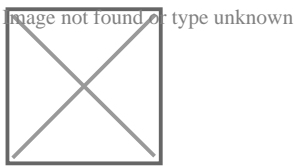


Are You Missing Out by Sticking to a Free Blog? Discover the Benefits of Going Pro and How to Make the Switch!

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
(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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