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# **Why The Vast Majority Of People Are Unsuccessful At Building A On The Web Business**

Why did most people fail? I think the reason was that the whole process of running an online business is just too complicated for most people. [metacafe:4851069/;[link:Learn How To Make Money Online];http://www.metacafe.com/watch/4851069/]

There are lots of different ways to screw up. It pained me to visit some of the peoples sites and notice a dozen glaring mistakes within the initial few seconds - blogs that didn't enable permalinks, cutesy headlines with no keywords included, bad choice of topics, titles on pages that still used the WordPress default format, hideously subpar ad layouts, hidden or missing contact info, etc.

Any one of those mistakes could cripple a site's results. One or more is practically a death sentence. Such mistakes cause problems both for human visitors and search engines like google.

But at the same time, there were teenagers humming along just fine, generating four figures in monthly income after working on their sites for 6-12 months. They didn't necessarily get everything right, but they were Internet savvy enough to fix the big problems early.

What bothered me most about this was that people were too often failing because of the technology. Many of them had great ideas and very good content. It was a shame to read some of their articles and think to myself, This is great stuff... too bad no one will ever see it.

The cruel and unfair part of online business is that if you aren't very Internet savvy, you'll make mistakes on the technical side that you're totally oblivious to. You may get the content side right, but the technology will bite you and cripple your results.

In my "How to Make Money From Your Blog" Article, I did correctly identify this problem and predicted that 99 out of 100 people would fail because of it. But it's still a pretty unfair situation.

You will find many people that can write really great content material who should receive lots of readers, but due to the fact they do not comprehend permalinks, RSS feeds, pingping, or other technologies, they are doomed before they start.

Once I saw this happening, I basically decided I'd better shut up about encouraging people to run an online business. People kept asking me for new articles on the subject, but I didn't think it was a good idea. I was concerned I'd be doing more harm than good.

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