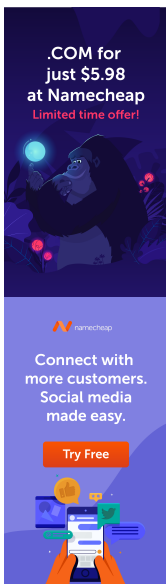


Are You Missing Out by Sticking to a Free Blog? Discover the Benefits of Going Pro and How to Make the Switch!

Description

photo of person using laptop For graphic designs



craft
bloggers!
Have you
ever
wondered
if
youâ€™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
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

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blog, 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:

Free blogs usually

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have
limited
SEO
features,
which
means
youâ€™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
professional
email
address,
which can
make your

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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
concern of
all is these
free
blogging
services
can shut
down and

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thus, your
site without
warning.

Lets me
tell you the
advantages
now.

Benefits of Professional Websites

First things
first, a
professional
website
gives us
full control
over our
online
presence.
With a free
blog,
weâ€™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

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awesome
craft blogs
and
followers.
Plus, it
leaves a
lasting
impression
on our
visitors,
which can
help
increase
brand
recognition
and trust.

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,

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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
professional
and
trustworthy.

Making the
Switch

With so
many
affordable

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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 domain name short, memorable, and related to your craft blog. For hosting, I recommend

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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
related to
my craft
blog.
That's
when I
discovered
Namecheap.com
(One stop
for all
domain,

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hosting
needs),
and I
couldnâ€™t
be happier
with my
choice!

Why Namecheap?

As a fellow
craft
blogger, I
can
personally
vouch for
Namecheapâ€™s
top-notch
services.
They
catered to
my specific
needs,
ensuring a
smooth,
hassle-free
setup.
Since
making the
switch,
Iâ€™ve
noticed
faster
loading
times, and
I have
ample
storage
space and
bandwidth
to handle
my
growing
blog. Plus,
their

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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
significantly
boosted
my
credibility,
and
Iâ€™ve
seen an
increase in
organic
traffic
thanks to
better SEO
capabilities.

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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
managed
WordPress
hosting
plans at
incredibly
affordable
prices,
tailored to
fit the
budgets of
craft
bloggers

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like us.
And guess
what?
Namecheap
even offers
a **free 30-
day trial**
so you can
test out
their
services
without any
commitment!

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

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plans with
more
advanced
features.

Give their

**free 30-
day trial**

(Click the
link for this
offer â€“

[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
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

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free
domain as
well. Click
this link for
this offer
â€“

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

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

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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!](#)
)

**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

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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

Make it
mobile-
friendly:
Since most
people
browse on
smartphones
and
tablets,
itâ€™s
super
important
to optimize
our sites
for mobile
devices.
This
means
making
sure our
sites are
responsive
and adjust
to different
screen

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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
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

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speedy
load times.

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

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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
(with
lessons
learned
hard way
ðŸ™‚ Give
it a shot
and watch
your traffic
and
engagement
soar!
Before you
know it,
youâ€™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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