Creating Profitable Websites

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Conduct Some Research Before You Begin

If you are contemplating building a money making website you should conduct some research before you begin. You want to research other money making websites in order to discover what they have in common and what makes them profitable. You don't want to build a website and discover it has little potential for profitability because the market is saturated or you are attempting to reach the same target audience as others offering the exact same products or services. While the online global community is huge, too many people targeting the exact same target audience can create saturation. Make sure you can reach a different audience than others with the same idea.

It's also important to understand how to operate a money-making website. It's not as simple of just building and promoting it; you have to do an enormous amount of marketing in order to generate sales. If you have never operated a money-making website you need to gain some expertise either through training or experience. You want to make sure you know how to make your website profitable using one or more of the following methods:

- Become educated in various marketing strategies

- Learn how to identify your target audience

- Become an expert in customer service

- Know what your website visitors are seeking

- Create a website that is easy to navigate

- Choose products or services in which you have expertise or are willing to learn

It doesn't matter if you are promoting products or services or recruiting for networking marketing; you still need to develop a marketing plan and gain an education in the areas you plan to present on your website. Anyone who attempts to create a money making website without conducting some research and gaining an education is setting himself or herself up for failure. Anything worth doing is worth doing right; learn everything you can about your opportunity before you attempt to market your website.

If you are signing up with a company for E-commerce, network marketing or affiliate marketing make sure you know about the company before you make a decision. Do not take their word about how much you can earn but rather look into the opportunity yourself—try talking to people who are involved with the organization in order to gain some unbiased information. Do not make a decision until you have all the information you need and feel confidant you are making the right choice.

Learn Your Market

Before you even begin setting up a money making website you need to ascertain you know the market. It's important to know whether the products or services you are considering will be profitable—more importantly you need to know whether you will be able to create a website that will generate profits for that line of products or services. It's easy enough to think you can create a profitable website, but it is another thing to actually do it. Do not assume because everyone is capable of becoming successful with the same idea or you are setting yourself up for failure.

One of the worst mistakes people make when they are attempting to start a home based business or become part of a networking scheme is thinking the world is their market. While it is true the global community has opened many different opportunities, that doesn't mean everyone in the world is going to be interested in what you have to offer. You still need to identify your target audience in order to know not only whether you have something that will be of interest to web surfers but also to define where you want to direct your marketing efforts.

You also need to know your potential sales volume for what you plan to sell whether it's products, services or a combination of both. Even if you are involved in network or affiliate marketing you are selling something: a program that will hopefully provide prospects with a better lifestyle and financial future. Everything you do involves sales of some kind, so if you want to create a profitable money making website you must take the time to conduct some research and determine your sales potential throughout the global marketplace.

If this is your first attempt with a money making website you need to make sure you develop some expertise before you begin setting up your website. While you could do this during the process it's not a good idea; if you develop the expertise first you will be in a better position to know what you need to do as soon as your website goes live. You don't want to take time to learn how to make money with your website when you should be promoting it and working to create more visitors and thus generate sales. Do your homework before you attempt to work on the project.

Developing a Successful Marketing Strategy

In order to have a successful website the first thing you need to do is to develop a successful marketing strategy. You need to promote your website to those who may have the most interest or need for what you are offering for sale. Whether you are selling products, services or money making opportunities you still need to have a plan for getting your message to your target audience. You don't want to waste time and effort by randomly choosing targets you think "might be" interested. You will be more successful in your marketing efforts if you take the time to develop a marketing strategy rather than beginning without any kind of plan.

Why is it so important to identify your target audience? Wouldn't the law of averages help you reach more people? While those statements may seem sound and lead you to believe in their validity, quite the opposite is true. When you take the time to identify your target audience you will promote your business only to those who are most likely to be interested. Case in point: you

live in Hawaii and sell surfboards. Would it be any advantage to promote your website to people living in Alaska? While you may pick up a few sales from those planning to go on vacation, the potential is minimal. The law of averages is not going to help you unless you reach those who have a need or desire for what you are offering.

You do not want to go in blindly when you begin to promote your website. Before you are ready for business you need to take the time to develop a plan—don't just sit down and start randomly promoting your website. This is important because only when you develop a plan first can you identify your target audience. In fact, before your website goes live you should already have a marketing plan in place and have begun marketing efforts.

Once your website goes live you should have nothing left to do on your initial efforts except to get the word out to potential customers that your website is ready for business. Your next marketing plan should focus on bringing in additional customers or prospects but still within the scope of your target audience. While some of your efforts may reach those outside of your target audience, you do not want to exert time and energy on the small numbers of customers you may reach.

How to Develop a Marketing Strategy

Marketing is one of the most important aspects of a profitable website. You cannot be successful unless you have customers and to bring in customers you must market your website. The methods you use to market your website may vary for any number of reasons.

- Budget

- Target audience

- Products or services you are promoting

- Whether you are promoting a website in the making or a live website

- What phase of your marketing plan is currently in place—initial or ongoing?

- How much time do you have to devote to marketing your website?

- How much income are you looking to generate?

- Are you looking for a full-time or part-time opportunity?

All of the above will have an effect on the methods of advertising you may choose to use. However, you don't want to limit yourself to just one or two methods. The important thing is not the methods you use but rather how hard you work to promote your website. However, your initial marketing strategy is by far the most important one for providing your business with a good start. If your initial marketing efforts are successful you will be able to develop an ongoing plan that will allow you to continually bring in new customers and thus increase your profits.

If you are on a limited budget as many new website owners are, you should develop your marketing strategy using some of the free or less expensive promotional tools. While using more expensive advertising tools may provide more exposure, your initial plan should focus on developing a plan that will make your website visible. Once you begin develop a database of customers and earning some money you can use some of the more expensive promotional tools.

When you develop your marketing strategy do not stop with the initial plan. While you originally want to focus on providing exposure for your website, you should already have your next plans in place. If you create a marketing plan step by step you will be able to go straight from one point to the next instead of having to stop and think about what you are going to do next. Any break in the momentum can cause you to lose track of where you want to be—or where you should be with your marketing strategy at any given moment.

Develop Your Expertise in Salesmanship

In order to create a profitable money making website it's important to have some expertise as a salesperson. That doesn't mean you have to be the kind of person who can talk an Eskimo into buying a lawn mower, but you do need to know something about approaching people and convincing them why they need what you have to offer without being aggressive about it. If you are using Email advertising you want to say what you need to say about the information on your website without being demanding.

People do not like a pushy salesperson, and you are just as likely to lose sales online using that method as offline. Think of your own personal situation—if you are like most people, when salespeople are pushy you walk away without buying anything. You need to know how far to push without becoming obnoxious and losing a sale. You can be informative without being a nuisance and driving away any potential customers. Salesmanship is more than just making a sale; it means knowing how to convince a potential buyer you are the best source for what they want without being obvious about it.

One of the hardest lessons many people have to learn is how to be an aggressive salesperson without letting the customer know what you are doing. You have to know where to draw the line so you don't apply unnecessary pressure on the potential buyer yet enough so that it doesn't appear you don't care whether they buy anything or not. It takes some training and experience to learn how to exercise good salesmanship, but the more experience you obtain the better you will become.

Along with salesmanship comes good personal communication and customer service skills. You may acquire potential customers who are looking to you because they were dissatisfied when their previous vendor, so you have to know how to handle those instances. You don't want to say anything negative but just point out the way you take care of your business and customers. If someone complains it took them an extremely long time to receive what they ordered, instead of saying, "Yes, other people have told me that," you want to say, "I'm sorry to hear about your

problems there. We try to ship all of our products within (whatever the time frame is)." Never speak negatively about a competitor; it doesn't make you look professional.

Choosing the Right Money Making Program

With so many money making opportunities available it can be difficult to choose the one that is right for your needs. The best way to eliminate this dilemma is by conducting some research on several opportunities that appeal to you in order to determine which one may provide everything you want from an online business. Make a list of questions to which you want to find answers such as the following:

- How long has the program been in existence?

- What is the potential for long-term profitability?

- What is the target audience?

- How quickly can you begin making money?

- How much money can you expect to make within the first six months?

Before you begin making a list of questions to seek in your research you want to write down what you are seeking in a business opportunity. It's important to identify your own needs in order to ascertain the opportunities that will meet those needs the best. What you seek will be different for those seeking some extra spending money compared to those who are seeking an online money making website that has the potential to provide financial security. You also want to assess the type of business you are seeking: E-commerce, network marketing, affiliate marketing, or another opportunity you are considering.

One of the most important things is to avoid choosing an opportunity because a friend, relative or co-worker has a successful website. Each person's needs and expertise will be different, so the right program will not be the same for every person. Individual needs will vary from the amount of time you have to devote to a home based business to the amount of money you wish to earn online. The amount of time you personally have for marketing will also have an effect on which opportunities will work better in your situation.

Once you assess your needs and what you have to achieve from a money making website you are ready to review the opportunities that are available. While you do not have to choose from existing opportunities, you will be able to compare what is available in order to choose something you would like to do. This will also help you assess what you need to do in order to turn your idea into a reality: a highly profitable money making website that will help you meet your financial needs.

Designing Your Website

While promoting your website is important, so is the design. One of the most important elements of your design is the ease of navigation. If your website is difficult for potential customers to navigate, they will quickly leave and look elsewhere for what they are seeking. You need to choose a design that allows customers to find what they are seeking quickly—they should not have to spend trying attempting to figure out where to find links to the products they are seeking. All of the navigational tools on your website should be clearly visible and easy to read.

While music, animation and other graphical designs are fine for personal websites, you should avoid them on business websites unless those are the types of products you are promoting. These extra graphics will not only make your website slower to load, but they will also make your website look cluttered. A cluttered website looks unattractive and unprofessional and will drive potential customers away rather than bring them in. The important factor is to increase your traffic, and your website design is an important part of that. You want it to look attractive and professional—what works for a personal website will not work for a business website.

If you are using SEO articles or product descriptions make sure they are professionally written with no spelling or grammatical errors. When potential customers browse your website the last thing you want thing to see is poorly written articles. The purpose of SEO articles is to make your website come up within the first three pages of a search, but do not be fooled into thinking potential customers will not read the articles when they visit. It's important to make sure everything on your website including articles and product descriptions have a professional look to them.

The design of your website should make it easy for potential customers to find everything they are seeking. If you use links or buttons they should be spaced to make it easy for a customer to click on the right product. Links should be place so they are clearly visible and do not overlap with other links so customers have a difficult time choosing what they want. Your contact information should be easily accessible to anyone who has the need to ask a question, and the shipping and payment methods should be spelled out clearly so there is no confusion.

Promotion is the Key to a Successful Website

One of the first questions many people want to know before becoming involved with a money making website is how to make it profitable. They are interested in knowing what they need to do to generate sales or bring in new recruits if that is the case. They have an interest in information that can help them make the right decision and ascertain whether a money making website is the right decision for them. While it may seem a good idea at first glance, not every person has the ambition or desire to do the work necessary to create a website that will generate a healthy income.

In order to create a profitable website you must understand the importance of promotion. The more you promote your website the more potential customers you will reach. You want to reach

out to all of those people—your target audience—who may be interested in what you are offering whether it's products or services. At the same time you don't want to waste your efforts on those who will have no interest in what you have to offer; concentrate your efforts on your target audience rather than wasting valuable time attempting to approach those who may have no need for the products or services on your website.

While we stress products and services here this is also important if you are promoting a network or affiliate marketing program. Without prospects you will be unable to expand your network or generate sales for the products you are promoting. Any kind of money making website depends upon promotion and advertising in order to become successful, and this does not end after you begin making money. If you expect to continue operating a profitable website, you will need to continue your promotional efforts.

What about those programs that promise you don't need to do any work? While this may sound good from the onset and may draw people into the network, the truth is there is no home based business that will continue to make money if you depend on someone else to do all the work. It's helpful to know you have some leads in the beginning, but unless you do the work you will reach a stalemate very quickly. Promotion is the key to success and must continue to be your primary focus if you want to continue generating a healthy income from your website.

Sales and Promotion Partners for Success

There are several elements that contribute to the success of a money making website, and while sales are definitely the end result, they are not the only contributing factor. In order to generate sales you must be able to get the information to your target audience. If no one knows about your website and what you are offering you will not generate any sales volume. With that in mind it is reasonable to assume promoting your website is a prerequisite to generating sales. However, neither element can stand alone: you need to promote your website to generate sales volume.

Do not have the mistaken idea that once you do the initial promotion and begin to generate some sales volume you can stop—or at least reduce the amount of promoting you do. Unless you have a consumable product such as food items, batteries or other products that have limited lives, you will always need to have a database of customers to replace those who have what they need. Even if you provide consumable products there is always the potential for losing customers for any number of reasons such as:

- Death

- They have found a more competitive price

- They no longer need the products or services you have for sale

- They no longer wish to buy online for any number of reasons

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- They have moved and may not be able to choose the products they buy (nursing home, living with relatives, renting a room, etc.)

In order to continue increasing or maintaining your sales volume you need to continue promoting your website. While your initial promotional efforts will bring in some customers, you need to continually increase the visitors to your website in order to achieve and maintain a profitable money making website. While it may appear you will eventually exhaust your database of potential customers from your target audience, such is not the case. There are always new web surfers, so you will always find have enough people in your target audience to make your marketing efforts worthwhile.

If you want your website to be extremely profitable you will need to continue your marketing efforts throughout the life of your website. The more visitors you add to your database of potential customers, the better your chances are of increasing your sales volume and thus reaching the financial goals you have set for yourself.

Your Target Audience Who Are They and How Can You Identity Them

Many people who are starting out for the first time may not understand the term "target audience" or why it is so important. These "newbies" have no idea of the importance of focusing marketing efforts to a specific group of people and would rather gather a list of thousands of names and work for quantity in their efforts rather than quality. While quantity is important in order to build a database of potential customers, quantity is also important. You don't want to randomly send out information about your website to people who may have no need or desire to buy what you are selling.

Exactly who makes up your target audience? Your target audience is comprised of all those people who may be interested in the products or services you are offering. For instance, if you are selling swimsuits, your target audience is anyone who is interested in going swimming whether it's to the beach, the health club or on vacation. The likelihood of generating too much success in areas where it is cold all of the time such as Alaska is slim, so you don't want to target those regions. That doesn't mean no one in Alaska goes swimming, but it does mean your success rate will be greatly reduced.

Being able to identify your target audience is something a beginner may find difficult to accomplish, so anyone who is unsure of how to identify and properly market to their target audience should seek the advice of someone who is experienced in this area. You want to bring in as many visitors as possible when you first begin, so you want to avoid wasting your time and efforts on those who have no use for your website offerings. While quantity may generate more visitors, that is of little importance if you don't generate more sales. You don't want those who are only interested in browsing; you want visitors who are going to spend some money or join the program you are promoting.

When you direct your marketing efforts to your target audience you will achieve the greatest level of success. Using this method will allow you to market for both quantity and quality, the two most important elements of marketing strategy with any business venture. Maintaining consistency is part of the strategy as well—never stop or decrease your efforts because you always need a database of those interested in what you have to offer on your money making website.

Sales or Recruiting Which is the Key Component in Network Marketing Success

If you are new to the concept of network marketing you may be asking whether it is more profitable to recruit or sell the products. Those who are skeptical of the programs will probably tell you it's impossible to become financially secure if the only thing you do is bring in new recruits. "You have to sell" they will tell you. For those who do not like the idea of selling or don't feel they are good salespeople this will be an immediate turnoff. The potential sponsor needs to know how to turn this negativity into a positive attitude in order to grab the attention of the prospect.

Those who have never been involved in networking cannot possibly understand the concept, but the reality of this type of business is while sales are important, it is the recruiting that will provide financial security. The reason for that is because as a sponsor you are paid not only for your own personal sales volume but also for that of those below you. As you reach higher levels your bonuses will increase. Each network is different, but there is a point where you will begin earning residual income as well thus you can be on vacation or sleeping and your network will still be earning money for you.

You are probably thinking, "How do I get sales volume unless I sell? That just isn't possible." Actually it is because you will buy products or services you need from yourself and still generate volume for your network. You will also find people who are not interested in the opportunity to join your network but would like to buy from you. It doesn't matter what kinds of products or services your network provides, there is something for everyone. If you look around you will find insurance, food, clothing, health care products, legal plans and much more.

Does this mean I can't sell the products or services my organization provides? Certainly if you are interested in selling you are free to do so, but those who have no interest in selling can still make money using their own products and services, especially if they are of the consumable variety. How much you are able to make depends on how much work you are willing to do in order to reach your goals. Like any other kind of business, the more work you do the more money you will make.

Effective Marketing The Most Important Component of a Successful Website

How do you create a successful website? What are the contributing factors and how do you know what works? These are all questions anyone who is considering creating a money making website may ask. The answers to these questions and many more are likely to be on the minds of anyone who is considering creating a website for profitability. It is essential for anyone who wishes to make money online to research and become educated in the concept of creating and maintaining a profitable money making website. It's not as simple as building it, submitting it to the search engines and hoping someone will find it. There is much more work involved than meets the eye.

Knowing you have more work than you had planned when you initially thought of creating a website should not deter you from venturing into the online community to make money. Keep in mind what you are doing now is probably not providing you with the things you need or want to maintain a standard of living for you and your family. Most people who are working for someone else do not live as comfortably as they could if they had their own business. Think of a job as an acronym for Just Over Broke, and you will understand why having your own profitable money making website is the key to online financial success.

In order to create a profitable money making website it is essential to develop an effective marketing plan before you begin attempting to sell any products or services from your website. In fact, the best way to assure profitability quickly is to develop a marketing strategy before your website is ready to go live—you can even begin marketing efforts before your website is completed. The earlier you begin the more effective your efforts will be. What you want to do is have some customers ready to make purchases as soon as your website is ready.

Always direct your efforts toward your target audience rather than attempting to promote your website to everyone online. While this may be very attempting when you are starting out it is a waste of time and effort. An effective marketing plan focuses on the target audience and reaching those who are the most likely to purchase what you have to sell whether it's products, services or a money making program.

Low Cost Marketing Tools for Your Website

When you first start operating a money making website you may be working on a shoe string budget. Just because you have limited funds does not mean you will not be able to effectively market your website. There are many different methods you can use that have little or no cost involved. There is no need to feel you have to spend a lot of money advertising in order to get your business up to speed. While paid advertising certainly has its advantages, you can save those expenses for later when your website is more profitable.

One of the easiest ways to market your website without any effort is including the URL in the signature of your Email. This will allow you to advertise your website every time you send out an Email without worrying about being accused of spamming anyone. The link will show not only

when you send out Emails but in any forwarding Emails others may send as long as they include your original Email. While most people don't like unsolicited mail on or offline this method gives them an option—they can go to the link or ignore it.

Link exchange programs are also good ways to promote your website. With this method other website owners add your URL to their websites in exchange for you doing the same for them. In this way you substantially increase the number of people who see your URL and thus increase the chances for additional website visitors. Remember, the more visitors your page has the better the chances are someone will buy something you have for sale.

Free for All (FFA) pages are also free or inexpensive way to promote your website. You have to be careful with these, however; some of them require an Email address which will open the possibility of receiving unwanted advertising. You can also choose to have your own FFA page and allow links to other websites on your page. Depending on the traffic coming to your website, you may or may not wish to take advantage of this promotional method.

Submitting your website to free or inexpensive submission services will help your website gain visibility. However, you also need to make sure it is optimized for SEO (search engine optimization) to assure your site has a high ranking with the search engines. This is necessary so your site appears early in a web search since most people only review a maximum of three pages of search results.

How to Build a Network without Trying

One of the most important things to learn about selling anything is how to do it without trying. While most people who come to a money making website are interested in what is available, if you are attempting to recruit people for a network, the tactics are different. When you are trying to promote a business idea rather than products or services you need to know something about your prospects so you can appeal to their sense of needs and desires. You want each one to think they are the only one you are interested in recruiting. Yes, they will know that is not true, but you want each person to feel that way.

Many people are automatically turned off by the prospect of network marketing, so you have to be tactful about the way you present the information you have. Don't tell anyone they can be financially secure in a month, six months or even a year because what works for one person will not work for another. You also do not want to tell your prospects they won't have to do any work because if they know anything about network marketing they will know you are just trying to convince them to join your network. They are smart enough to know—or at least have a good idea—what they will need to know in order to be successful.

Some organizations use a tactic that involves not telling prospects until the last minute what the "business opportunity" is. The problem with this method is that it has been used for so long many prospects will see right through it. You don't want to be dishonest, but at the same time you need to find a way to show a prospect what you can offer him or her without coming right

out and saying it. Fortunately the online community makes it much easier because you don't have someone standing in your face and asking.

 If you're using email, one of the best tactics I've seen is, "I have a business opportunity I'd like to show you. Can I have your permission to send you some information?" This way you are not deliberately withholding information, but at the same time you are letting the prospect know you would like to show him or her a business idea or opportunity. You will have more success if you don't come right out and say it's a network marketing opportunity because many people are still skeptical about the legitimacy of networks.

SEO and Meta Tags Enhance Search Engine Visibility

When you are building your website one of the things you will need to know is Meta Tag descriptions. You can choose a free Meta tag generator which you place in the upper left hand corner of your website so the search engines are able to categorize your website. Unlike SEO, Meta tag keywords may not necessarily appear on your website, but they allow web surfers to find your website based on those keywords. For instance, if you have an accounting website you might include the words "straight line depreciation," but it may not appear anywhere on your website.

In addition to Meta tag keywords and descriptions it is essential to ascertain that your website is optimized for the search engines. What this does is assure that your website has high ranking and when a web surfer is looking for products or services that you offer, your website appears on one of the first three pages. The reason for this is because most web surfers will not proceed beyond the first three pages of search results. Therefore the earlier your website shows in a search the better the chances are they will visit your website.

Search engine optimization involves a specific set of different keywords and keyword combinations that are visible on your website by way of articles or descriptions. An SEO expert will review your website and help you assess which of these keywords will help your website receive the ranking it needs for your money making website to be profitable. They will also help you follow the numbers until you are confident your website is among the first to appear during searches under those keywords. Sometimes the combinations may not make sense to many of us, but SEO experts know what works.

Both of these very important components will help make your website more visible and of course, higher visibility means an increase in traffic. While they will not make your website profitable as such, but what they will do is provide the resources it needs in order for you to reach more of your target audience. Statistically, the more people you reach the more sales you will generate. Thus you need to ascertain you make use of both Meta tags and descriptions and Search Engine Optimization. The combination of both of these proven methods will help your website's visibility so more people will visit your website.

Capturing IP Addresses Effective Marketing or Invasion of Privacy

In an effort to discover who is visiting their website, many companies install software that allows them to capture the IP addresses of everyone who comes to the website. In turn this allows them to locate Email addresses and thus know who visits and where they visit on the site in an effort to ascertain their interests. With this information they are able to develop a database of potential customers and have a means of contacting them. As long as you do not abuse this information you can achieve a nice list of potential customers. Keep in mind that many people do not like this practice, so you need to be careful not to overstep your bounds. A note simply stating you know they recently visited your website and asking if they need any help with anything should suffice.

How often should you contact someone who has visited your website? In most cases someone who visits more than one time is probably someone who will purchase something in the future, but you still don't want to become a nuisance. Keep track of those who have previously visited so you don't send another Email—that means you want to track these manually or have a program that recognizes the IP address of someone who has previously visited. If you continually send Emails to the same visitors you may drive them away as they quickly become irritated with your monitoring of their activities.

Some people consider this process an invasion of privacy, but it is something businesses do on a routine basis. On the other hand, some people do use the software on personal websites just because they want to know who is visiting. This practice sometimes creates havoc for businesses because it forces people to invest in software to hide their IP addresses thus making it difficult for owners of money making websites to know who is visiting their website.

If you are capturing IP addresses to create a database of potential customers you want to monitor how often you contact those visitors. Do not consistently contact them but you may choose to notify them of any special offers—you may even create a special offer just for each visitor in order to gain their business. You can use this method even if you are offering services or want to send invitations to a network marketing organization.

Gain High Exposure for Your Website with Link Exchanges Free for All Pages and Directory Listings

Of all the marketing methods available, link exchanges, free for all pages and directory listings are likely to provide the highest visibility for your money making website. Each of these individually reaches a large audience and can help you obtain a large number of visitors. In fact if you pay for website submission you will find some services that will list your URL in hundreds of directories thus increasing your exposure. The more places your URL appears, the higher the potential for a profitable website.

One thing you have to remember with free for all pages (FFA) is you must continue to repost your URL. In some FFA pages you will only see your website for a maximum of about three or

four days, and then it drops to the bottom of the list. What you want to do is repost it frequently enough so it appears near the top of the page. With so many links on FFA pages it's important to keep your URL on top; most people do not read all of the information that is included on these pages. They may skim through them to find something they are specifically seeking or they may look through a few pages.

Link exchanges help you get your URL to many different places. When you choose link exchanges you should choose websites that are complementary to yours rather than those that are competitors. What you want to accomplish is providing more visibility for your website by making it visible to more people. Two websites selling the same products do not want to post each other's links; however, if you sell books and someone else sells music you may have a good match for a link exchange.

The important issue is to take advantage of as many methods as possible in order to ensure your website gains as much exposure as possible. While high traffic does not guarantee you will have a profitable website, it will certainly increase your chances. The key is driving traffic to your website because if you don't have visitors no one will know whether they have a need in what you have to sell. Keep promoting, marketing and selling; all of these factors are the keys to a successful money making website. It will not happen overnight, but if you are committed and consistent you will achieve success.

How Effective are Online Classified Advertisements

Many people tend to think classified advertisements are the most effective way to gain new business. This mindset comes from their exposure to advertisements in their local newspapers which do not work the same way as online classifieds. While you may gain some traffic from classified advertisements, most people who visit online do not read classified advertisements. If you are looking to add more customers to your database you can certainly take advantage of the free or low cost classified advertising, but you do not want to rely on it for all of your marketing needs.

On the other hand you will find some classified advertising sites that will actually provide you with a highly visible advertisement that may actually be beneficial to your business. Make no mistake about it: the classified advertising that will make a difference to your business is not free. Of course, you will need to spend some money in order to promote your business, so you may choose to make this one of your cost expenditures, though it may be better spent paying a SEO expert. It is advisable to include these costs in your original marketing plan so you know your budgetary costs for advertising and other marketing schemes.

If you are going to use classified advertisements you should choose those that have substantial traffic and offer high visibility advertisements. It is in your best interest to stay away from free advertising since these advertisements tend to appear far down on the pages and will not provide the visibility you want and need for your website. You want to set aside enough in your

budget to pay for those advertisements that offer "bold and beautiful" ads: bold type, large type and a selection of options to set your ad apart from all the others.

You might keep in mind there are print newspapers that also have websites, and many of these also offer the option of print, online or a combination of both in their advertisements. If you want the best exposure for your business you should choose both print and online advertising. In that way you reach the largest target audience and gain the most for your investment. Some newspapers offer special pricing if you choose a combination of online and print advertising—this is your best option. Trade magazines with a large distribution are also good sources of classified advertising, especially if you choose those that are within the scope of your website.

Should You Use Pay Per Click Advertising

When you are on a budget for advertising, there are many different methods you can use to save money. One of the most effective and inexpensive ways to advertise is with pay-per-click advertising. While most advertising requires the advertiser to pay a flat fee up front based on the length of the advertisement and the length of time it will run in a particular publication, pay-per-click allows the advertiser to choose how much he wishes to invest in advertising, and he will pay a pre-determined amount for every person that clicks through to his site from one that has his banner or link on it.

How effective is pay-per-click advertising? One thing to remember is the majority of people who click through to your site from another site are already interested in what you have to sell, so the money that is deducted from your balance because of someone who clicks through will usually result in a sale. For the advertiser that means he is only paying for advertising when there is a good possibility for a sale. Thus instead of paying a substantial amount of money to advertise in classifieds, newspapers or trade publications you decide how much you want to spend, and you only pay based on the number of potential customers who actually come to your site from another site.

While pay-per-click advertising is more effective for E-commerce or other business sites, it can work for any website that offers products or services for sale. The key is ascertaining your links are only placed on websites that may have visitors that are interested in what you have for sale. You want to avoid paying for people who are only interested in "browsing" and have no intention of buying what you have to sell. As long as you choose the right websites for placement of your links pay-per-click advertising is very cost-effective.

The choice to use pay-per-click advertising is available to anyone who chooses to use it, but whether it will be worthwhile in your particular case depends upon your target audience as well as where your links are placed. This is only one of the many marketing methods you might wish to consider when you are ready to promote your money making website. You don't want to limit yourself to just one method, thus combining pay-per-click advertising with other methods will provide the best overall marketing strategy.

Making the Commitment to Building a Profitable Website

Commitment is a very important part of creating a successful money making website. While some people might like to think it's easy to create a profitable money making website, the reality is it takes a lot of hard work, perseverance and most of all commitment. With the combination of all of these elements you can create a website that will generate all of the profits you are hoping to achieve. The harder you work and persevere the more successful your website will be. While it may seem unachievable in the beginning you have to remember it takes time to build a database of customers.

While you will always have to work to ascertain your website remains profitable, the most amount of work is in the beginning as you are attempting to bring everything together. After that you will still need to promote your website, but your marketing plan should already be in place. You will not need to identify your target audience; you will only need to continue promoting in order to assure more visitors to your website. This is a commitment you must make from the start or you will not be able to build a successful website.

Your commitment to building a profitable website should extend beyond just the initial building of your website but rather throughout the entire process of operating your business. The bigger your commitment the more profitable your business will be. This includes working with your customers, continuing your promotional efforts, ensuring you keep your website updated, and much more. Certainly some of these things will vary based upon the content on your website, but they will remain basically the same no matter what you are selling on your website.

Commitment is the more important component of a profitable website. If you do not commit to doing everything you need to do you will not achieve the level of success and profitability you are expecting. You will need to continue promoting your website in order to increase the number of visitors. You need to make sure your marketing plan is always up to date, making any adjustments that are necessary. Most importantly your website should always be up to date with any new products or services and pricing changes that are necessary. Your customers should be able to rely on your website for accurate information at any time.

The Role of Search Engine Optimization

If you want to create a website that will generate a healthy income, you need to make sure it is optimized for the search engines. Search engine optimization (SEO) is an essential part of website creation and future profitability. Even if you don't fully understand the purpose or concept of SEO suffice it to say without it you will not generate the amount of traffic necessary for your website to reach its full potential. While SEO alone is not the answer to a profitable website, it is certainly one of the contributing factors.

What is search engine optimization and what role does it play in creating a profitable website? When a website is properly optimized for the search engines your website will show up closer to the top when a surfer conducts a search that includes words that may appear on your website. For instance, if you are selling automotive parts and someone uses a search term that matches something you have on your website it will show up in the search results. If a potential buyer cannot locate your website in a search you will not generate sales.

What is the purpose of search engine optimization? Most people will only search the first three pages of search results, so in order to assure people find your site during a search you need to make certain it appears within those first three pages. In order to do that you need to optimize your website to show common keywords surfers might use when they are looking for something you have to sell. While you can do this yourself if you understand the process, you may want to consider hiring SEO experts who have the expertise to know what will work best for your business.

If you have a staff that is familiar with SEO writing you can handle the process internally, but most people hire writers that are experienced with SEO writing. The SEO experts will usually provide the website owner(s) with a list of keywords that need to appear on the website to increase its ranking with the search engines. The writers will then write articles or product descriptions that include those keywords. Sometimes the terms do not seem to make sense, but the SEO experts know what works and what doesn't, so you don't want to take it upon yourself to do something contrary to those suggestions.

Website Submission Services Improve Your Visibility

When you are finished creating your website do not have the misconception that potential customers will be able to find you. Unless you submit your website to the search engines the only visitors you will have are those who find your website because you have provided it to them in some way. In order for your website to come up in a search you must submit the URL to the search engines or potential customers will be unable to find your website. You will find many different options for website submissions with prices that vary from free submissions to several hundred dollars.

If you are on a tight budget and plan to use one of the free submission services, you want to be careful which one you choose—some only submit to about twenty of the search engines while others will submit to as many as forty. This saves you from having to individually submit to his search engine and allows you to easier track which search engines are placing your website in their databases. The other thing of which you need to be aware is the free submission services usually require you to place a banner on your website in exchange for them submitting your website.

If your budget allows for premium submission services you also have many different options. The price for website submission will vary based upon many factors including the number of search engines to which the service will submit your website. The more expensive ones will

submit to over 600 search engines in addition to thousands of directories. This provides the most exposure for your website and thus gives you the best opportunity for increasing visitors to your website.

When you submit your website to the search engines you want to ascertain how long your URL will remain in the active database. While some search engines only require re-submissions every few months, some will keep you in their database until you request removal. If you aren't certain about the policies of each search engine, you can attempt to read all of them every few months—they will notify you if you are already in their database. You should submit your website to as many of the search engines and directories as possible in order to gain the most exposure for your website. If potential customers can't locate you in a search you will not have additional visitors to your website to create more sales.

Hard Work is the Only Guarantee

One of the best ways to insure profitability is to work hard to build your website to the level where you want it to be. No matter what the theme of your website may be there is no easy way to create profitability. It takes a great deal of work and a lot of hours; if you do not have the time to devote to promoting your business website you will be unable to achieve profitability. How quickly you become successful will depend upon the amount of work you do to promote your website to your target audience.

If you work full-time while you are attempting to create a money making website you have to be prepared to spend some non-working hours on the computer creating your website and preparing it to go live with some heavy promoting. Anyone who tells you it's easy to run a money making website has never done it because there is just as much work involved with an online business as there is when you work a brick and mortar business. The major difference is you don't have to go out to work, but you still have to promote, promote, and promote.

What kind of work is involved in creating a profitable money making website? Some of the things you can expect to do include the following:

- Research options for the creation of a money making website

- Create a website or pay a designer to do it for you

- Identify your target audience

- Prepare a marketing plan

- Promote your website

The amount of work you do and time you have to devote to your online business will depend on whether you have a full-time job on the outside. However, the more time you have to spend with your website, the faster it will generate the income you are projecting. This is an advantage for

those who are hoping to make their website a full-time venture, but even those who are only looking for additional income can benefit by spending time promoting their money making website.

While promoting is the major essence of your workload in the beginning, as you begin to acquire customers you will need to devote time to customer service and maybe shipping depending on the scope of your business. This means you will need to set aside time every day to work on your website and tend to issues related to your business.