

# What You Need To Know About Starting A Business



Do you have a unique product? Do you want to make lots of money with your unique product? Of course you do!

Many people who have created a unique innovative product often start up an online business so that they can make money off of their talents & new unique product... but it takes so much more than just talent and a new product to make an online business succeed!

When it comes to starting your own online home business... there's a lot that you need to learn and know. You need to know where to go for a website, you need to know what organic SEO (search engine optimization) is and why it's important, you will need to understand

link exchanges & link popularity is and realize why they are so important, you will need to learn how to promote or market your site after your site is open for business, and the list goes on.

Important things you need to do before starting an online home based business...

- 1: Decide what niche or unique product you want to offer.
- 2: Create the product and decide what it will cost and if it is cost effective.
- 3: Create a lot of products and take professional pictures of them.
- 4: Decide if you are going to go with a webmaster or a do it yourself site builder.
- 5: Make sure you perform SEO on your site or find a specialist to handle that for you.
- 6: Be patient.... it's going to take at least a year for your business to take off.
- 7: Advertise, promote, & reinvest into your business.

If you are not sure what to do, then you need to find an experienced professional webmaster (web designer & developer) that is well versed on the web... who is willing to teach you the ropes of having an online business... and make it a point to learn everything you can from them. That is one of the conveniences of having a webmaster who can design and create a website for you. They can teach you the entire way!

There are a lot of people who jump into starting a business without knowing all of the things I mentioned above... and often... they end up feeling confused... unsure about what to do... defeated... disenchanted... discouraged... and frustrated... just like I did when I first started my

business long ago. I didn't know all of these finer points either and I most definitely did not know how to get an online business up and running!!



I didn't have anywhere to turn to for help and I really struggled and fumbled to find my way... so I've put together a summary of what the first steps are to starting your online business... in hopes that I will be able to help someone new at owning their own online home business and all that comes with it!

My biggest challenge when starting my business was trying to get traffic to my website. My website design was done, products were added, prices were set.... my website opened

for business.... and no one came. I was like the millions of small business owners who thought that if I opened my store... people would automatically come..... and that Google would just automatically know that I was ready for business and that is just not the case. It takes time to gather a customer base and it takes time to be ranked in the search engines. Please know.... when you start a business..... it can take up to a year before your business truly takes off... and remember a new business is like a baby. You wouldn't expect a new baby to take off running would you? Once I figured that out..... I was ahead of the game. I celebrated each small step my business took and in time..... it's grown into a huge success!

When opening an online business website there are many things to think about...

#### UNIQUE PRODUCT LINE:

To start a business you must have a unique product line! That is a must. If you try to just create something and think it will sell... please think again! Products are moved off of shelves by product demand. If you sell the same things everyone else sells... there won't be much demand for it because the consumer can get the product anywhere.

#### ONLINE WEBSITE STORE:

In order to sell your products online... you will need a website. It can't be just any old website though. It has to be search engine friendly. That means the category menu along with the layout and structure of the website needs to be specifically created to pass all of the search engines criteria & regulations! That's right... there are regulations and those who create websites themselves often have no idea what the search engines require! You will need to find the right webmaster for you that knows SEO well, a webmaster who will be able to create the website the way you want it to look... with all of the things you want to offer... and create it to be search engine friendly as well . There is a huge difference between having a website created for you and do it yourself site builders! Do it yourself site builders or free websites (which look TOTALLY unprofessional and cheap)... only take you 1/2 way folks... so if you don't know anything about search engines, SEO, or how to stay on top of the requirements... you are doing yourself a disservice just to save money doing it yourself.

#### WEBSITE DESIGN IMPORTANCE:

When designing a website whether you are doing it yourself or hiring someone to do it for you.... pay close attention to your website's customer friendliness.

#1: You need to pick safe colors - colors that are not loud, wild, or brash. Brash or wild colors can make viewing your site very difficult. Pick colors that are easy on the eyes. Pick colors that you love... so that your customers can get a feel of your presence on the website.

#2: Please make sure your navigational links are easy to work. Have your menu on every page of your site not... just the home page. If a customer has to click back constantly to navigate a website.... they are clicking too many times. Customers don't like to click more then necessary just to get to the page they want. A beautiful design is awesome, but if a customer can't navigate properly around your site, your customer will get discouraged and leave.... which means no sale!

## THE DO's & DON'Ts OF OWNING YOUR OWN BUSINESS:

### Do's:

- 1: Purchase your own domain name and hosting. PERIOD!
- 2: Find a designer/developer that knows SEO.
- 3: Follow the promotional marketing tips I list on my article, *"Top 20 Ways To Promote Your Website"*.
- 4: Choose a domain name with your niche (unique product keywords) in it.
- 5: Download the google tool bar so that you can see your back links (people who link to you).
- 6: Make sure you have enriched keyword content on your web pages.

### Don'ts:



1: Never buy combo packages where you can have a domain name, hosting, and a website. If someone else buys your domain name they own it, you don't.... so that means that you can't just take your website and leave whenever you want to. If you make a domain name popular that you don't own... the person who purchased it for you... may refuse to release it to you. Please remember that the time you took to build a customer base on the domain you don't own... will be lost and will belong to the owner.... not you.

2: Don't purchase advertising from ad farms which are sites with only ads on them. All websites need content to get in search engines and without content... it's

difficult to get in the search engines. If the link farms can't get in the search engines... there's no point in paying them for advertising because that is a waste of good hard earned money. Look for websites, blogs, top 100s, etc that have a good amount of traffic to purchase prime advertising space from.

3: Don't respond to offers to link swap with 3rd party link farms. Basically you will get offers to do link exchanges with sites on the net. You click the link and it is either a link website with nothing else or it will take you to a website that doesn't even have a links page on the site... What will happen... is they will put your link on a 3rd party website... but you will directly link to them. That is their way of stealing one day links from you. Don't be fooled.

#### PLACE YOUR KEYWORDS IN YOUR DOMAIN NAME:

It is very important to include your niche or product keywords in your domain name when you are picking one out and purchasing it. The keywords for your niche being placed in your domain name... is another form of help where SEO is concerned so that Google and the other search engines have a clue about what your website is about or what kind of products you sell. Also when you purchase a domain and work really hard to make it popular... it's important to purchase all of the domains listed like yours.

Example: My domain is mycolorfultreasureswebdesign.com... and because my domain name has become quite popular... I have taken the time (and reinvested my money) to secure and protect my business name & property by purchasing and owning the other extensions of my popular domain name... (mycolorfultreasureswebdesign.net, mycolorfultreasureswebdesign.info, mycolorfultreasureswebdesign.biz, and mycolorfultreasureswebdesign.org). If you don't want someone to take the net, info, biz, or org... of your .com domain name... make sure you



purchase all of the domains so no one else can use them. I have privacy or "Whols" on all of my domain names as well because it offers extra added security and safety for my family and I.

#### CUSTOMER SERVICE:

Customers who are purchasing your innovative products... are vital to a successful online business or store! If you do not offer good customer service or someone working for you does not offer good customer service... your store will not see success! In an online business... your reputation is all you

have... so bad press is something you want to prevent as much as possible! An unhappy customer can tell many people how unhappy they are... and if they tell the right people... your store will ultimately suffer the consequences! No matter how good your unique product is... it will not live a long and productive life if you are not careful to ALWAYS provide outstanding customer service!

#### RE-INVEST BACK INTO YOUR BUSINESS:

When you have a business... a portion of your profits that comes from the sale of your products... must go back into the re-investing into your business. Re-investing is required to keep your business going. Money is needed to keep your website up to code where the search engines are concerned and to keep your product line going. Let's face it... without a product line... you will have nothing to sell... so you have no choice but to re-invest.

#### SEO OR SEARCH ENGINE OPTIMIZATION:

When having a website it is very important to understand that search engines require search

engine optimization or SEO to be performed on your website. Search engine optimization is crucial for the success of your online business! Without SEO... your website will not rank in the search engines and without ranking in the search engines no one is going to know that you are open for business. If no one knows about your business... your business will be dead in the water. Search engine optimization should be tweaked at least once a year if not more...



depending on new products being added to your website or depending on changes in the search engines. If you do not know how to perform SEO for yourself, you should either choose to have a website created for you by someone who knows SEO well... or you should hire someone to perform SEO on your website for you.

#### LINK BUILDING & CREATING LINK POPULARITY:

Search engines require website owners to have link exchanges on their websites. Search engines use this as a way to be sure that websites are on the up and up. Link exchanges or creating link popularity for your website is crucial in getting ranked well in the search engines. Without link exchanges your website will not rank well in the search engines and you will be out in the online business world alone... with no traffic to your website.

One way links are good too. A lot of people purchase advertising... and it offers a one way link. So if you have space on your website, blog, top 100, etc. offer paid advertising to people... because those who can't do link exchanges because they have corporate owned sites, etsy shops, etc. need your help in being seen by the search engines. It's a win win situation. You get money from those who want the advertising space & those who need advertising space and are willing to pay for it... get recognition from the search engines.

#### MARKETING YOUR WEBSITE:

Once your online business is up and running... you need to market your website! There are TONS of ways to market your online business! There are costly ways to market your online website & there are also common sense ways to gain FREE or low cost advertising as well! Follow the promotional marketing tips I list on my article, "Top 20 Ways To Promote Your Website". All of the promotional marketing tools I list in my article have worked beautifully for me.

Having a business in general can be time consuming and financially rewarding & draining at the same time... but it's worth it in the end. With all of these very important factors combined... the world of online business... is your oyster! Success is out there waiting for anyone who wants it so much that they are willing to really work hard at achieving it!

Thanks so much for viewing this post... I wish you all great success!