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Build A Internet Business With A Step By Step Plan

First, let me make clear we are talking about how to start an online business versus how to build a website. So I won't go into the technical details here of keyword searches and registering a domain name and finding a 'host'. The 'technical details' come AFTER you understand the process I'm about to show you. <http://www.metacafe.com/watch/4761842/>

This process is based on the facts of how the Internet really works. Contrary to common belief, most people searching the net are, not idly surfing around at random; they have specific goals in mind.

Actually, most people on the 'net are looking for a couple of things, 1: Information about a particular subject, and 2: Something they need to buy.

So, to attract people towards your website, you need to provide for them one or both of these things! And, since people want specific information or products, you should pick a specific theme or topic for your site, right from the start.

Think about that for a second; if you want to create a site that generates interest (and therefore generates traffic), you had better start out with a theme or topic that interests a lot of people! You will have a lot greater chance of attracting a lot of traffic, if a lot of people are searching for the specific information or product your site provides!

This is called identifying the 'niche'. This too is a structured process we will not go into this in this opening article. Lets assume you performed your own research and picked your niche, in which a large amount of people are curious about. this is where the four-step process to start an online business begins.

Step One in the process is to create articles that will attract the website visitors. Once again, there's a well-defined way to look into the content material you ought to have and present it to attract visitors. This calls for market as well as keyword research and the use of meta-tags to make it possible for the search engines really know exactly what your internet site is about.

Don't worry right now if you don't understand what these things are. Just realize that the first step to begin an online business is to create valuable content.

Your content should be structured to presell the visitors for your site. Preselling (as opposed to selling) implies that you strive to build a connection with your visitors by providing them useful, valuable information that demonstrates your experience or expertise in the niche you have chosen. Preselling is Step Two in the process to building an internet business.

So why do this? Because people prefer to buy things from people they know like and respect! For example, let's imagine your 'niche' is about bricks or stones. (I understand, it's an unlikely example, but bear with me a moment).

You simply adore bricks of all kinds and dimensions; you love to build things with bricks or stones - brick patios, brick barbecues, brick, and rock surfaces, big rock back garden pathways; nothing' but bricks!

So you fill your site up with all kinds of information about bricks or stones; example: how to build with bricks or stones, what type of bricks to buy, the very best places to buy bricks, images of brick construction projects - whatever.

Now if you have structured that content material right (meta-tags, etc) now when people are searching for details about stones on the web, they'll find your site. And they will find out that you really understand a lot about bricks! This is actually the traffic you are researching for. Traffic is the 3rd step.

The final step to successfully start an internet business is figuring out how you reap the benefits of this traffic i.e. how do you monetize those visitors? The short answer is, in any one (or more) of about 37 different possible ways. Here's a short list, based on my 'bricks' example:

* write and sell an e-book about building with bricks

- * market other people's publications pertaining to bricks or stones
- * advertise ideas for brick barbecues
- * sell an on-line course on building a brick patio
- * refer people to a brick supplier, in return for a 'finder's fee'
- * actually build a big rock projects for people

Clearly, this is a fairly abnormal alternative, however you get the idea; after people feel you know what you are dealing with, regarding your topic, they are more likely to take note of your recommendations to purchase stuff. Monetization is Fourth step in starting up internet business.

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