you need to click the “start with a free site” link near the top of the page. I’ve indicated it in red below:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



For this tutorial, I've opted for the free plan.

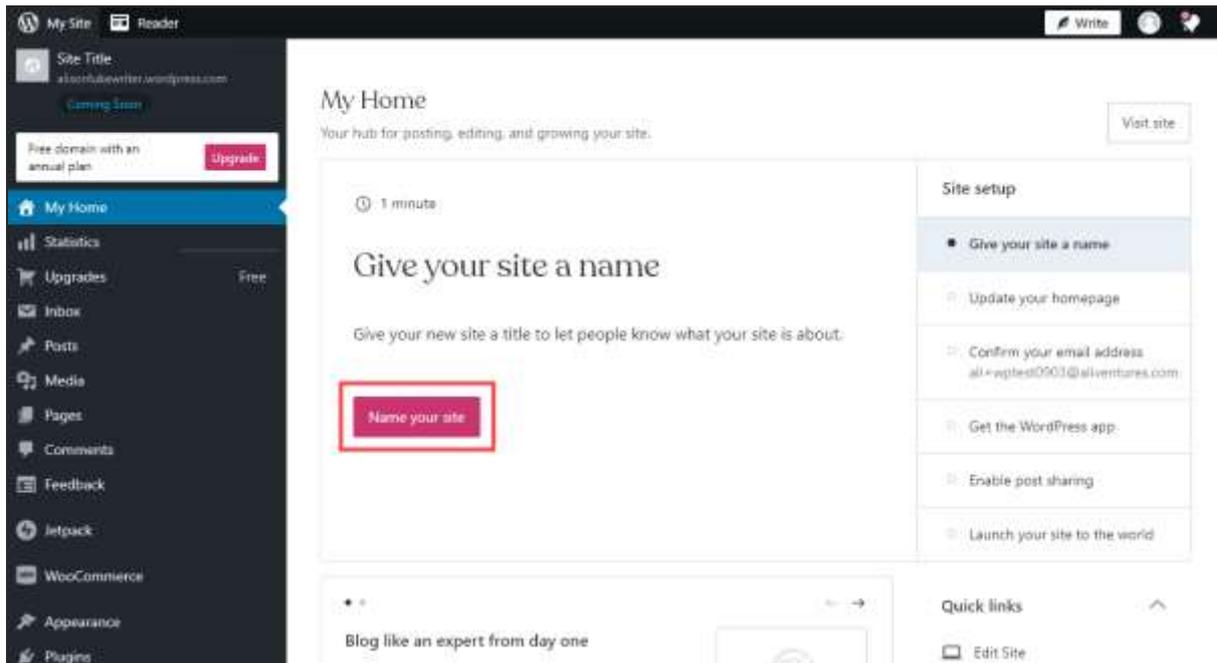
Step #4: Once you click the "start with a free site" link, WordPress will create your website straight away. You'll then see the getting started screen:



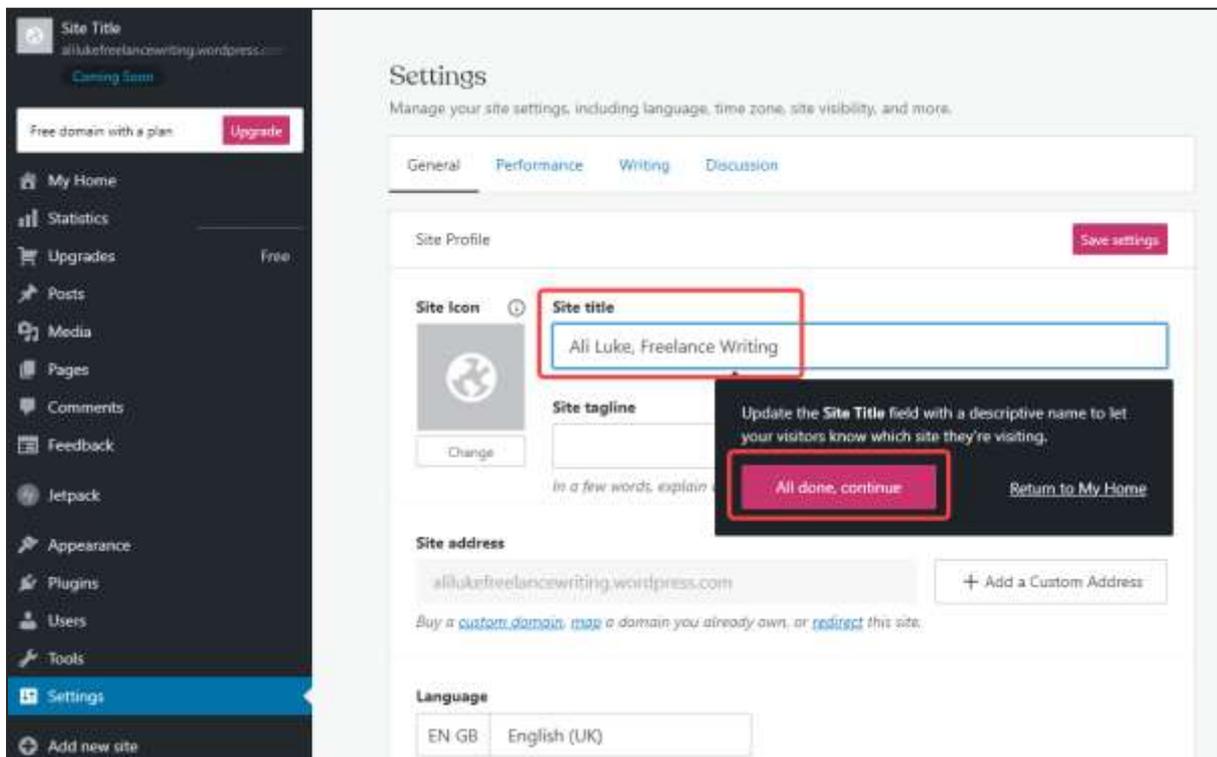
You can choose any of those options, or just click "Start from scratch" to go straight to your website dashboard.

Step #5: You should see a page like this, showing you the steps you've completed and the things you'll still want to do. Just click the "Name your site" button to begin.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



Step #6: WordPress will take you to the screen where you can set your site's title (its name). It normally makes sense to have this match the URL of your site, though in some cases you may want have a slight variation.



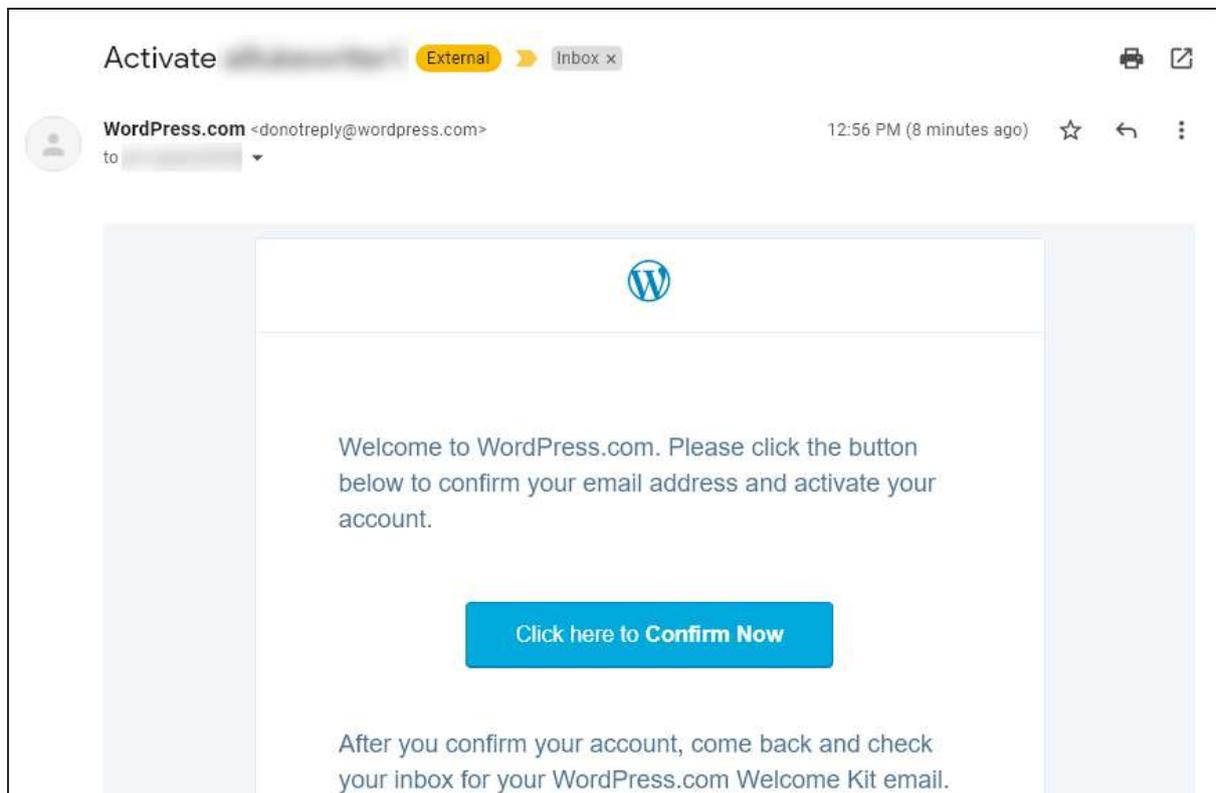
MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

When you click the “All done, continue” button, WordPress will prompt you to save your settings. You’ll then see a prompt that lets you return to the home page.

You’re welcome to keep working through the list of actions if you want. WordPress should guide you through each step.

Step #7: Confirm Your Email Address

One of the tasks on your Getting Started list is to confirm your email address. You need to do this in order to launch your website (the other tasks are optional) so make sure you head into your inbox and look for an email from WordPress.com. You simply need to click the blue button in that email.

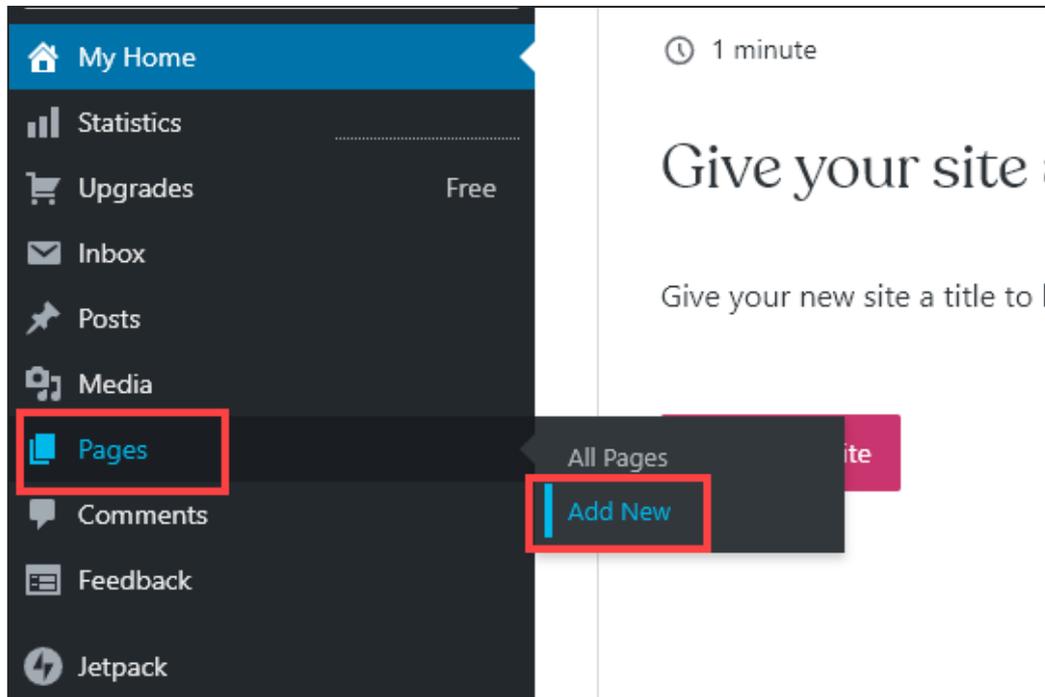


We’ll run through one extra thing you will likely want to do at this point or soon after: adding pages to your site.

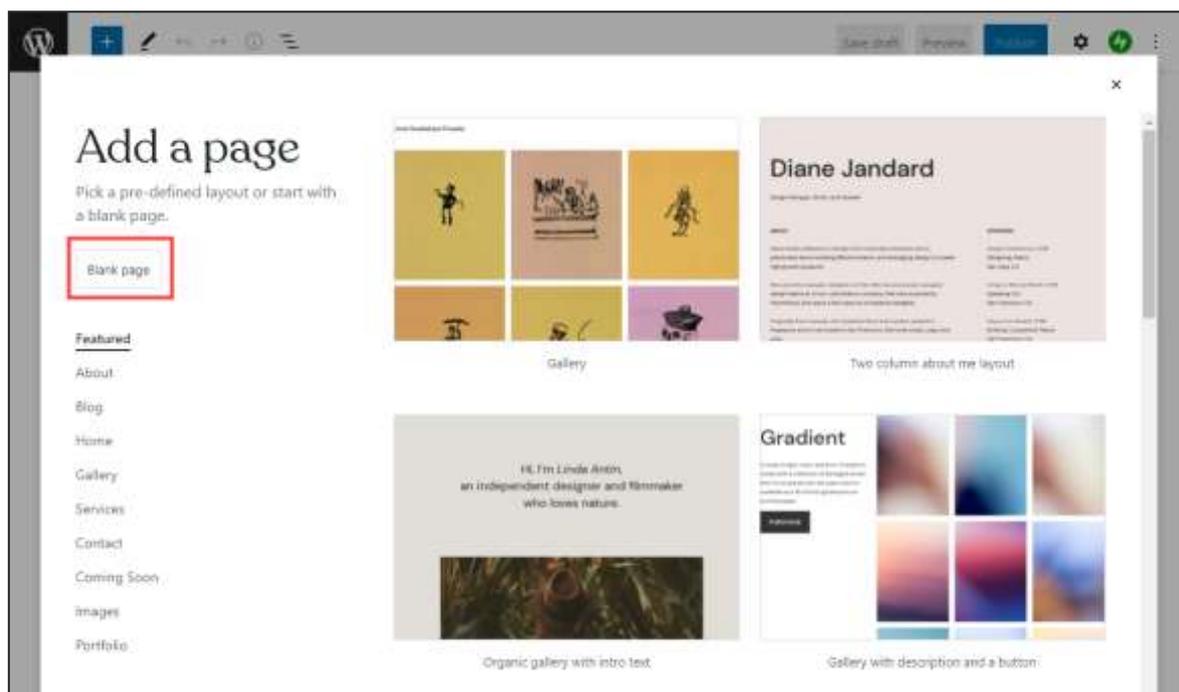
MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Adding Pages to Your WordPress.com Website

One of the first tasks you might want to try is to create a page for your website. In the left-hand sidebar, go to Pages then Add New:



WordPress will prompt you to pick a pre-made layout – or you can simply click “Blank page” to start out with a blank page.



MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

The WordPress editor works using blocks. You should see a short tutorial in the lower-left of your screen that introduces you to the key features of the editor, but you can skip that if you want to.

The key things to know are:

- You'll need to enter a title for your page (such as "About" or "Services") – this will appear at the top, in a large font, on your website.
- You can simply type in the line below the title to start writing your page. You can add images by clicking the + symbol and selecting "image". There are loads of different blocks you can use (e.g. a gallery of images, bullet-pointed lists, quotes, and more).



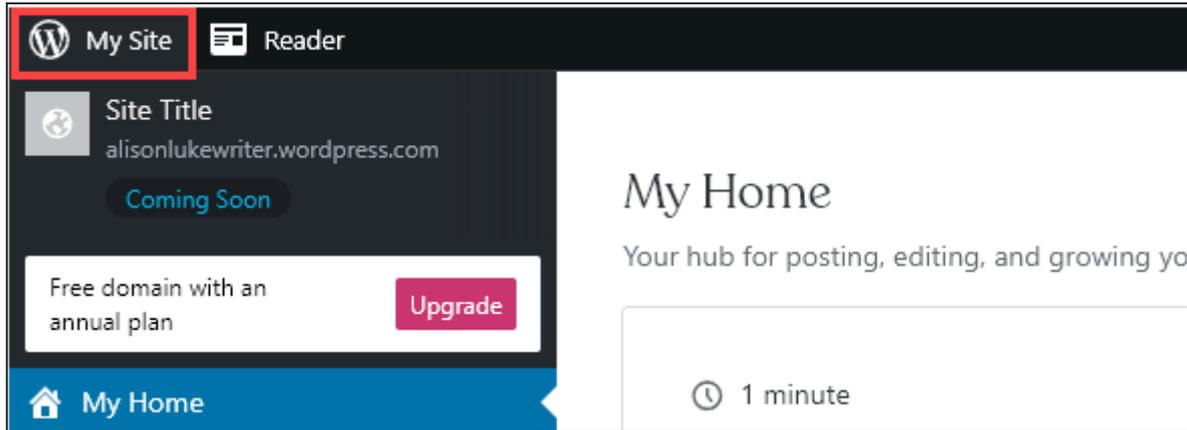
You can save your page as a draft as you're working on it (this won't publish it to your website). Once the page is finished, the blue Publish button on the top right lets you put it live on your website.

Tip: Even if you publish your page at this stage, you'll still need to launch your website before anyone can see it.

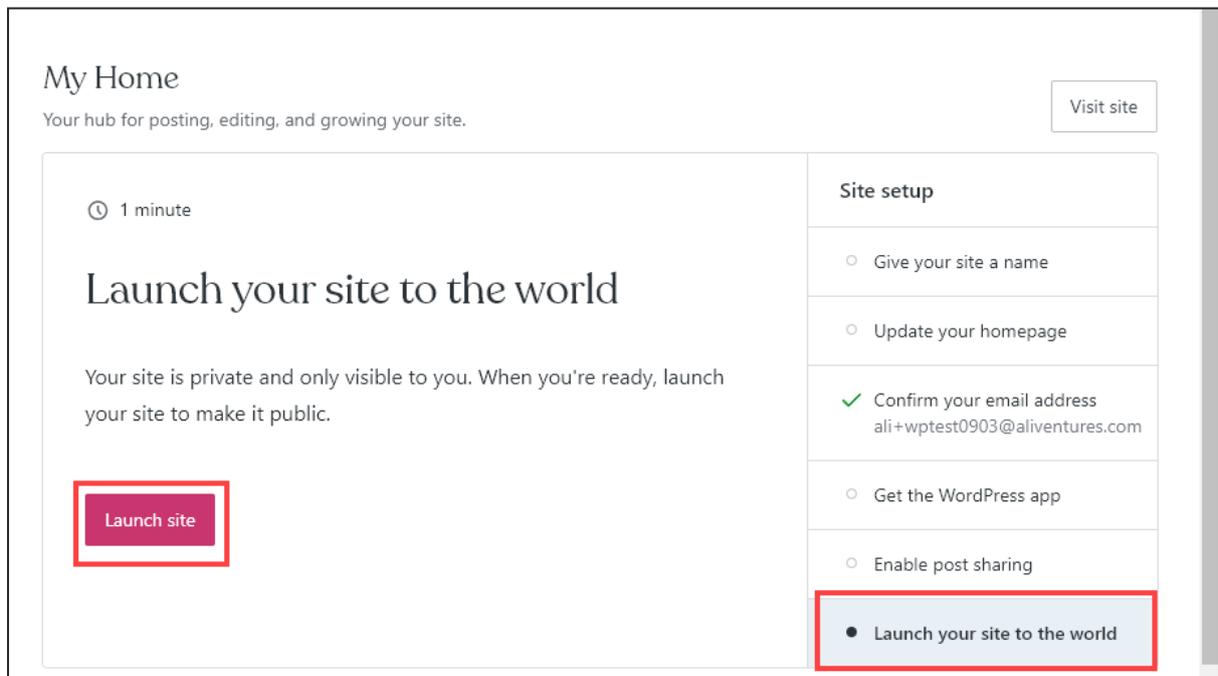
Launching Your Website

To launch your website, go back to the homepage of your admin area. You can always get back to this from anywhere in your WordPress admin area by clicking the "My Site" tab at the top left:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



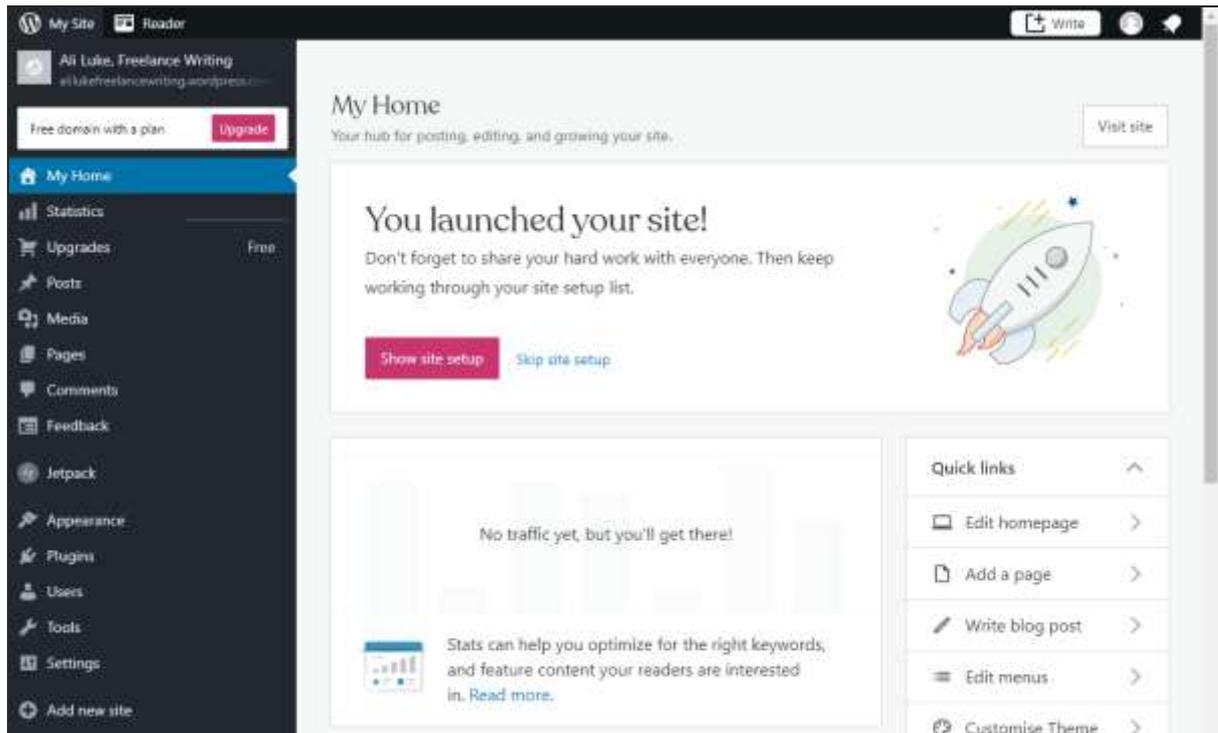
Then, go ahead and click the “Launch your site to the world” item at the bottom of your Site setup list. You’ll then see the “Launch site” button in the centre of your screen:



If you’re on a free plan, WordPress will then offer you the chance to purchase a domain name. Simply skip this by clicking the “Skip Purchase” link then selecting the free plan option again.

Your site will now be launched so that it’s live online.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



Hopefully this is enough (quite possibly more than enough!) to be going on with. If you get stuck at any point setting up your website, or if you have any questions, do drop by the Aliventures Club on Facebook so we can help:

facebook.com/groups/aliventuresclub

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

WordPress.org, Step by Step

If you want to set up a site with WordPress.org, for maximum freedom and flexibility, you'll need to buy web hosting. A web host is a company with lots of huge computers (called "servers") connected to the internet 24/7. These servers provide – or, if you like, "serve" – your website to people visiting at any time of the day or night.

For WordPress, you need a web host that lets you easily install the WordPress.org software. My favourite host, [Dreamhost](#), has a simple installation process ... but if you prefer to go with a different host, this is a good list of WordPress.org compatible hosts:

[Best WordPress Hosting](#), Robert Mening, WebsiteSetup

Purchasing Web Hosting

If you don't already have hosting set up, I recommend using Dreamhost. I've been hosting my websites with them since I started out, over ten years ago, and they've been great throughout. They're also an ethical, environmentally friendly web host.

Since I'm an affiliate for Dreamhost, I can give you a special discount link, too. This should give you their best pricing:

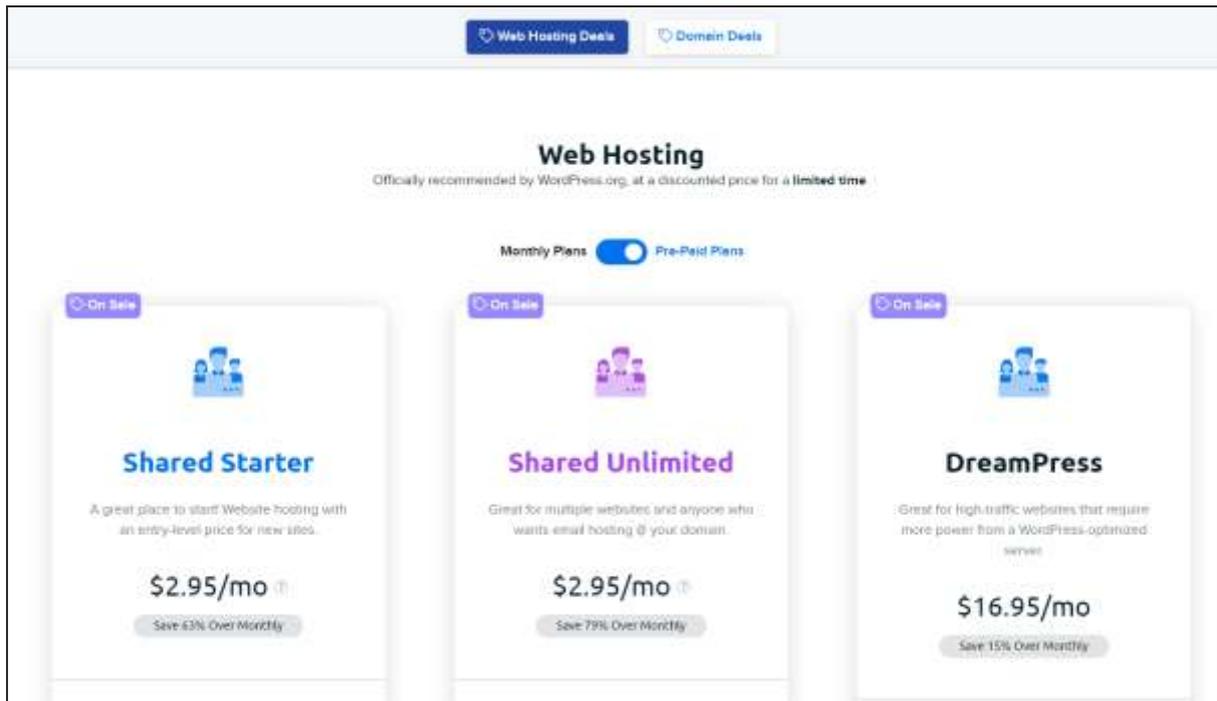
dreamhost.com/r.cgi?379958

This is an affiliate link, which means I get some commission from Dreamhost if you click on them and then make a purchase (it doesn't cost you anything extra). I'd wholeheartedly recommend them regardless, as they've been my own web host for 14+ years now.

Step #1: Go to dreamhost.com/r.cgi?379958

and click the "See Deals" button. You'll want either the Shared Starter or Shared Unlimited plan. The DreamPress plan is a lot pricier and offers far more than you need for a freelancer website.

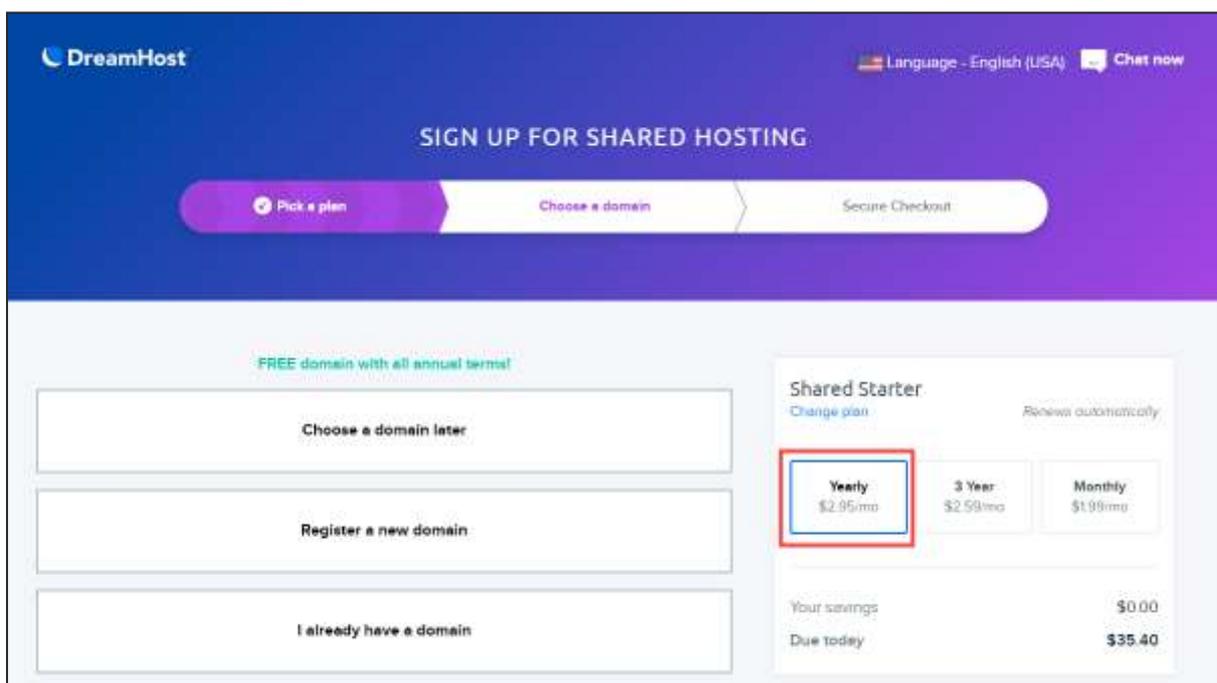
MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



The Shared Starter plan is fine if you just want to create a single website. Scroll down and click "Sign Up" for your chosen plan.

Step #2: Choose a plan and a domain name.

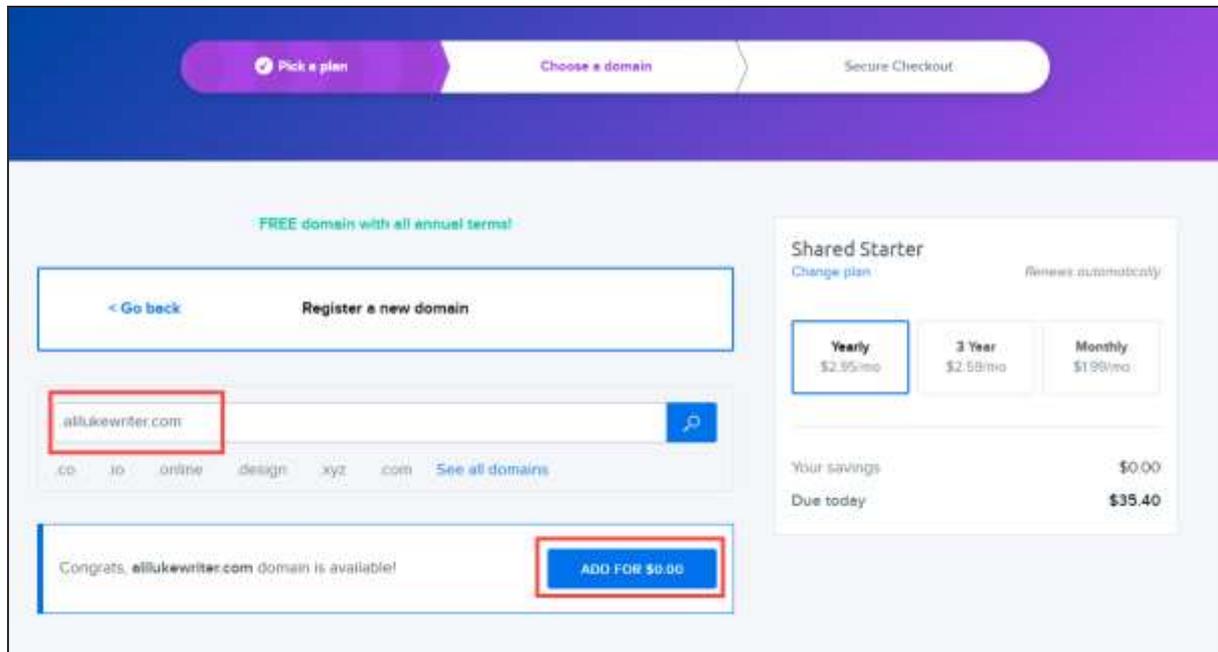
If you pay for a year up front, it's cheaper than paying month by month, and you get a free domain name too. (You can opt for 3 years if you want the maximum savings, but that does mean quite a hefty upfront cost.)



MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Simply click the “Register a new domain” button to select your domain name. You can then search for the domain name you want and add it to your order.

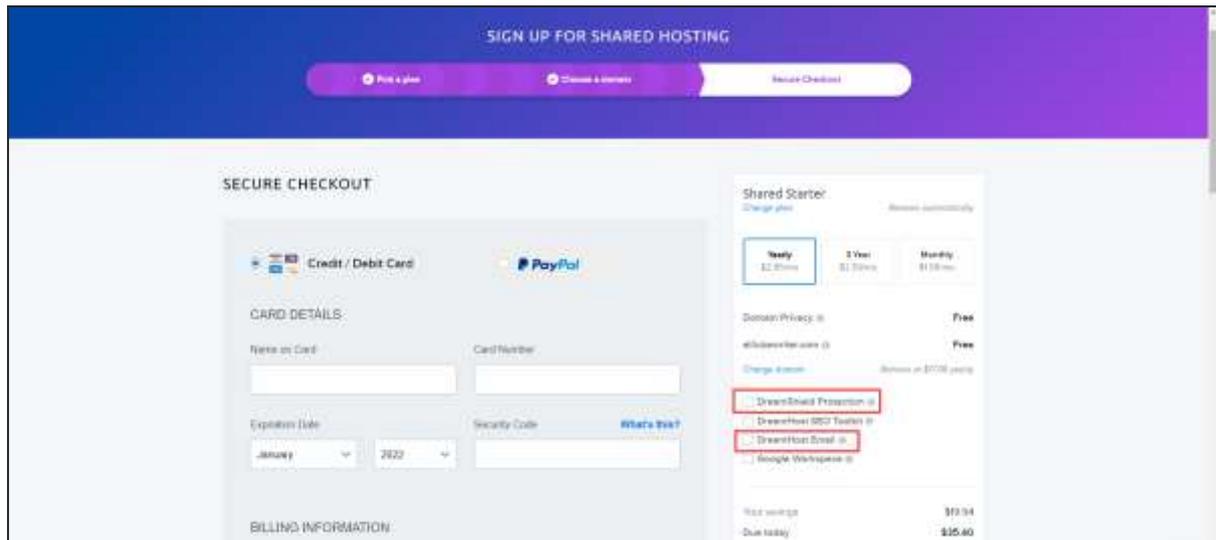
Tip: You’ll need to put in the “.com” or whatever suffix you want on the end of your domain name.



Next, you’ll see the checkout page. You can pay with a credit card or PayPal. The “DreamShield Protection” and “DreamHost Email” options are automatically checked, but you can remove both of these if you want.

DreamHost email is free with the Shared Unlimited plan, so if you want to have an email address at your domain (e.g. *yourname@yourdomain.com*) then you might be better off using the Shared Unlimited plan instead of the Shared Starter plan.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



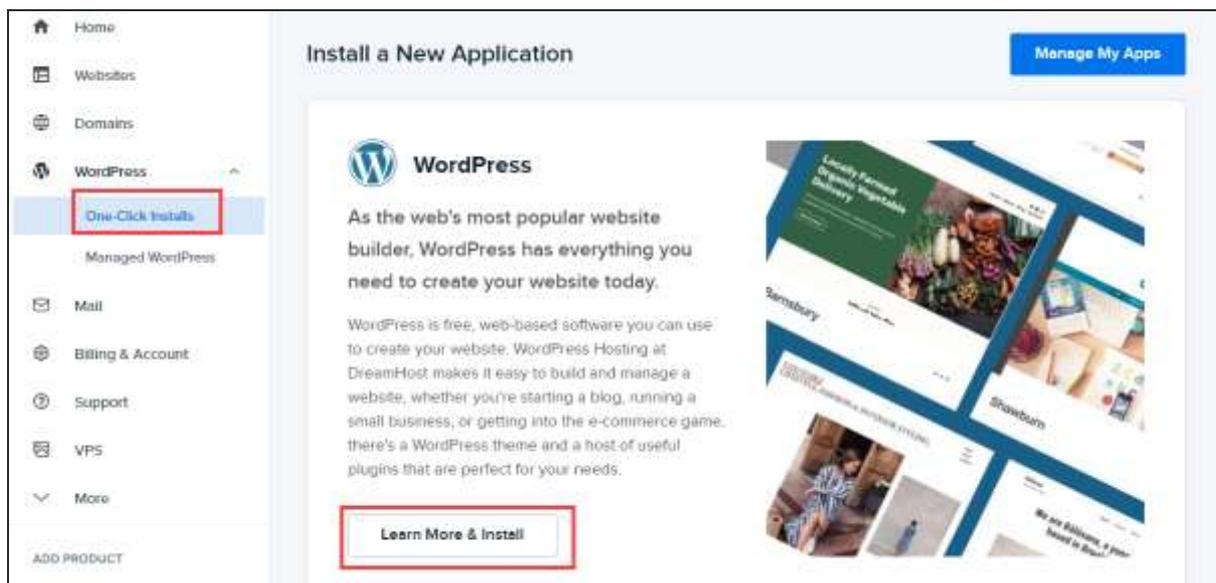
You'll also need to enter your email address, name, and phone number at the bottom of the page.

Finally, click the "Submit Order" button to pay for your web hosting.

Step #7: After placing your order, you should be prompted to login to your Dreamhost webpanel.

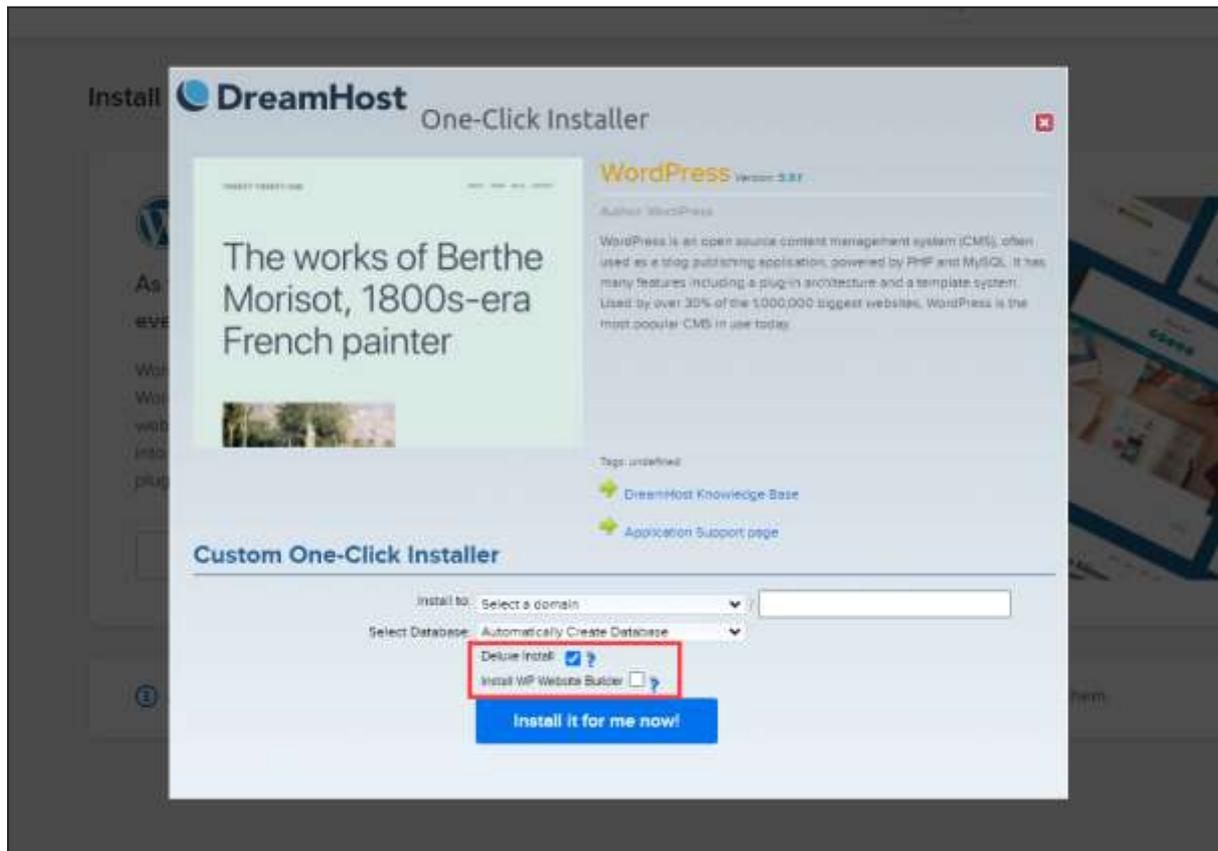
Step #8: On the left hand side of your Dreamhost webpanel, click Domains → Manage Domains. You should see your new website there – hurrah!

To install WordPress on your site, you'll need to go to the WordPress -> One-Click Installs page:



MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Click “Learn More & Install”. Then, choose your domain from the “Install to” dropdown unless it’s already selected. I’d recommend leaving the option “Deluxe Install” checked and unchecking the option “Install WP Website Builder”. (The latter is a recent addition to Dreamhost’s options, and I’ve not included it in these instructions as other hosts won’t all offer it.)



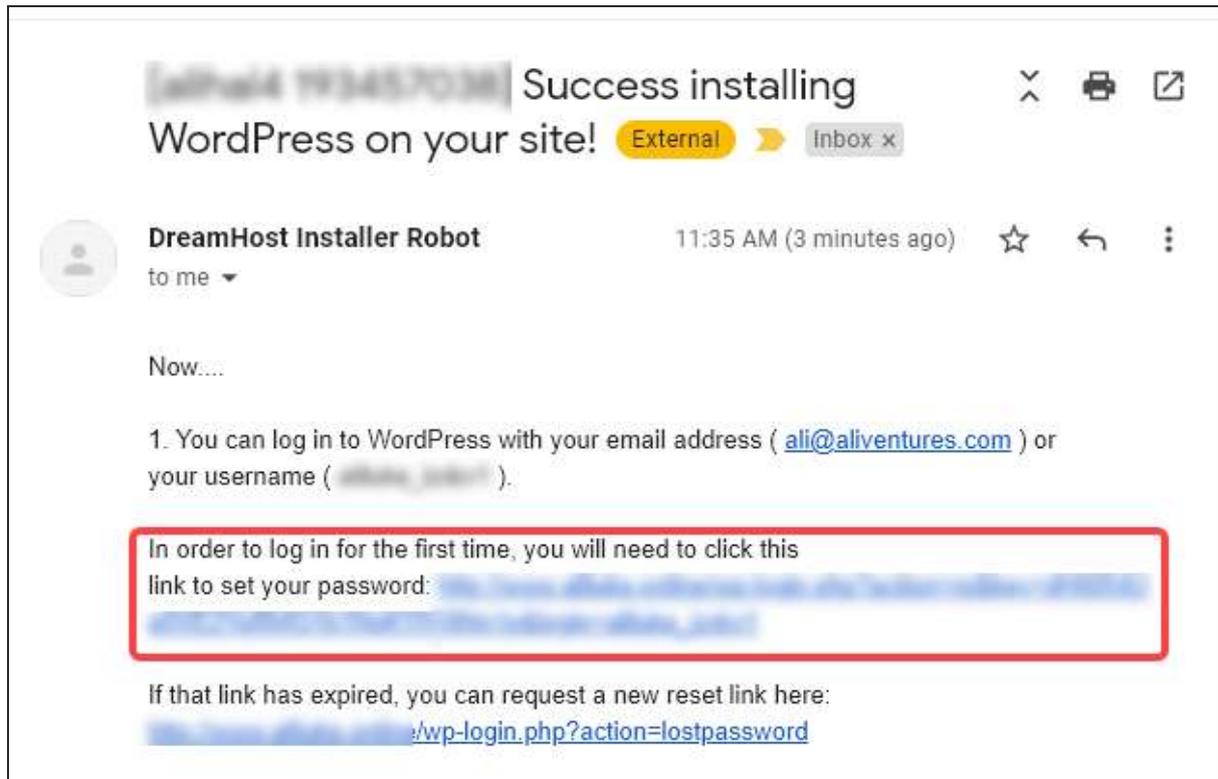
Finally, click the “Install it for me now!” button.

Step #9: Dreamhost will send you a number of emails: some of these are quite technical, so feel free to simply glance at them for now. However, I recommend you save them in case you need them in the future.

One email will ask you to verify your domain name – make sure you click the link in this, or your domain name will stop working in a couple of weeks’ time. (See Module 2 for more details on domain name verification.)

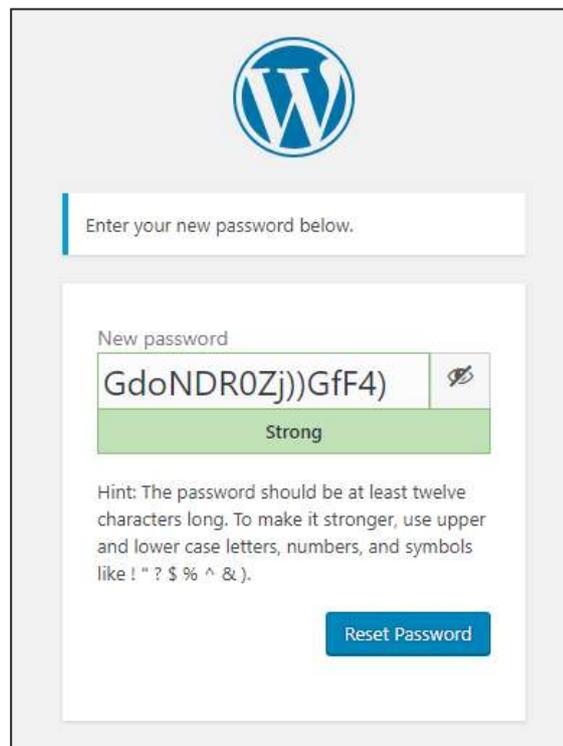
Step #10: Find the email from WordPress that has “Success installing WordPress on your site!” in the subject line. It should look like this:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



Click the link (highlighted in red above).

Step #9: You'll be prompted to set a password. WordPress will automatically create a password for you, but you can edit it to something a bit more memorable.



MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

You should now see your WordPress dashboard.

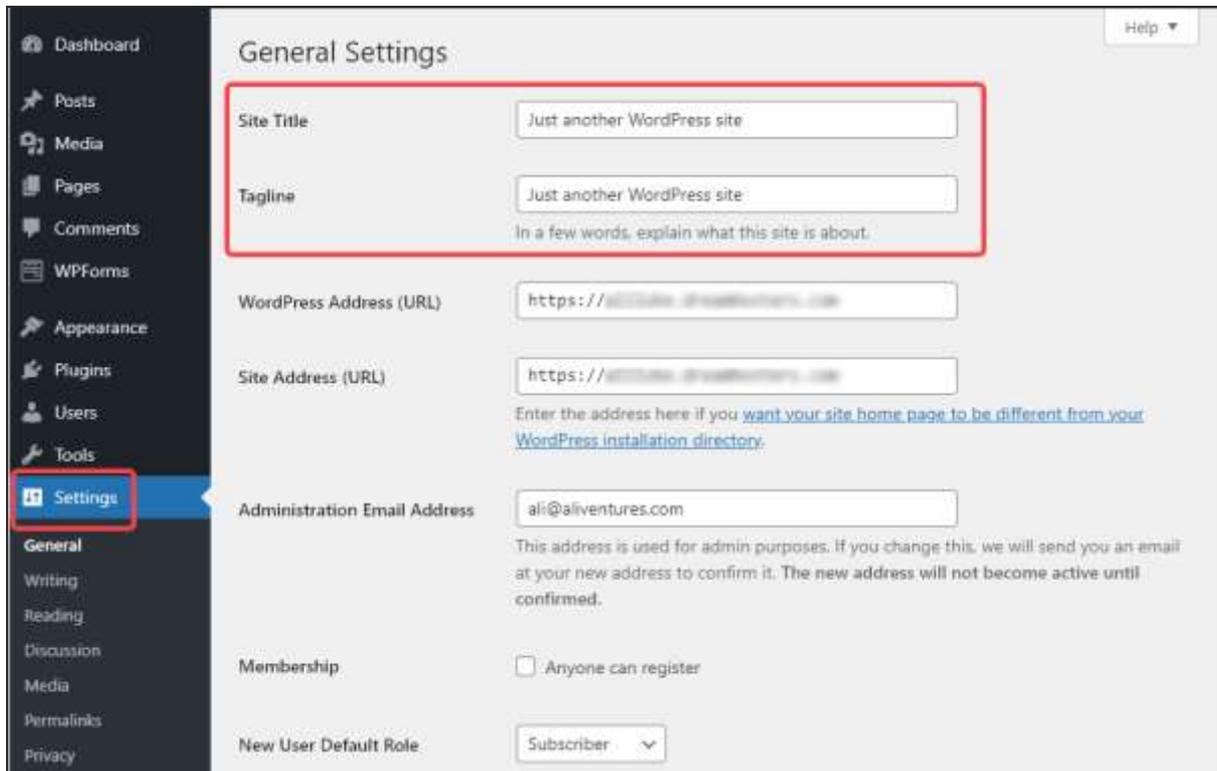


Your website is now set up! Next, we'll look at giving it a name/title, adding and editing pages, and changing the theme (the design of your site).

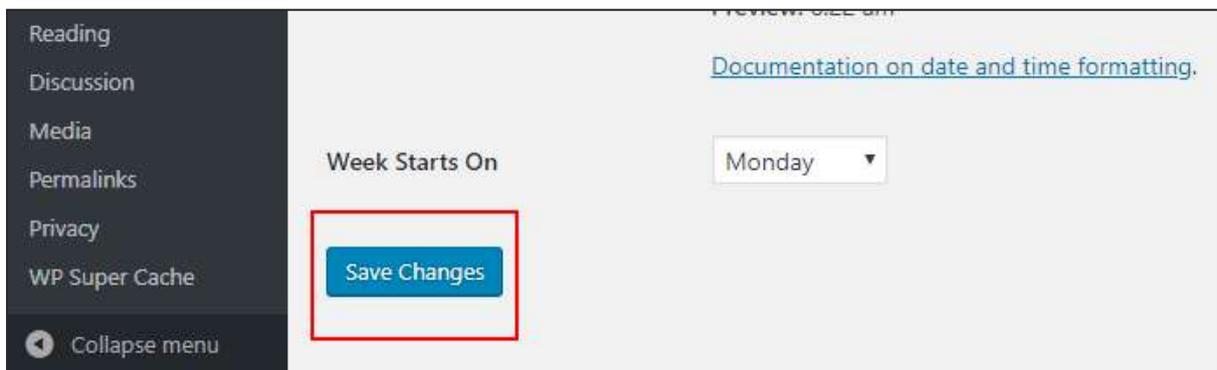
MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Giving Your Website a Name

By default, your site will be called “Just Another WordPress Site”. You can change this by going to Settings → General:



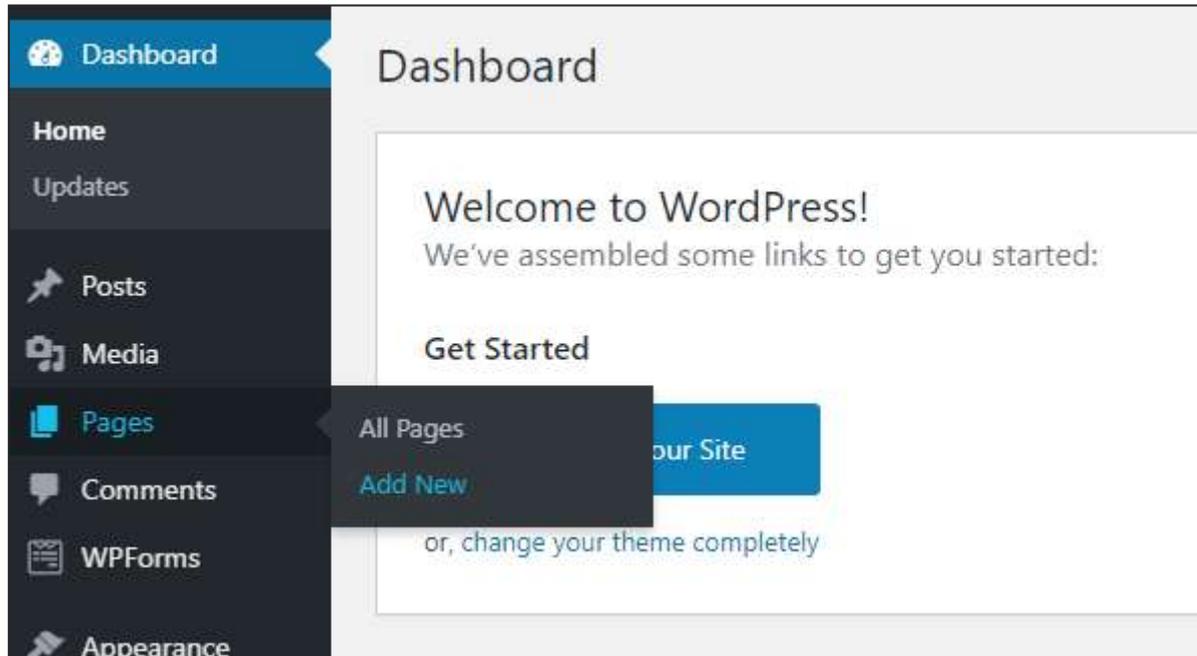
You can then type in any site title you want, and any tagline you want (or you can simply leave the tagline blank). Make sure you scroll down and click the blue Save Changes button at the bottom of your page:



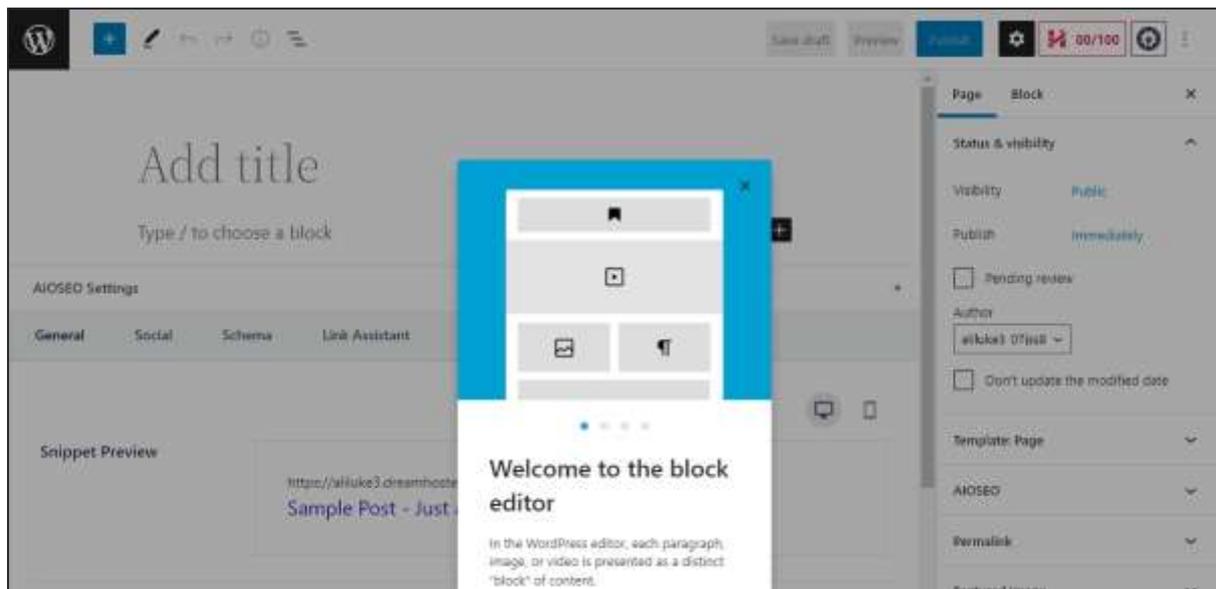
MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

Adding Pages to Your WordPress.org Website

To add a new page to your website, go to Pages → Add New.



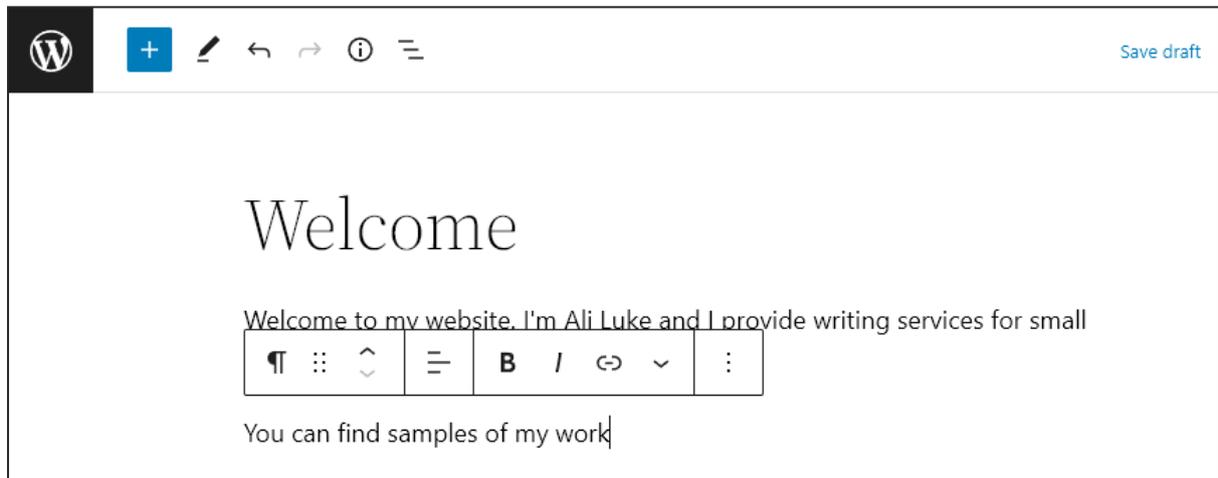
You should then see the following screen. You may want to take the tour of the block editor to learn more about it, or you can close the tour if you prefer.



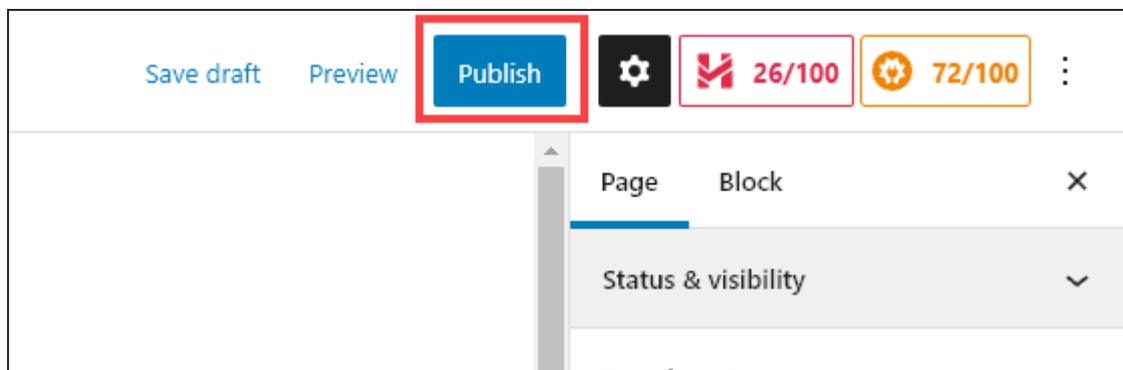
Next, add a title for your page. Just click where it says "Add title". You can click on the "Type / to choose a block" section to enter the text of your page.

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

You can format the text for your page using the toolbar. The first box on the toolbar lets you select what type of “block” you’re using (you may want to use headings, lists, or quotes). Below, it’s set to a paragraph block. You can also change the text alignment, make your text bold or italic, or add a link.



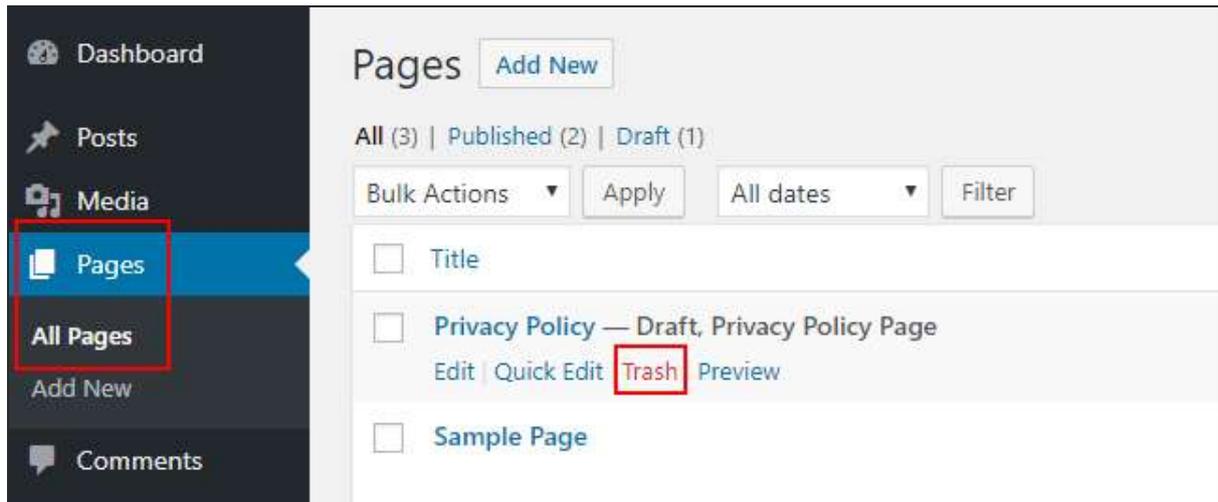
You can save your page as a draft while you’re working on it. When you’re ready to make your page live on your website, click the “Publish” button on the top right of the page.



You can also update the existing pages on your website. By default, WordPress will have created a draft “Privacy Policy” (not yet published), and a “Sample Page”.

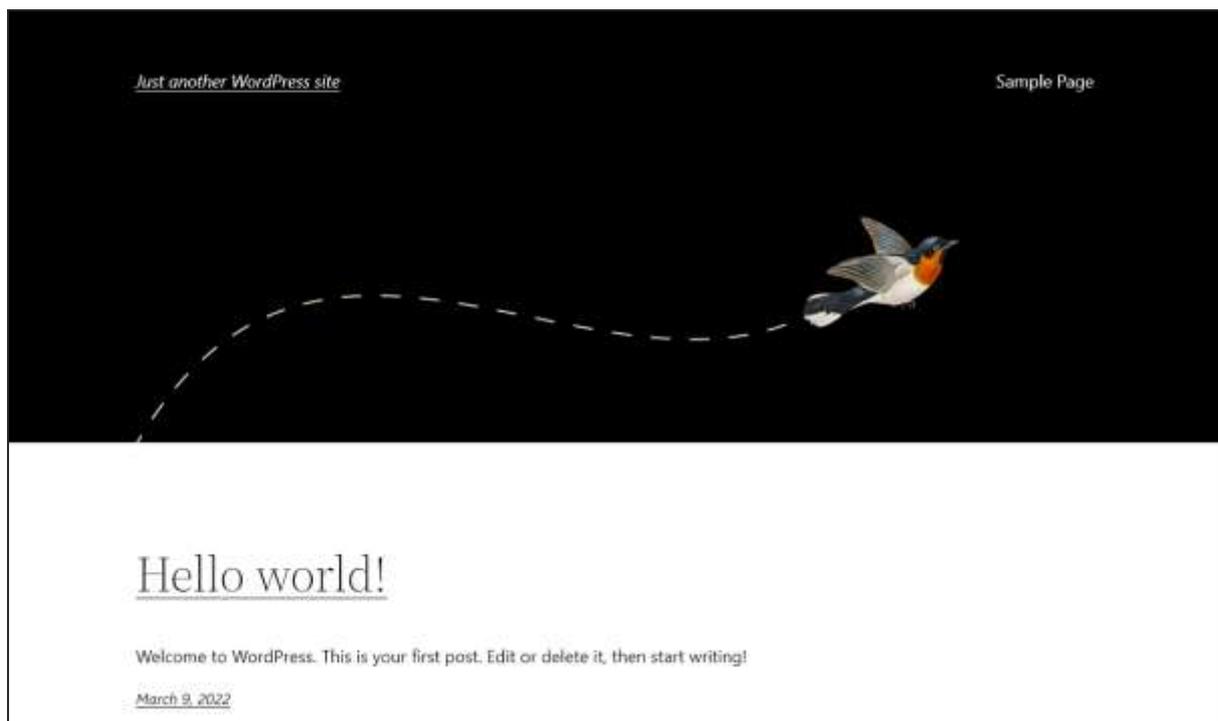
You can find these under Pages → All Pages, and you can click on their titles to edit them ... or you can delete them completely if you prefer, by hovering your mouse over the title and clicking the “Trash” link:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



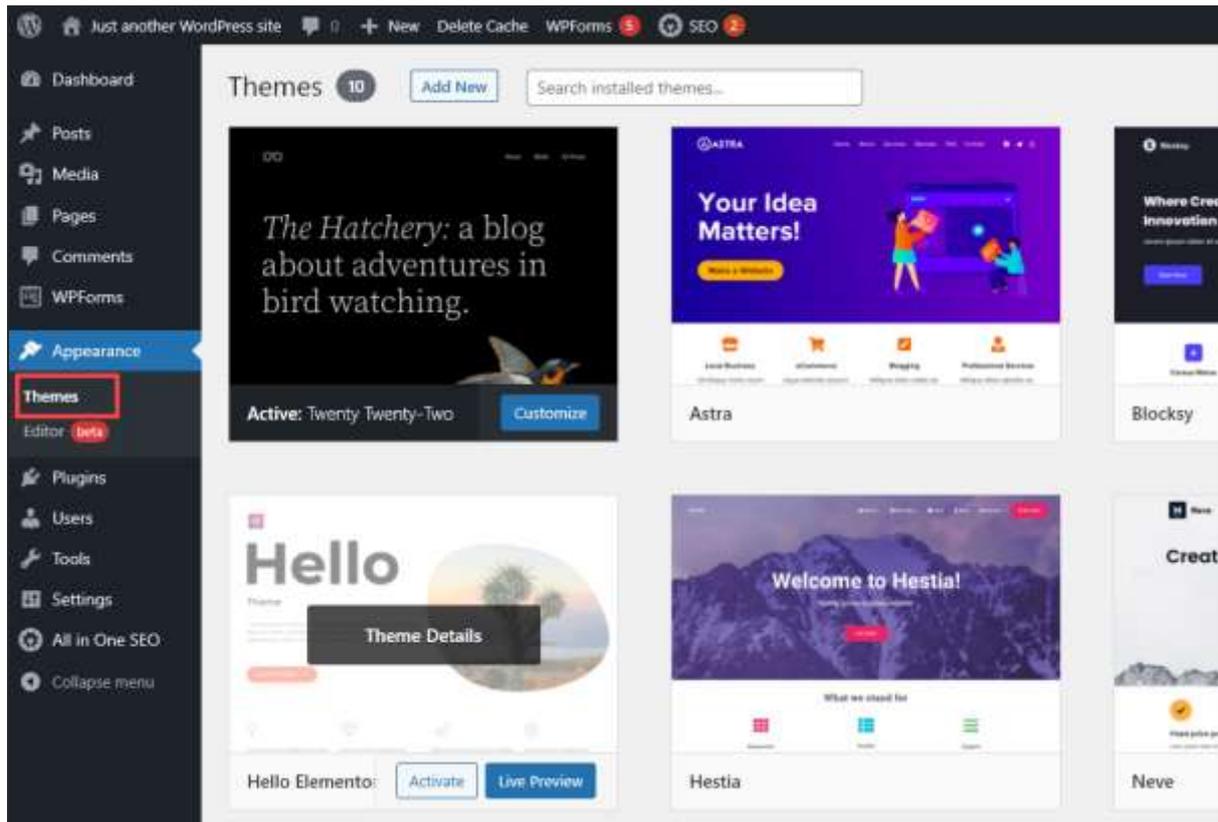
Changing the Theme of Your WordPress.org Website

Your website will have a default theme that comes pre-installed. Here's how it looks in 2022 (the default theme changes each year).



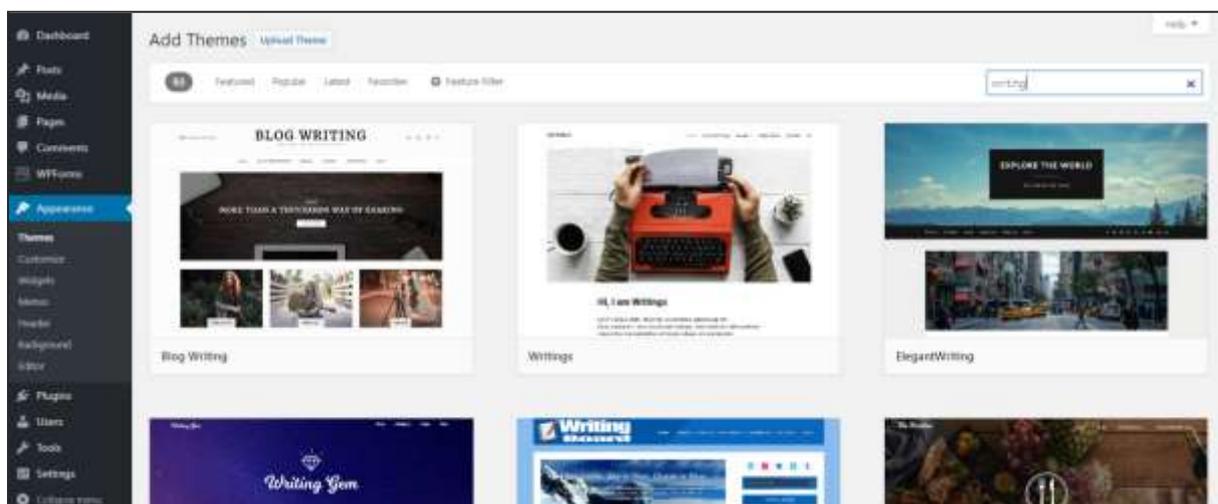
You can make your site look completely different going to Appearance → Themes in the sidebar:

MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP



There will be some themes preinstalled that you can choose from. Just hover your cursor over a theme and you can “Live Preview” or “Activate” it (if you activate it, your site will change to use that theme).

If you want more themes to choose from, you can add new themes by clicking the “Add New” button and then searching for a word like “writing” or “freelancing”:



MODULE #3: SETTING UP YOUR WEBSITE, STEP BY STEP

You can also “Upload” a theme that you’ve downloaded from a third-party site (either free or, more likely, for a fee). Premium paid-for themes often include lots of extra features that don’t come as standard with WordPress.

When you change the theme, the *content* of your site – the text you have on the pages – will stay the same. The fonts, colours and layout will change, though. You can always switch straight back to the theme you were using before if you don’t like the new one.

If you get stuck at any point with setting up your website, or if you want to do something extra (like adding a contact form) but you’re not sure how – just ask in the Aliventures Club Facebook group:

facebook.com/groups/aliventuresclub

Your Module #3 Assignment

ASSIGNMENT:

(1 hour)

Your assignment for this module is to set up your website, using WordPress.com, WordPress.org, or any other tool of your choice. A single-page website is fine!

If you don’t feel ready to create your website, you might want to set up a free “test” site on WordPress.com (by opting for the free plan and a free domain like *aliluke.wordpress.com*).

Setting up a website can feel daunting: if you get stuck at any point, or just want some reassurance that you’re doing things right, come and ask in the Aliventures Club Facebook group so we can help:

facebook.com/groups/aliventuresclub

Module #3: Further Reading

All of the further reading is optional, but if you want to find out more about something we've covered, it's highly recommended! If you find other useful resources, you're very welcome to share them in our Facebook group.

[WordPress.com vs WordPress.org – Which is Better \(Comparison Chart\)](#), WPBeginner

This article runs through the key differences between WordPress.org and WordPress.com, giving a fairly balanced comparison of them – though it's clear that WPBeginner thinks that WordPress.org is the better option.

[A Step-by-Step Guide to Setting Up Your Freelance Writer Website](#), Tal Valante, The Write Life

While this is quite a high-level overview, there are some good tips here, and some thoughts on going a bit further with your website – e.g. by setting up a mailing list.

[Be a Freelance Writer: Your Writing Website](#), Elna Cain, ElnaCain.com

These tips from Elna Cain cover similar ground to this module, but her post is well worth a look for some great examples of freelance writers' websites. She's also got useful advice on how to display your portfolio if you don't have a website (or don't want to put it on your website).

What's Coming Up in the Next Module:

Well done on reaching the end of this module. Remember, if you have questions at any point, do head to the Aliventures Club for help and support:

[facebook.com/groups/aliventuresclub](https://www.facebook.com/groups/aliventuresclub)

Here's what to expect in Module 4:

MODULE 4:

In Module 4, we'll look at how you can start getting experience so you have examples of your work to link to or to include on your website.

We'll also cover testimonials – nice things that clients have said about you and your work – and how to encourage these.

As well as this, we'll look at some different options for showcasing your work and your testimonials on your website.