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# Building Websites for Beginners

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## Things to Consider When Building Your Website

You are about to build your website, you've found a great design with easy navigation, you have your color theme, and you've started to put together your content. Good for you! But before you get too far in, here are some things to consider along the way while you build your website.

What is your goal?

Making a website look fun and interesting is actually pretty easy with all the web edit tools that are available to users. But you need to consider what the purpose of your website is. Are you looking to just build a site for fun, do you want to provide information, or perhaps you are going to be selling products/services.

Content sites don't require as much time and money invested, but they do have a great deal of competition. After all anyone can start a content site. You will need to generate traffic through advertising using services such as Google AdSense.

E-commerce sites need more time and money to maintain them, deal with shipping, collect sales tax, and do all the things that are similar to a brick and mortar storefront.

Who do you want to reach?

You need to consider who it is you want to reach with your website. How old is your target market? Where do they reside? Are they male or female? What are their interests? Having this information makes it easier for you to target the appropriate traffic for your website.

Are you focused?

It is so easy to get carried away adding content after content. While a content rich site is encouraged, you need to stay focused and narrow your concept down. If your site is about making money, which ideas are likely to make you the most profit? Stick with these. Don't spread yourself too thin and don't give your visitors too many options.

Have you done your keyword research?

It is very important that you determine what people will be typing into the search engines to find what you are offering. There are many tools that can help you to choose the best keywords based on the number of searches they have generated. Take advantage of the many tools that you can use to make it easier and more precise to find the right keywords.

How will you advertise your site?

Consider how you are going to promote your site. You will need to submit it to the search engines. You can tell friends about it, promote it using Facebook, Twitter, and other social media sites, create a mailing list, and on it goes. Think about what the best way is to promote your website.

## **Build a Website That's Profitable**

Every day tons of people start a website in hopes of making extra income online. You need to be ready to put in a considerable amount of work, learn how to bring targeted traffic to your site and then turn that traffic into paying customers.

### **Should you Choose a Free Website?**

Choosing a free website is the most common mistake made, rather than opting for a site they pay for and actually own. WordPress.com is one of the most common traps out there. WordPress is fine but don't make the mistake of thinking that once you build it that you can actually monetize it. The rules are strict about what you can and cannot do on the WordPress.com site.

Blogspot at Blogger.com lets you build your site free, but you need to remember these types of sites are never really your own. What would you have if you labored away to build your site only to find Blogger.com shut down at a later date. All your work would have been gone.

A better option is to have your own site hosted at a web host. It costs a little bit a month, but it's yours, you can monetize it however, you want, and you know it will be there as long as you want it to.

### **Keywords and Traffic**

Keywords are very important to targeting traffic to your website. You don't just want traffic you want traffic that would actually be interested in what you offer. You can have the most fantastic products or services, but if no one can find you then your online business is going to be dead before it ever gets off the ground.

You need to analyze the people who would want what you have and what they are typing in to find what you have to offer. Choose around 20 keywords/keyword phrases. Those are what you'll use to target traffic and also to get your website ranked by the search engines.

### **Build your Website**

Great news! You don't have to understand HTML or CSS to build your website. There are tons of site builder options available to you including software programs like Dreamweaver and Xsitepro. There are plenty of online options too, and many web hosts offer site builder software so take advantage of it and get your website up and running in no time at all.

You can build a profitable website and begin to earn revenue from it. Best of all it isn't nearly as complicated as you might have thought, so why wait another day?

## **Tips for Choosing a Good Domain Name for your New Website**

Before you rush out to the internet and grab a domain name for your website, there are some things you should consider.

## Your Website Name and Domain Name Should Be the Same

It is always best if you can name your domain and your website the same. Having the domain that matches your website makes it easier for those who are looking for you to find you. For example, if you think of Wal-Mart you would think of a URL that has the name Wal-Mart in it. Of course, if you are just beginning your business and you can't get the URL that matches your site name you'll have to consider other options.

## How Long Should Your Domain Name Be?

You can have a domain name that is up to 67 characters, so you don't have to settle for short abbreviated URL that's obscure to your visitors. There still seems to be a lot of banter over what's better a short or long domain name. Some believe shorter ones are easier to type and there are fewer mistakes, while others argue that a long domain name is easier to remember because it will include keywords. For example, what would you find easier? TheBigBrownBusofDogs.com or TBBBD.com

What's the right choice? Go for one that best allows you to use keywords from your website name.

## The Advantages and Disadvantages of a Hyphenated Name

### Advantages

- \* Search engines are able to pick out your keywords and thus help to place your site more appropriately.
- \* The non-hyphenated version of your name may no longer be available, but the hyphenated is.

### Disadvantages

- \* It's easy to forget the hyphens when typing the site name.
- \* When people recommend your website, they have to remember that you need to put hyphens in the name.
- \* Hyphens tend to be a pain.

What to choose – COM, NET, CA, ORG, etc.

One of the most common questions that gets asked is what to choose for a domain extension. There are also specific top-level domains available such as ca, nu, de, etc., and it can be confusing whether that's a better choice. The answer is – if your market is global probably not. If your market is local to a country, region, or city, these can work good for you. Remember internet users are most programmed to the common domain extensions.

## Conclusion

Just in case all of this information began to overwhelm you, the key is to think about the domain you choose for your business, since changing it later is not easy. Then choose, buy, host, and move on.

## How to Register Your Domain Name

You've chosen your domain name, now to make it your own you need to register the domain name. Once you've done your research into your site's concept, keywords, etc. and you learned how to pick the perfect domain. Now you need to take that information and turn your site into a reality by registering your domain name.

Website hosts and domain names are connected. Let me explain. When a person types in your domain name, it is associated to a specific Domain Name Server, referred to as a DNS address. The DNS databases on the internet will point each domain name to the server where they are hosted.

So how does this tie to understanding how to register a domain name? When you begin the registration process for the domain name you have chosen, you will be asked for the DNS information on the your web host. Therefore, it's easier to choose who your web host will be before you register the domain name. There are many web hosts that will actually register your domain for you as part of their hosting service, so you don't have the hassle. It's very convenient.

You can also register your domain name and then park the domain name until you choose a web host. At that time you can update the necessary DNS address information with the domain name registrar.

### What You Need to Register a Domain Name

When you fill out the registration form it is important that you provide accurate contact information, so that you can be notified when it's time to renew your domain name or if there are other admin needs that have to be addressed. You will also need to have a credit card. Use an email address that you plan to have for the duration of your site.

Below is the information that is usually required to register a domain name. Much of the information will be the same for registrant, administrative, technical, and billing contact unless the website is a corporate website.

1. Requested domain name
2. Registrant - the person/company purchasing the domain name.
3. Administrative contact - the person authorized to make decisions.
4. Technical contact - the person who can make technical changes.
5. Billing contact - the person to whom all bills are sent to.
6. DNS server settings - these are supplied by your website host. This usually takes at least 24 hours for the DNS changes to go live.
7. Write down the URL of your domain name registrar and take the time to print out the terms of service along with registration specifics.

Your domain name will be yours as long as you renew it at renewal time.

## **What is a Shopping Cart and do You Need One?**

When you head off to the department store, everyone is pushing around a shopping cart to put the items in that you wish to purchase. Well, it's really no different online.

Websites that sell products need a shopping cart, unless they sell only one product. Having a shopping cart will allow your customers to shop through thousands of items, virtually cruising the store isles, and putting the items into their shopping cart. When done shopping your customer checks out and pays through a secure checkout.

The cart stores all the items that your customer wants to purchase and then tallies up the amount owed, collects the payment, and places the order for shipping.

Of course, not all shopping carts are created equal. Some are better than others. A shopping cart that is simple and easy to understand is the best kind. Your shopping cart should be intuitive. Your customers do not want to be having to try to figure out how a shopping cart works. If it's complicated, they'll abandon their shopping cart without completing their purchase.

An online shopping cart needs to be simple, work with different operating systems, and function the same in all browsers, which is why an HTML shopping cart is better than a flash cart or one that requires plugins.

Your shopping cart should also not require that the customer register for an account. The majority of people won't take the time to register. They want to shop not have to learn how to shop, or register in order to shop.

A good shopping cart will have images that are full size, detailed descriptions that have enough information to meet the customers' needs but not so much that it becomes overwhelming, and offer a secure checkout.

You should also find out whether the service provides the necessary service to take credit cards, whether it uses PayPal's service, or whether you will be required to get your own merchant account, which will be an additional monthly cost for you. There are additional requirements for a merchant account, and you will want to make sure that your sales will justify the additional cost, especially when so many shopping carts/checkouts offer credit card processing.

A shopping cart and checkout are essential to every e-commerce website. Without a way to add virtual items to a virtual shopping basket, your customer wouldn't be able to make multiple purchases easily. Price shop around, and make sure you find the right shopping cart for your business and your budget.

## **3 Ways to Build Volume Targeted Traffic**

You can build a website but unless you know how to bring traffic to that site, you will fail. In fact, it's the number one reason why those that are website beginners fail. You don't need tricks to get the traffic; you just need proven techniques that will ensure you not only get tons of traffic,



but that you get traffic that's targeted. After all, it doesn't help you if you have thousands of visitors a day that are looking to buy hammers and you are selling dresses.

### **#1 Create Content That's Valuable**

If you place content on your website that is interesting, engaging, and worthy of the time it takes for your visitor to read it, you'll get traffic. You need to provide value and when you do this in a manner that is genuine, that traffic will flow, and you will get what your site needs to be a success.

The content you place on your site should be relevant to the products or services you are offering. Think about what it is you want to share with people and what type of an effect do you want to have on them. Your goal might be to change the way people think about a particular product or it might be to get them to take action about a particular service. When you take the time to focus on providing real value you'll be rewarded with relevant traffic that grows and builds.

### **#2 Make Sure Your Content is Original**

You do not want to borrow content from other sites, even with their permission, because that's just the same information going around and around. There's nothing there to entice surfers to visit your site as they likely already saw that same content.

You also don't want content that's been "spun," which means it's been taken from somewhere on the web, ran through some software, and produced what appears to be new content because of a few changes, but really is still the same old information going around and around again.

What you want is fresh, new content that's written from scratch by a quality writer. If that person isn't you, then hire a writer. You can do this for a very affordable price. You want to make sure that even if you are presenting the same basic information that you do it in a manner that leaves your visitor feeling like they learned something new.

### **#3 Create Content That's Timeless**

What this means is the content you write today should be relevant a month from now, a year from now, even a number of years from now. When you do this, you create the greatest value for your website and you also reduce the amount of work your site needs because the content doesn't have to be constantly replaced because it has become old.

There three main points will help you get your website on track right from the beginning.

## **How to Submit Your Website to the Search Engines**

You've built your website and launched it – good for you! Now you need to get your website indexed by the search engines so that targeted traffic can find it.

For example, let's say you build your website but it doesn't place well in the search engines and so you land up on page 10 of the search. That's about the same as building your business out in a farmer's field and wondering why no one comes to your store.

The first thing you need to do is get your website into the search engines, especially the main ones like Google, Yahoo, Ask, Bing, Excite, and Lycos. Of course, there are tons of other directories. Make an effort to submit your website to as many of the main ones as possible. Don't worry once the big search engines are aware of your site it will filter down into the smaller ones.

You should submit your home page and any other main pages that you want to see as landing pages. These six search engines are the best ones to submit to, and they are the most popular with web surfers.

Whatever you do, don't fall for those offers that offer to submit your site to thousands of search engines and numerous directories, all for a small fee. It's not that they don't do what they say it's simply that there is no need to spend the money. Once your site is indexed by the larger ones, it will filter through to the smaller ones. In addition, many of the search engines that they would submit your site are of no value. So while it sounds great that they are offering 7000 search engines (or whatever the number may be) it really has not bearing on the indexing of your site.

Here's what you need to submit:

Google: Start your submission with Google!  
<http://www.google.com/addurl/?continue=/addurl>

With Google you can submit a URL, so you can submit your home page but along with a handful of other important internal pages. The more pages you get indexed with the spiders the better the chances of you showing up on a SERP.

Yahoo:

<http://siteexplorer.search.yahoo.com/submit>

With Yahoo, you must first register before you can submit your URL. You can submit to about six directories. Some have fees associated with them. Register for your free account and use the link to submit your URL.

Bing:

<http://www.bing.com/webmaster/SubmitSitePage.aspx>

Bing is Microsoft's search engine and it likes it when you just submit your homepage's URL. It will detect the rest of your pages with its own crawler.

When you see your website first show up in the search engines, you will feel like you have just made it big in the movies. Enjoy it!

## **Building a Website for Beginners**

So you've decided to make a presence on the internet for your business or profession – good for you! The fact is, the world revolves around the internet and it offers you a great way to stay connected with existing customers and build new customers.

Don't worry, building your own website isn't as difficult as it might seem. We know – it's overwhelming to begin with, but once you understand the steps, and reap the rewards of launching your website you'll be thrilled.

1. The first thing you are going to need to do is come up with a name for your website. If you have an existing business, you'll probably want to use that name. If this is a new adventure, try to come up with a name for your website that reflects what you will be selling or offering in services. This helps to target traffic to your website.

2. Next, you will need to purchase a URL. Try to get the URL to match your website name. This isn't always possible but it is very important so be creative and do your best.

Let's look at an example. Let's say your business name is Big Bad Dogs. So you go looking for the URL [www.bigbaddogs.com](http://www.bigbaddogs.com) but its not available.

Now it's time to get creative. What about [www.big-bad-dogs.com](http://www.big-bad-dogs.com) or [www.bigbaddogs.net](http://www.bigbaddogs.net) or... well you get the idea. It's time to look at different spins on the URL to get

3. Great, you have your URL now you need to find a place to host your website. There is free hosting and commercial hosting. You may be tempted by the free, and there's nothing wrong with that. However, make sure you understand what the limitations are. Also, when you are purchasing commercial hosting make sure that they have a record of being up at least 99.5% of the time. If you need functionality like a shopping cart or auto responder, make sure that the web host offers these services.

4. You now have to move on to creating your website. You might use a commercial web editor, or a free one. Almost the entire web hosting sites offers online website building using their templates. This is a great way to start, but you should realize that these online builders could be limiting, so just make sure you will be able to everything you need to do.

5. You are almost done. You have your URL, found a place to host, built your site, and now you need to launch it and give yourself a pat on the back for your hard work and creation. You can start to tweak and begin to learn more about keywords, and search engine optimization. You are on your way to enjoy the benefits of a website.

## **How to Get a Webstore for Your Business**

If you are hoping to setup an inexpensive webstore there are plenty of solutions for you that can start as low as \$10 a month. However your decision should be based on what it is your business needs and what will fit your budget.

You will also want to make sure that the host for your webstore offers adequate customer service 24/7. It's not good business for your webstore to go down and visitors having to wait to make a purchase. There's a good chance they won't bother and will head off to another site offering similar products. Therefore, you want to know that if you have a problem you have the customer service you need to get things fixed quickly.

Find out whether you require a programmer to make changes to your webstore or whether the host offers you the ability to make the changes yourself. How much time is needed to update your site and manage it?

There are a number of things you need to consider when you are choosing your webstore. Just because the home page looks great don't be fooled into thinking, it offers everything that's important. You will want to find out about server performance and ensure that they have adequate bandwidth to handle the traffic. Make sure the page delivery rates are fast enough too.

You will need to learn about the e-commerce modules they offer. Do they offer a secure connection, which is a must, do they offer a shopping cart and is it included in the monthly price or is it extra. Do they offer you credit card processing or will you have to get a merchant account? This is all reflected in the cost you will pay per month.

You should think about using a hosted webstore because these companies generally offer all the services you will need as part of their cost. Yes, you could buy software, and then it would be yours, but then you have to support it and program the updates yourself, not to mention the security issues that you'll have to address on your own.

Look for a webstore that's easy to use. There are many huge, very sophisticated webstore providers, but the average merchant doesn't need all the extras and they don't need to spend your time learning things you'll never use. These can have a steep learning curve, and they can be rather costly. If you don't need the services, it's a waste of your time and money.

There's a lot involved in getting a webstore up and running, so make sure to compare the services available and match needs with budget, and available services.

## **Discover the Best Kept Secrets About Your Website**

There's all kinds of helpful information on the Internet about how to build your website, so we thought now would be a good time to give you just a little more. Read on to discover the best kept secrets about your website.

\* Surfers are generally in a hurry. You have between 3 and 7 seconds to engage and capture your visitor before they hit the back button and go elsewhere, so optimize your load time on your pages, avoid those large annoying graphics, compress whenever possible, and use flashy technology like streaming video/audio minimally.

\* Begin with the simple things. Become proficient with those and then think about how you can improve on that. Don't worry if your first attempt at web building isn't overly impressive.

- \* If you sell products/services that your visitor is going to find using the search engines, you need to make sure that the first thing they see when you arrive on your site is those items.
- \* If you sell products or services, you will need a secure shopping cart so that you can accept credit card payments.
- \* Look for popular sites and use them as a model. They don't have to be related to what you do. What you are looking to do is incorporate into your website what those bigger more powerful sites and learn from them. We aren't saying that you should be a copycat, but we are saying you should learn from the "best."
- \* If you opt to hire a professional to do the build on your site because it's complicated, you need to keep in mind that these programmers are in most cases not graphic designers, so consider having a graphic designer on your team too, as well as a copywriter for content.
- \* You must never violate the trust of those visitors that come to your site. Respect their privacy, don't sell their email addresses, don't spam them, don't use annoying pop ups, and don't bombard them with ads. Give them a clear, concise message about what your privacy statement is. That's how you build credibility. Provide contact information that is legitimate, and list your location.
- \* If you use content that comes from another website (picture, video, content) make sure you have their permission and that they are given the appropriate credit. If you do not, you could find yourself sued.

There you have it – some of the best-kept secrets about running a successful website.

## **How to Build Your Own Website in 5 Easy Steps**

So you have decided to make your way to the World Wide Web not as a surfer but as an entrepreneur – good for you! Done correctly, it won't be long before you are able to generate income from your website. But first, you need to know how to build your own website, so let's get busy!

We'll start by assuming you already have your domain name.

### **Step #1 Hosting**

Hosting involves where your website pages reside. In order for others to see the website you build on your computer, it must be hosted somewhere. There are many different web hosts. Some are free, others offer standard hosting, and still others offer dedicated or virtual hosting.

Many head towards the free hosting, which can have a number of drawbacks including space, bandwidth, and even your site's ability to become ranked. Make sure you read the fine print and know what you are and are not getting.

### **Step #2 Decide What Your Website Will Look Like**

Once you have your domain and your hosting, you need to decide what type of website you will build. Is it a site designed to provide information, news, sell products and/or services, etc? Remember content is key in the world of search engines so think about how you build a site that promotes your focus and provide rich content.

There are tons of web edit services that can offer you WYSIWYG (what you see is what you get). It makes building your website like using a word processor.

### Step #3 Publish Your Website

Great, you've built your site and now you need to publish it. Publishing it is simply a matter of uploading the pages you have created to your web host service. FTP is the common method to upload. Sometimes you have to download FTP software, while other times the web host has streamlined everything so there's no need to download anything. These are things to consider when you are choosing your web host services.

### Step #4 Promote Your Website

"If you build it they will come." Nothing could be further from the truth when it comes to a website. You are going to have to make sure your site is search engine optimized (SEO). You need to build content that focuses on relevant keywords so that your site gets ranked and placed well, which will bring targeted traffic to your site.

### Step #5 Maintain Your Website

You can't just put your website up and forget about it. You need to bring new content in on a regular basis, test to ensure your site is running properly on all browsers, and in general keep your website fresh.

That's it in a nutshell – just 5 easy steps to building your own website and starting your online business.

## **When You Build Your Site Treat Visitors Like People**

When you build your website, you are going to want to include content that is engaging and interesting. Even though you'll be sitting at your desk writing that content with not another soul around, you know that it will be another person who will eventually land up reading it.

Regardless of the lag in time between you putting together your content and another person reading it (which could be months even years later) your content should always be about people and not about how you can make your numbers look better in web stats. Because it's those people you connect with that can become your customers, and that equals revenue for you.

So how does a person do that when their audience is not around them and isn't visually there. How do you determine what topic your content should be on? How do you know what that visitor tomorrow or a year from now will want to read? Those are common questions.

Take the time to think about what kind of information you could provide visitors with that they would find helpful. Try to make it an evergreen article, which simply means that it remains relevant whether it is read today, next month, or a year from now the information in it remains helpful and relevant.

When you are writing good content, the key is to always care about the person who will be reading it and their well being, make them happier, improve their well-being, or solve a problem for them. When you really care, you will create good content without a lot of difficulty. You will find your creative ideas flow.

You can use your content to provide information while at the same time marketing your products or services. For example, by helping your customer better understand what it is your product does, they are more likely to want to purchase it.

When you write good content that interests the reader, people will make their way to your site, and when the traffic starts to reach your site, the search engines notice, and you find yourself ranking better. The irony is that those that try so hard to rank better without keeping people in mind and with only a focus on the search engines could get exactly what they want by keeping the visitor in mind.

Good content is key to your websites long-term success, to your search engine rankings, and ultimately to earn revenue.

## **Does the Idea of Building a Website Make Your Palms Sweat?**

If the idea of building a website makes your palm sweat and fills you with anxiety, you aren't alone. The good news is you've come to the right place. If you've always had a dream to create your own website, you can. You simply need to learn a few things and you'll be on your way to creating a great looking website. So let's get started.

The first you need to recognize is that nothing comes easy. Those 'rah rah' ads you see about putting up a website and in a week you'll be making millions – well not quite like that at all. You can definitely make an excellent living online, and you certainly don't have to be putting in long hard hours (unless you want to), but like all projects that have a good outcome, you'll need to work at it. And in the early days, you'll need to work at it more than you will once it's established.

Let's assume you already have your domain name and you've already found web hosting. If you haven't there are all kinds of content online to help you. Now you need to decide what type of website you plan to build. Will it be an e-commerce site, a blog, an information site, a forum, a site where people can download music, e-books, etc.? Knowing what type of site you want to create will make it easier for you to make smart decisions in the building process.

When you are planning your website, the first step is to think about what you want for your layout. Where do you want your navigation, what colors are you going to use in your template, what content will you include. Once you've decided you can move on to your next step.

Now it's time to get busy building your website. If you have no previous experience with building websites you should look to use a web editor, which offers you templates to choose from and



then you customize accordingly. Some web hosts offer apps that allow you to build a website. There are also programs that you download to your computer. You can start small and add more pages over time. And don't worry you can go back and tweak the pages you've created. Just get something started and live online.

Finally, once your website is live, you need to submit it to the search engines so that it is indexed. Save your money and don't bother with those promotions that will submit your site to thousands of search engines. All you need to do is submit your site to the main search engines and the rest will take care of itself.

## **Create Your Website and Get Your Share of Online Income**

The internet is a wealth of different businesses offering products and services. You can learn how to create your own website and begin to share in the online income. If you are tired of the 9 to 5 grind and working hard for someone else's benefit, and you're ready to be your own boss, it's time to get started on your ticket to a new way of life.

Of course, there's a lot more to it than creating your website and seeing the money roll in. In fact, if someone tells you that it's that simple, you need to walk away. The only person getting rich will be the person selling you their 'plan.'

You might be a little reluctant to begin because you aren't sure about:

- \* The best spin for your website
- \* How to register your domain name
- \* How to find a web host
- \* How to choose a web editor
- \* How to select a web design
- \* How to get your site listed in the search engines
- \* And a whole lot more....

Before you let your mind overwhelm you so that you go running back to your 9 to 5 job, let's start by dispelling some of the myths that are floating around. The first thing you need to know is that you do not need to invest tons of money to get going.

Whether you are using an old computer that's slow as molasses going uphill, whether you are still working on a dial up connection, whether you don't understand anything about HTML.... If you want to get your share of the online income, you can.

### **Get Started**

Planning and preparation are key when you decide to set up your own website. This will involve you choosing a website idea that's profitable.

### **Website Business Ideas**

If you are going to have a successful online business, you are going to need to have a business idea. There's an endless array of opportunities and options online but you need to find the niche that's right for you.



## Choose your Web Domain Name and Where You Will Host

Registering your domain name and finding a good host is an important part of establishing your online business.

## Website Design

You will need to create your website. You can use web edit software or many of the different web hosts offer web-building tools that allow you to create a website. This includes deciding on the number of pages, what content you will include on your site, what type of navigation you will have, etc.

## Website Marketing Strategies

You will need to determine how you are going to get traffic to your website. This includes search engine optimization so that your site places well and targeted traffic finds you. It also includes things like promotions, ads, email campaigns, etc.

You have the opportunity to build and grow your online business, and enjoy the success and income like millions of others are.

## Websites for Beginners - How to Choose a Web Host

Choosing a web host is important. There are hundreds of web hosts out there including free hosts and commercial hosts. Each offers their own services. Initially you may not use all of these but you should be thinking into the future when you may need some of these resources. Let's look at the differences between free web hosting and commercial web hosting.

### Free Web Hosting

1. Advertising – Most of the free web host impose their ads on your site. This is how they cover the cost of providing you with the free service. These ads might be in the form of banners, pop up ads, etc.
2. The Amount of Space Allocated – Most free web hosts limit the amount of space and traffic you are allowed. If your traffic grows, you will have to switch to a paid service. If your site has lots of pictures, videos, sound files, etc., you will use up your free space quickly.
3. FTP Access – FTP is the most common method that gets used to transfer the web pages you've created from your computer to the internet, more specifically your web host. Some of the free hosts will require you to use their online design. This can be helpful for anyone new to having a website, but over time, you will find this very restricted.
4. Reliability – This is so important to your website, your visitors, and your placement in the search engines. A number of the free hosts are down a fair bit, and this isn't good for business. Many also have slow access, which will frustrate visitors.

### Commercial Web Hosting

\* Reliability – There's the old setting you pay for what you get, and that's certainly true in web hosting. Commercial web hosting are fast and reliable, with the majority maintaining a 99.5% or higher uptime rate. That's the minimum you should accept. They are also faster so your visitors won't get frustrated.

- \* Bandwidth – This is actually data transfer and it is the amount of bytes transferred between your site and the visitor's browser. Don't believe the "unlimited bandwidth" selling feature. Web hosts must pay for the bandwidth that is used and you will too. So read the details of your agreement to ensure you know when it will start to cost you more.
- \* Technical Support – Look for 24/7 support. Things go wrong, and they go wrong and the most inconvenient time, so make sure you will have the support you need.
- \* Shopping Cart – If you are going to be selling things you need to make sure that you have shopping cart technology available to you.
- \* Email – If you have your own site, you will likely want to have the ability to have your email associated with your host site. Make sure they offer it. Pop3 and mail forwarding are also important.

### The Perfect Commercial Host

There likely is no such thing as a perfect commercial host. However, some are certainly much better than others are, and since this is a highly competitive industry be sure to check around.

## How to Test Your Website After You Build It

You have created your website. You like the look of it and you are satisfied with the outcome. But what does it look like to the rest of the world? The problem with the internet is that each browser is going to show your website differently, which is why it is so important to test your web pages and their design.

You should have a look at your website pages in Internet Explorer, Opera, Chrome, Firefox, and Safari. You can get all of these browsers at no cost. You just need to download them. Testing your pages in each of the browsers is the only way to do it. There's no easy way to do it.

Now you may be thinking that it's just easier to focus on your website looking good for one or two of these browsers, that's not really good for business. You also want to be thinking into the future where you can ensure your site will show as the code changes.

If you wish to improve your chances that the site is going to work in the future browser versions, think about validating your code for your web pages. What this means in non-technical language is that you check the underlying code of each of your web pages. This is called HTML and CSS. You are looking for syntax errors. Don't worry, there's no need for you to have technical skills here. It sounds a little intimidating but you will do fine. There are tons of free web page validators kicking around the internet. Find one you like and put it to work.

However, if the validator is telling you that you have page errors, it can sometimes be tricky to figure out where you have erred and whether it is a minor error or a serious problem. Some of the validators are good at giving excellent suggestions to help you fix the issue.

Here are some of the more popular tools for testing your site:

1. HTML Validator – <http://validator.w3.org/> -checks the validity of your pages - HTML, MathML, SMIL, XHTML, etc.

2. Links Validator - <http://validator.w3.org/checklink> - analyses anchors/hyperlinks in HTML/XHTML documents.
3. RSS Feed Validator - <http://validator.w3.org/feed/> - this is a free service that checks and validates the Atom or RSS feed syntax.
4. CSS Validator - <http://jigsaw.w3.org/css-validator/> - validates CSS documents or style sheets using CSS style sheets.
5. Free Site Validator - <http://freesitevalidator.com/> - the entire site is scanned for validation errors and dead links.

## **How to Choose Keywords for Your Website**

Keywords are critical to the success of your website. You should have between 20 and 40 keywords/keyword phrases to ensure you have chosen a broad enough topic to build a successful website on. When you pick the keywords that are most profitable, you can bring the right targeted traffic to your site.

Expanding your keyword list can be done using some of the many tools that are available, such as Google Keyword Tool. It is a great way to get some excellent keyword ideas. It will provide you with a list of potential keywords and keyword phrases. You can get a more accurate idea by using 'Match Types,' and by choosing the 'Phrase' option.

### **Expanding Your Keywords**

For example, use the word cat and 'cat food' as the keyword phrase – you will get just over 1,300,000 searches so that would make it worth expanding further on. Then let us say you search cat food and you discover the number of searches is over 2,000,000 so you can see how this could be a better choice because more people are searching.

### **Find Related Keywords**

It is really easy to do your keyword research focusing on terms that are commonly used by those who are already familiar with the topic. But you shouldn't stop at this point. There are always tons of other words that should be considered. This is the reason why it is so important to research all the phrases by looking at synonyms and words that are related.

After you find the keywords that are right for you, and with tons of potential, you should add them to your keyword list, along with the number of times they have been searched. Your list should be pretty extensive by now.

### **Calculate the Keyword Potential**

To calculate the keyword's potential you need to figure out how many searches there have been using the Google Keyword tool in comparison to how much competition there is. For your first keyword/ keyword phrase; take the number in the search column and divide by the number in the competition column. This provides you with a rough idea of the potential that keyword can offer. Multiply this number by 1000 to make your results easier to analyze.

### **Choosing Your Keywords**

Choose the keywords with the highest potential, and use those in your search engine optimization. Start to enjoy the benefits of targeted traffic to your website.

## How to Design Your Web Page

You have chosen your domain name, figured out where you are going to host your website, now it's time to get down to business and start to design your website. If you are going to be attempting to design your own site, you'll want to read on.

There are many things to consider when you decide to create your website. As a beginner, your starting point is to start basic, get a site launched onto the internet, and worry about refining and building your skills over time. The first thing you need to be introduced to is WYSIWYG is otherwise known as 'What You See is What You Get.' There are software or web hosts that offer website building templates that use this rule. For you, this means you create your site, and what you create is what you are going to see online. The HTML or language code is created by the software, and so therefore you do not need to learn or understand it.

There are tons of web editors ranging from free to commercial. If you don't mind spending a little money for a good commercial web editor you might look at Dreamweaver or Xsitepro. Both offer excellent customer service support and online tutorials to help you work your way through the design process.

If you would rather use a free web editor there are a couple of decent ones kicking around such as KompZer. However, you need to remember that free web editors are going to have limitations. They may not have customer support, limited templates, and limited functionality. There are others to choose from. Just do a search for "free web editor." It does pay to read the reviews so that you aren't disappointed.

An important component in web design is ensuring that it is search engine readable. It is the search engines, like Google, that are going to be responsible for where your website places. So you want to make sure the web editor you are using isn't adding tons of unnecessary code that makes it difficult for the search engines to read your site.

Your web design also needs to be content rich, and you should be focusing on a handful of important keywords that target your business and the type of traffic you want to receive.

Most of all, don't worry about mistakes or limitations on your first website build. You will develop skills, learn techniques, and get more proficient over time. Your website can be changed and/or updated at any time.

## Strategies for Searching for a Web Domain

Before you start your search for your web domain you are going to need to do some research. You will want to start by jotting down your main keywords that are applicable to your site. If you have a physical business write down your business name too.

Now it's time to start your search looking for domain names that might work. The Search It tool is a good way to do this. The tool uses a pop-up, so you will need to make sure you are set to allow pop-ups from [www.sitesell.com](http://www.sitesell.com) and [searchit.sitesell.com](http://searchit.sitesell.com).

Look for domain names that have the .COM extension. There are many domain extensions available including .ORG, .NET, .CA, .AU, etc. but .COM is the best extension for many reasons. The Internet Explorer browser will automatically assume the .COM extension even when it is not typed. The .COM is also the extension that most people assume a website to be and that they will automatically type. It would be disappointing if you were losing visitors to the competition who had the .COM domain. The next most popular extension is the .NET.

You will need to check domain availability, which can be done a number of ways. Most of the web hosts like 'Go Daddy,' offer services to let you check domain availability. You can also use a site like 'Search It.' You'll enter the domain name and you'll get a reply whether the domain is available. If it isn't almost always you'll be given a list of possible domains that are similar that you might choose from.

What if you can't have the perfect domain for your business because it is already taken? There are a few little tricks you can try.

1. Try the domain name you want but add the word, 'best,' 'the,' 'all,' etc.
2. Consider using hyphens between word names so for example the-big-brown-boat rather than thebigbrownboat.
3. End the domain name with 'resources,' 'store,' 'source,' 'info,' etc.

Don't be too quick to choose. Take the list of potential domain names you have available and rank them in order of preference. Now look at your list again – do you like the order you've ranked the domains? Ask friends and family what they think? Do they choose the same domain name as you did? If everyone else is choosing a different domain name than you ranked first, perhaps you need to rethink your decision.

Your web domain name is at the heart of your online business so don't rush it!

## **Why Your Website Content Should Focus on Humans**

When it comes to creating your first website, you are likely going to be overwhelmed with all the information that bombards you. What do you believe, what do you ignore? How do you know what's the right way to build a successful website? Well the first thing you need to know is that your content needs to focus on the humans that will visit your site not the search engines.

In the past, there was a period of time when the entire focus was on keywords stuffing to attract the search engines and help you to rank better. But not only does that not work for the search engines anymore, it's a terrible platform to build your business on.

Just like a brick and mortar store, if you have something of value to offer the customers will come. Make sure the content you are providing offers potential customers something of value

and they will come. It's good if you can add new content to your every day, and it should be anywhere from 500 to 1500 words in length. It's good if you can mix the length on your site.

It's a good idea to focus on a traffic building strategy that will not be so vulnerable to changes in technology. You don't always want to be at the mercy of what Google decides to do. There seems to be a flavor of the month with Google, which keeps too many web masters chasing to keep up with the latest demands.

Focus on writing content that readers want to read. Then you will have traffic driven to your site, and that in turn will help you rank better in the search engines, which in turn will bring more targeted traffic....you get the picture of how the circle goes.

By providing content that has value, that is interesting, and engaging, you make the human component of your website happy, and the search engines too. It's a win-win for your website.

You will also want to make sure your content is updated on a regular basis. So, post new content every day if you can, or at least once a week. When making your posts try to make them evergreen, which means they don't out date themselves, and visitors will find the information provided useful today or a year from now. It gives your content power to bring traffic in for longer.

So when it comes to creating your first website just remember these three words – Content is King!