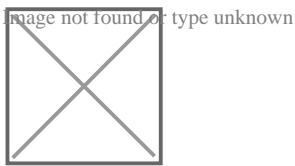




## Are You Missing Out by Sticking to a Free Blog? Discover the Benefits of Going Pro and How to Make the Switch!

### Description

photo of person using laptop for graphic designs



Related Social: connect with customers!

fellow craft bloggers! Have you ever wondered if you're missing out by sticking to a free blog platform? Well, the truth is, you might be! Free blogs can be limiting, and making the switch to a professional website could seriously up your

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game. In this post, I'll reveal some eye-opening reasons why you might be making a mistake by not upgrading, and how you can take action today to transform your online presence. Plus, I've got some fantastic resources and recommendations to help you on your journey.

So, let's get started!

Reasons why free blogging is a mistake

**Limited Control and Customization:**

With a free blog,

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your design, customization, and functionality options are restricted. Your website's design and functionality are restricted by the platform's templates and plugins. A professional website allows you to create a unique, engaging experience tailored to your craft blog and audience. If you're serious about growing your brand, you need a site that reflects your vision and creativity.

**Weak  
SEO  
Capabilities:**

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Free blogs usually have limited SEO features, which means you're not reaching your full potential in search engine rankings.

A professional website provides advanced SEO tools that can significantly boost your organic traffic, making it easier for new fans to discover your amazing work.

**Lack of Credibility:**

A free blog comes with a generic domain name and often lacks a

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professional  
email  
address,  
which can  
make your  
blog  
appear  
less  
trustworthy.  
Upgrading  
to a  
professional  
website  
gives you  
a  
dedicated  
domain  
name and  
email  
address,  
boosting  
your  
credibility  
and  
trustworthiness  
in the  
eyes of  
your  
audience.  
Think  
about it,  
would you  
trust a  
business  
that only  
has a free  
blog?  
Probably  
not.

**No  
Ownership**

: To tell  
you the  
truth, my  
biggest

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concern of  
all is these  
free  
blogging  
services  
can shut  
down and  
thus, your  
site  
without  
warning.

Lets me  
tell you  
the  
advantages  
now.

## Benefits of Professional Websites

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First  
things  
first, a  
professional  
website  
gives us  
full control  
over our  
online  
presence.  
With a  
free blog,  
we're  
limited  
when it  
comes to  
design,  
customization,  
and

functionality.  
But a  
professional  
site lets us  
create a  
unique  
and  
engaging  
experience,  
tailored to  
our  
awesome  
craft blogs  
and  
followers.  
Plus, it  
leaves a  
lasting  
impression  
on our  
visitors,  
which can  
help  
increase  
brand  
recognition  
and trust.

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Upgrading  
to a pro  
website  
also  
means  
better  
search  
engine  
optimization  
(SEO).  
Free blogs  
just don't  
have the  
same  
SEO  
capabilities,  
so we're  
less likely

to rank high on search engine results pages. Professional sites, on the other hand, come with advanced SEO features that can drive more organic traffic our way.

And let's not forget about credibility.

A professional website gives us a dedicated domain name and email address, making us look even more legit! Free blogs usually end up with a generic domain name (like yourname.wordpress.com), which can look less

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professional  
and  
trustworthy.

Making  
the Switch

With so  
many  
affordable  
options  
out there,  
it's really  
easy to  
get  
started.  
You can  
also get  
more  
creative  
with your  
design  
and really  
make your  
blog stand  
out. Here  
are steps  
to go  
about it :

**Choose a  
domain  
name and  
trusted  
hosting  
provider:**

First, we  
need to  
register a  
domain  
name and  
find a  
reliable  
hosting  
provider.  
Keep your

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domain name short, memorable, and related to your craft blog. For hosting, I recommend providers with excellent customer support, fast loading times, and enough storage space and bandwidth.

When I finally decided to upgrade my craft blog back in 2011, the first step was to register a domain name and find a reliable hosting provider. I knew I needed a short, memorable domain name that was

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related to  
my craft  
blog.  
That's  
when I  
discovered  
[Namecheap.com](http://Namecheap.com)  
(One stop  
for all  
domain,  
hosting  
needs),  
and I  
couldn't  
be happier  
with my  
choice!

### **Why Namecheap?**

As a  
fellow craft  
blogger, I  
can  
personally  
vouch for  
Namecheap's  
top-notch  
services.  
They  
catered to  
my  
specific  
needs,  
ensuring a  
smooth,  
hassle-  
free setup.  
Since  
making  
the switch,  
I've  
noticed  
faster  
loading

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times, and I have ample storage space and bandwidth to handle my growing blog. Plus, their affordable pricing means I can focus on creating amazing content without breaking the bank.

**How Namecheap Benefited Me:**

Upgrading to a professional website with Namecheap has been a game-changer for my craft blog. The dedicated domain name and reliable hosting have

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significantly  
boosted  
my  
credibility,  
and I've  
seen an  
increase  
in organic  
traffic  
thanks to  
better  
SEO  
capabilities.  
I couldn't  
have done  
it without  
Namecheap.

***Robust  
content  
management  
system  
(CMS):***

Next, we  
need a  
CMS to  
easily  
create,  
edit, and  
manage  
our  
content.  
What  
makes  
Namecheap  
even more  
fantastic is  
that it's a  
one-stop  
solution  
for all your  
WordPress  
hosting  
needs too!  
They offer

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managed  
WordPress  
hosting  
plans at  
incredibly  
affordable  
prices,  
tailored to  
fit the  
budgets of  
craft  
bloggers  
like us.  
And guess  
what?  
Namecheap  
even  
offers a  
**free 30-  
day trial**  
so you  
can test  
out their  
services  
without  
any  
commitment!

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I  
encourage  
you to  
sign up for  
their  
**EasyWP  
Starter**  
plan as  
you begin  
your  
journey.  
This plan  
is perfect  
for those  
who are  
just  
starting  
out,

offering all the essential features your craft blog needs. As your blog grows and your requirements change, you can easily scale up to higher-tier plans with more advanced features. Give their **free 30-day trial** (Click the link for this offer – [Claim your free month of EasyWP hosting today!](#)) a go and see the difference for yourself!

If you have an existing blog with high traffic, then its better to

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opt in for  
scaled up  
hosting  
plan, I  
would  
recommend

**EasyWP**

**Turbo**

which is  
suited for  
this. I  
stand here  
with my  
journey :-).

They have  
promotions  
going on  
and you  
can avail a  
free

domain as  
well. Click  
this link for  
this offer –

[Namecheap  
Bundle  
Deals:  
FREE  
domains &  
50% off  
shared  
hosting!](#)

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Lastly, my  
other  
suggestion  
would be  
to secure  
a .com  
domain in  
addition to  
your  
country  
specific  
domain  
(such as



.ca, .in,  
etc). It will  
ensure  
global  
visibility  
and  
recognition  
for your  
website  
should  
you  
choose to  
expand  
the reach.  
And  
importantly,  
grab it  
while its  
available  
else you  
run into  
risk of  
losing it.  
Plus, its  
only for  
.99 cents  
for that  
extra  
peace of  
mind.  
(Link :  
[Popular  
Domains  
for just 99  
Cents at  
Namecheap!](#)  
)

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**Customize  
your new  
WordPress  
website:**  
After  
setting up  
your CMS,  
choose a

theme or  
template  
that fits  
your craft  
blog's  
style.  
Many  
CMS  
platforms  
offer tons  
of free and  
premium  
themes.  
But thats  
for  
another  
time : -) In  
my  
subsequent  
posts, I'll  
be  
covering  
how to  
setup your  
site on  
WordPress  
and  
multitude  
of tips and  
resources  
to take  
your craft  
blog to the  
next level.  
There  
much  
more  
exciting  
coming  
your way.

Tips for  
Creating a  
Professional  
Website

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Make it mobile-friendly: Since most people browse on smartphones and tablets, it's super important to optimize our sites for mobile devices.

This means making sure our sites are responsive and adjust to different screen sizes and orientations.

Optimize for SEO: As I mentioned earlier, SEO is vital for driving organic traffic.

Focus on keyword research, on-page optimization (like title

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tags, meta descriptions, header tags), and off-page optimization (backlinks, social media sharing).

Focus on user experience:

A well-designed website should be easy to navigate. Prioritize clear and concise menus, uncluttered layouts, and speedy load times.

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Conclusion

To sum up, upgrading from a free blog to a professional website has plenty of benefits, like increased control,

better  
SEO, and  
enhanced  
credibility.  
By  
following  
the steps  
and tips I  
shared,  
you can  
make the  
switch and  
create an  
amazing  
online  
presence  
that helps  
you and  
your craft  
blog stand  
out.

So, if  
you're still  
on the  
fence  
about  
ditching  
that free  
blog, just  
remember  
that  
investing  
in a  
professional  
website is  
one of the  
best  
things you  
can do for  
your blog.  
I know I  
did and  
sharing  
from  
experiences

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(with  
lessons  
learned  
hard way  
? Give it a  
shot and  
watch  
your traffic  
and  
engagement  
soar!  
Before  
you know  
it, you'll be  
well on  
your way  
to building  
a  
successful  
and  
professional  
online  
presence  
that  
attracts  
and  
engages  
your craft-  
loving  
audience.

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### Category

1. Blog
2. Insights

### Tags

1. hosting
2. namecheap
3. website

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