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# **The Basic Principles To Creating A Website For Your Internet Marketing Business**

For many people, the thought of building a business website

can be intimidating -- paralyzing, in fact. They start out with great intentions and great business ideas but freeze at the thought of building a website themselves and never go any further. [metacafe:4758544/;link:A Very Transparent And Trust Worthy Company!!!];http://www.metacafe.com/watch/4758544/]

But while there are plenty of companies which are happy to build your site for you, we suggest that if you're planning a simple business website, you should do it yourself.

Your offer, your salescopy, your navigation, as well as your overall layout would have a FAR bigger effect on whether or not your company website is profitable rather than just having fancy graphics, buttons, and logos , and doing the work yourself is the obvious way to make certain you have everything required.

As your business grows, you'll initially be testing many different ideas on your web pages and changing your site frequently. You'll save huge amounts of time, money, and frustration if you can make at least basic changes yourself.

So just how do you get start?

There are three main methods for you to build a website yourself. The one you choose will depend on how much elbow grease you're prepared to put into it, and also the complexity of the site you want to develop.

You can actually?

\* Train yourself Html code. No problem. Learning HTML is easier than you might think. As opposed to most international languages (like Japanese, German, or even Italian), HTML is pretty self-explanatory. For instance, **means "start bold" plus** means "stop bold." There are a ton of excellent HTML useful resource websites available for free of charge, for example DaveSite. Simply do a search for "HTML tutorial" and you'll get lots of options. You can even locate sites that have example webpages or even uncomplicated business website templates that you could adjust to suit your needs.

\* Use software that "codes" the HTML you need, such as Dreamweaver or KompoZer. "HTML editors" is software that permit you to design a web site page with little knowledge of HTML , and they're as easy to use as a basic word processor. These programs will make your work one hundred times easier. Provided you know the fundamentals, the program will do the hard work to help you. Such as, an HTML editor will allow you to create a document, highlight where you want it bolded, centered, etc., and it will automatically translate your requests into the Code you need.

\* Use an automatic "all-in-one" internet business web site builder, such as BeBiz. Another alternative you might want to think about if you are a little intimidated by technology there is an on line all-in-one web site builder, this is where a company gives you all of the resources you need to quickly piece together a website.

These tools lead you through creating your images, logos, and salescopy, and give you templates and add-on features like opt-in forms, "Buy Now" buttons, and much more. You literally "point and click" to create your website, and without knowing any HTML at all.

For your first site, this is often a very quick method to get a high quality home business site ready to go. You pay a service charge every month, and they give you the basics you need to build your website, host it, and automate it.

As you have seen, if you want to build a website for the business yourself, you have lots of options -- whatever your budget. And being able to control design and style and sales elements of your site is well worth any extra effort... so you can always steer your business to maximum conversions and sales.

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