

Put Your Business on the Web - the RIGHT Way!

By Steve Pronger

Introduction

It's 10 pm and Jill has had a busy day at work. She opens up her laptop to check her email and thinks "I didn't have time to walk the dog AGAIN. I really should get someone to do it for me." So Jill goes to Google and types "dog walkers Newtown" Unfortunately, Jill finds very few websites for dog walkers in her local area.

So Jill pulls out the yellow pages. In it she finds a few listings, and thinks "Who do I choose? Who can I trust? How do I know this person will take good care of my dog? Do they have testimonials? How do I know they are experienced and reliable? And, why don't they have a website where I can get all the information I need and contact them via that website right now? Then, I wouldn't have to try and ring them during the day. My boss hates me making private calls"

Are you a small business owner? Do you run a local business which services local customers only? Have you wondered what the Web can do for *your* small business? After all, it is the WORLD Wide Web. That's a big marketplace, and I'm just a little guy, right?

The fact is, as high-speed Internet and an "always-on" connection becomes more commonplace, more and more people are using the Web to find local service providers. If a search yields no results then it can be broadened into surrounding areas. Can a yellow pages ad do that?

But, will these potential customers find *your* website when they search? And if they do, what effect will it have on them? Will it provide *information* and *solutions* to problems? Will it establish *trust* and *authority*? Will it *pre-sell* them on your services? Or will it simply say "Here we are. This is what we do. Ring us if you really must"

The Web represents a fantastic opportunity for switched-on small and local business owners to connect with both potential and existing customers, and develop new customers and relationships. Why? Most of your competitors are asleep. They either concluded that the Web didn't work because they "put up a website" which got no traffic and didn't convert the visitors it got, or they figure "I have a yellow pages ad. I don't need a website."

But they'd be wrong, because their potential customers ARE using the Internet to find information and solutions to problems that relate to *their* service. And potential customers ARE using the Internet to find *local* service providers.

This book will help you identify and target those potential customers, and build an on-going, low-cost and effective business generator.

Let's put *your* business on the web, the RIGHT way!

Next - [Is Your Business ready for the Web?](#)

Is Your Business Ready for the Web?

Success on the Internet is not just about "putting up a website". It's about building an effective online marketing solution.

There are millions of commercial websites out there, but in fact a very small percentage of them get found in the search engines and actually achieve their objective, if indeed they had one at all!

If you run a small or local business, or intend to, a website is really nothing more than a sales tool. It either makes the sale or it doesn't. But have you ever noticed how *good* sales people don't beat you about the head to get the sale? Instead, they *inform* and *educate* you. They get to know your needs and *match* those needs to their products. They provide solutions to problems. If you want your website to succeed it must do the same.

Are you planning to build your own website or employ a website designer or developer to do it for you? Either way, it is my hope that you can use the information in this book to step ahead of the pack - to create a business tool that will have a positive, measurable effect on your bottom line.

In this book I'll be covering issues such as preparation, keyword research, website construction, search engine marketing, traffic generation and promoting your site.

About Me

Before we get started you're probably saying to yourself "who is this clown and does he really know what he is talking about?" Fair question. Since leaving my full-time job around 9 years ago I have been working from home building websites for clients around the world, as well as my own income-producing sites.

In that time I've learnt a fair bit about what works and what doesn't. For example, before taking over the design and management of bestbusinessbuyes.com.au it ranked nowhere in the search engines and was little more than a business expense. Despite being a very successful business in sales and service for many years the business was not attracting the desired amount of sales to satisfy the owner. In just days after taking care of the site the traffic tripled and is now receives a constant supply of targeted leads. My business is helping small and local business owners build profitable web *businesses*. In other words, help small business owners make money, not just make a website.

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Let's Get Started!

Although a website will work for you 24/7 on remote control, the responses it generates from your visitors will usually require human intervention. If you're selling information, in the form of an e-book for example, then you **CAN** automate the entire process. But, if your business provides a service then you will need to have "back-end" systems in place before launching your new site.

Of course the most common visitor response will come in the form of an email enquiry. Web users are used to things happening fast. It took but a few seconds to get your website up on their screen. If your site does its job and generates a sale or an enquiry, they want a response now, not next week.

You would think that most online businesses understand this concept, but unfortunately it's just not so. And small businesses are often the worst offenders. Here's an example:

I recently decided to purchase some promotional items with my website address printed on them. I knew there was a supplier in my area so I went straight to his website. It wasn't a full e-commerce site, but had been designed to presumably get the order and then follow up offline. So, I used my valuable time to input all sorts of information about me and the products I wanted to order. And the response? Nil. Nada. Weeks went by and I heard nothing. Of course I took my business elsewhere.

Is this a case of bad programming, or owner neglect? Either way, you have to wonder why the owner bothered with a website in the first place. What did it achieve?

Point is, if you are planning to start an online business make sure your response mechanisms are in place before you launch your site. I know this seems very basic but it is often overlooked in the rush to go "online". At the very least you must check your email once a day and respond immediately to your customers and potential customers. Nowadays, thanks to the efforts of spammers, a lot of legitimate email gets blocked by spam filters. This means you must constantly test your forms and educate your visitors about what to do if your messages get trapped in these filters. If you don't, they'll blame YOU when they don't get a response, even though it may not be your fault.

Prepare your business for online service before launching your site. Do that, and you will be ahead of the pack. Have you ever done business with Amazon? They have millions of customers around the world - thousands of transactions a day. But email them a query and I'll guarantee you'll get a reply within hours.

That's customer service - online style!

[Next - Planning Your Website](#)

Planning Your Website

Why do you want a website?

A lot of business people decide to get themselves a website for all the wrong reasons - it's cool, it's hip, everyone else has one, and they're tired of people asking "what's your Web address?".

They don't ask themselves "what is the real *benefit* of being on the Web?", and "how will this website contribute to our bottom line?"

What is the real reason for going online?

You Must Have an Objective

Before you start planning your site you must decide what the objective of your site will be. Without an objective, your website will end up being just another me-too "brochure" style site that no-one ever visits. Decide what you want your website to *achieve*. Is it a direct sale, a sales enquiry, to print a discount coupon to be presented at your bricks & mortar store, or maybe capture an email address with a newsletter subscription?

Once you have set your objective you can go about creating a site that will lead your visitor to achieve that objective. Don't overlook this first step. It's crucial. How many websites have you visited where the only message conveyed was "this is what we do", but you were left wondering "well, that's fine, but how will you help ME?"

Without an objective you can't lead your visitor down your carefully planned path and get them to do what *you* want them to do. Ken Evoy, in his book [Make Your Site Sell](#), calls this your *Most Wanted Response*.

www.stevepronger.com/make_your_site_sell.htm

Of course there will be secondary, or back-up responses, but your goal is the get your MWR.

Got your objective?

Good! Time to start doing a little research on the marketplace you are about to jump into. Your business may be small, and locally based, but you are about to enter a *global* marketplace. And it's **HUGE!** You've no doubt read those statistics on how many new websites are created every day. How will your little site compete?

Start by thinking about what search terms a potential customer would enter into a search engine to find *information* that is related to your business.

Remember, your potential customers are *NOT* looking for you. Most of the time they are looking for information, and solutions to problems. You need to get your business in front of these information-seekers, give them the information they are looking for and then offer them your products or services as *solutions* to their problems.

Occasionally, web users look for very specific products or services. For example, a person who searches for "best deal Nikon Coolpix 3700" knows exactly what she wants and is ready to buy. You can target these potential customers quite easily.

But a search for "product reviews digital cameras" was made by an information-seeker. They are not interested in how great your digital camera store is.... yet. Their mindset is - *research*. They want answers first.

Got your list of search terms? Go to [Google](#) and enter them in the search box.

www.google.com

See up the top where it says "Results 1 - 10 of about..." This is how many web pages matched your search words. How many page matches were there?

Welcome to Your Competition!

If you were lucky, there would be a relatively small number of matches, say under 50,000 (yes, that's small). But, if you chose a popular search term there could be several million or even hundreds of millions of page matches! And you thought you had a lot of competition in the offline world! How on earth do you find your way to the top?

Before you leave Google have a look at the top 5 sites and note their URL. What did you like/dislike about those sites? What is *their* objective and would they have achieved it if you were a potential customer? These 5 sites are your most important competitors. They know what it takes to get to the top so learn as much as you can about them. In the next chapter you'll see that although there may be millions of pages matching your search (known as SERPs – Search Engine Result Pages) – your *real* competitors occupy only the first few pages.

[Next - Choosing Your Keywords](#)

Choosing Your Keywords

Unless you have a large advertising budget and can drive enough visitors to your site with paid advertising, the success of your site is largely determined by how well it ranks in the natural search engine results.

Traffic is the lifeblood of your website. Without it, there is little point to the whole exercise.

Success in the search engines starts with keyword research. The great majority of commercial websites fail to do this, which is why most simply **FAIL**.

Good search engine rankings rarely happen by accident. They require research, planning and testing. In fact, a whole new industry has sprung up known as SEO - Search Engine Optimisation.

By the way, quick sidebar for my friends in the US; I'm an Aussie. Most words that you spell with a "z" we spell with an "s". Not an error, just how we do it down here!

SEO companies can charge far more than the cost for the original design of your site - fine if you've got the budget and choose a reputable company who back up their claims - but if you're a small business owner with limited resources then you *CAN* achieve good rankings by following the basic rules of SEO. And why not get it right *BEFORE* you build your site? No errors to correct later!

The first thing you need to do is ensure you choose the *RIGHT* keywords to target. This step is *VITAL*. It's no good optimising your site for keywords that no-one searches for, or for keywords that have so much competition you will never win.

What are keywords? Simply the words that a surfer will enter into a search engine (like Google) to find what they are looking for.

How do you choose those keywords? There are two factors you need to consider:

1. The number of websites already indexed by the search engines which match your keywords. We'll call this "supply".
2. The number of times your keywords are searched for. We'll call this "demand".

The trick is to target keywords which have a low supply/high demand ratio. How do you do that? Finding the supply is easy. Just go to Google and do a search for your keywords. The number of page matches is a good general indicator of the supply for your keywords. Keep in mind though that many of these sites will not be optimised and out-ranking them will not be too difficult. It is the sites which fill the first 3 pages of results that we are most concerned with.

To get an indication of demand, go to [Wordtracker's Free Keyword Suggestion Tool](#):

www.stevepronger.com/wordtracker-free-keyword-tool.htm

Enter your keywords and click on the "Hit Me" button. This will give you a list of up to 100 related keywords and an estimate of their daily search volume. Although these figures aren't absolute, they are a good general indicator of demand. Compare demand to supply and you will know which keywords to target.

By using this method you should be able to build up a list of keywords to optimise your site for. More on how to optimise your site later.

Try to avoid broad single-word keywords like "travel". There is just too much competition, no matter how often it is searched for. Even if you did manage to rank well for "travel" (extremely difficult) you would receive a lot of untargeted traffic. Far better to target "self drive holidays New Zealand" for example. In the search world, this is known as "the long tail". In other words the longer the search query the more targeted your visitor will be, and the easier it will be to rank well for that expression.

For local businesses and service providers, the process is remarkably simple. If your potential customer is looking for a service provider in their locality they will usually include keywords to match that locality in their search. For example:

- landscape gardener Richmond
- piano tuner Newcastle
- tax accountant Pasadena

The more "local" the search, the easier it will be to match those searches and pull in super-targeted visitors. If a potential customer searches for "auto detailer Arlington" and finds your site at the top of the list, do think there is high probability of them contacting you? Damn straight there is!

Use Google and Wordtracker to target the low supply/high demand "winnable" keywords, or the service + locality keywords. In other words, target keywords which *are* being searched for but *don't* have a high number of competing sites, or which are geo-specific and will deliver you *super-targeted* visitors.

Once you have your list of keywords you can build a site where each page is dedicated to achieving high rankings for each particular keyword phrase on your list.

Advanced Keyword Research Tools

Although using the free resources I've mentioned above is far, far better than doing no keyword research at all, you will quickly find that the process can be *VERY* time consuming. Luckily, there are a number of products and services available which automate the whole process for you. I've tested many of these products and believe me they are worth their weight in gold! They will save you countless hours of laborious research.

Of course you could skip this step and do what most other intending website owners do and jump right in and start building your site. Like them, you'll spend hours worrying about the design, layout, colours, graphics and features your website will have, only to discover that when it's finished no-one visits it.

Or, you could do what the other 5% do and find out how many people are actually searching for information related to your products or services, and how many other optimised sites are already servicing that market. These are the people who build websites that get lots of targeted traffic. And targeted traffic = sales!

I can't over-emphasise the importance of keyword research. Most websites fail to do this, which is why most small business websites *FAIL* to get significant traffic.

Which Keyword Tools?

There are two which I use constantly and in my opinion stand above the rest. The first, [Keywords Analyzer](#), is software which runs on your computer.

www.stevepronger.com/keywords_analyzer.htm

Simply punch a keyword into Keywords Analyzer and it gives you a list of search queries which include those keywords and the number of searches, search results, search/results ratio, Google AdWords campaigns, Yahoo! and Miva campaigns. This tool is not only great for general search engine optimisation but also for reducing costs for pay-per-click advertising with Google and Yahoo.

Keywords Analyzer also does something else which is rather unique. And that is, display Google AdWord bids for your keywords. If you are planning on using Google AdWords to drive traffic to your site, or generate income using Google AdSense, this is enormously useful. This feature will help you choose low-cost keywords for advertising, or high-cost keywords for generating income.

The other tool I regularly use is [Wordtracker's full subscription service](#) (as opposed to the free keyword tool).

www.stevepronger.com/wordtracker.htm

Rather than a software application, Wordtracker is actually an online service. You can buy a subscription for a week, month, or do what I do and buy an annual subscription. Well worth the cost. There's also a free trial available. Wordtracker has a big advantage in that it can draw on its own database of keywords as well as using Yahoo's database. This can give you a much better picture of "real" search activity because of limitations in the way Yahoo presents its results e.g. while Yahoo groups singular and plural searches together, Wordtracker does not.

Wordtracker is also extremely useful for finding related search terms i.e. not just searches which contain the keywords you are researching. For example, using Wordtracker's Keyword Universe tool for the keywords "home theatre" returned these words:

- receivers
- surround sound
- control
- wireless
- DTS
- THX
- Prologic

plus around 300 other words. You can use this tool to find hundreds of related keywords you might never have considered.

Special Note: If you have an existing website, or will be designing your site using your own tools (XSitePro, FrontPage, Dreamweaver etc) then Keywords Analyzer and Wordtracker are investments that will pay for themselves many times over. But, don't buy these tools if you are considering building a site with my recommended online DIY website builder - [Site Build It](#)

www.stevepronger.com/site_buildit.htm

Why? Site Build It has built-in, comprehensive keyword analysis tools. It is the foundation on which SBI works.

If you're hiring a website designer, developer or copywriter be sure to ask them what keyword analysis tools *they* use when constructing your site!

Keyword research is **CRUCIAL** to the success of your website.

[Next – Writing Your Content](#)

Writing Your Content

You might have heard the expression “content is king”. I can tell you that it’s absolutely true. It makes no difference how well your site is designed or how much traffic it gets, it is your *content* which will achieve your objectives. How many times have you left a website simply because you found no useful content? A website is not one big ad. If it provides nothing more than a duplicate of your “this is what we do” yellow pages ad, your visitors will not stick around long. When a visitor arrives at your site you have mere seconds to grab their attention. They want to know “what’s in it for me?” They want to be informed and educated. They probably already know that you’re a tax accountant, for example, and provide all the usual services such professionals do. What they want to know is how *you* are going to save them money, relieve their pain or make their lives better.

One thing you should NOT do is leave the copywriting to your web designer. No one knows your business like you. You mightn’t consider yourself a great writer, but really, you don’t have to be. Just write your content as if you were speaking directly to your customer, right there in front of you, one on one. Leave out the industry jargon. Focus on BENEFITS. Try to have more “you”s than “we”s. If you’re not comfortable with copywriting at all then you can of course hire a professional copywriter. They don’t usually come cheap though. The best person to write your content is YOU.

Good content is also the foundation of good search engine results. Yes, you have to include the right keywords as I’ve already discussed, but human beings read your content and react to it. Search engines want to deliver their customers to sites which deliver useful, *unique* content. If they send a searcher to your site and that searcher hits the back button immediately after arriving, trust me, they’ll notice, and it will negatively impact your rankings. More importantly, you’ve lost a potential customer, most likely never to return.

Write your content BEFORE you move on to the next step – [constructing your site](#).

Constructing Your Site

Now that you've researched your market, built a list of keywords and written your content, it's time to start putting your site together.

Basically, there are 4 ways to go about this. You can...

- Build it yourself using an online website builder
- Build it yourself with a blogging platform
- Build it yourself using website design software
- Hire a web professional to build it for you

There are pros and cons for each method. Let's look at a few of them:

Online Website Builder

Pros:

- Low cost
- No knowledge of HTML (code) required
- Great for non-technical users
- Easy to use
- Page templates supplied
- Hosting supplied

Cons:

- Construction time can be long using online design tools, especially if you have a slow Internet connection
- Many solutions do not provide marketing or Search Engine Optimisation (SEO) tools, or if they do, they are additional cost
- Limited flexibility for more complex and larger sites

Recommendation:

For a long time now I've recommended [Site Build It](http://www.stevepronger.com/site_buildit.htm). For a low annual fee you get a wide range of site building, web marketing, keyword research and SEO tools included plus hosting and domain name registration:

www.stevepronger.com/site_buildit.htm

Proven results:

<http://proof.sitesell.com/ozbiz.html>

SBI user videos:

<http://ilovesbi.sitesell.com/ozbiz.html>

SBI's system of step-by-step site building using "blocks" for each section on a page is perfect for beginners but can be a bit tedious for the more experienced. This can be overcome by using SBI's HTML Compatibility Module which allows you to design your site from scratch using your own software (Dreamweaver, Photoshop etc) or just speed up the process of updating your site while sticking with the supplied template. Full

instructions are provided for this, but don't worry, you can still build a successful SBI site using the block system. In fact, most people do.

For answers to your questions on Site Build It:

<http://question.sitesell.com/ozbiz.html>

Blogging Platforms

Pros:

- Low cost (free in many cases)
- No knowledge of HTML (code) required
- Great for non-technical users
- Easy to use
- Page templates supplied
- Help readily available via forums
- Search engines love blogs because of their constantly-updating nature

Cons:

- You have to pay for your own hosting and domain name unless you use a hosted service (not recommended)
- Need to be frequently updated to be most effective
- Not suited to e-commerce sites
- Limited flexibility for more complex and larger sites

A blog (web log) has many advantages over a regular "static" website. It allows you to connect with "Web 2.0" communities, which are basically sites which feature user-generated content (e.g. MySpace, YouTube, FaceBook etc). This is a great way to drive traffic to your site. They can also be used to supplement your existing static site. Search engines like blogs because they provide fresh content. They are ideal for a content site but can be demanding to maintain.

I have used [Blogger](#) and [WordPress](#) to create blogs.

www.blogger.com

<http://wordpress.org/download>

My [Web Design, Development & Marketing Blog](#) uses Blogger and is hosted on my site at stevepronger.com. I use it as a way to add new content to the existing site.

www.stevepronger.com/blog.htm

I used WordPress to create Affiliate-Sales-Programs.com. It's hosted by [Hostican](#) who provide a very useful program called Fantastico which allows easy installation of WP. Trust me, if you are going to build a site with WP, chose a hosting company with Fantastico. It will save you the stress having to install WP yourself.

www.stevepronger.com/hostican.htm

www.affiliate-sales-programs.com

Recommendation:

WordPress is superior. It is both easier to configure and achieves better search engine results due to the multitude of "plug-ins" available.

Although WP out of the box is a good choice, if you want to take your blog to the next level I recommend you check out Jack Humphrey's [Authority Site Center](#). ASC uses WP as the basis for its "Post and Rank" publishing system. The best way I can describe it is "WP on steroids". ASC is a member's community which is all about building "authority". It not only provides the tools for building your site but is a complete system for building success. Jack actually guarantees to increase your targeted traffic each and every month. Not as cheap as other solutions, but very powerful.

www.stevepronger.com/authority-site-center.htm

Website Design Software

Pros:

- WYSIWYG (What You See Is What You Get) applications available if you prefer not to work with code
- Working from your own PC is faster than working in an online environment
- High degree of flexibility and capabilities

Cons:

- While some applications are easy to learn (XSitePro, FrontPage) others have a steep learning curve (Dreamweaver)
- You have to arrange your own hosting and domain name registration
- No SEO, keyword research or marketing tools provided (FrontPage, Dreamweaver)
- Some applications don't include complete design templates which means you have to create your own graphics or purchase templates

Recommendation:

For DIY beginners and entrepreneurs I recommend [XSitePro](#):

www.stevepronger.com/xsitepro.htm

It's easy to use, quick to master and low cost. SEO tools are included, as are design templates. Tip: make sure you watch the "7 reasons why..." video.

XSitePro isn't anywhere near as powerful as Dreamweaver but it will allow you to build an effective website in a short amount of time, without possessing any technical skills. Most professional website designers would dismiss XSitePro in favour of Dreamweaver, but you're not a professional website designer, are you?

If quality of code and the ability to incorporate just about every type of web technology is important to you, and you're prepared to spend the time learning, get Dreamweaver. If not, XSitePro is your best choice.

Here's a site I built with XSitePro:

www.hazelbrookhawks.com

Here's one built with Dreamweaver:

www.simpalms.com.au

If you're a little more adventurous and would like to learn HTML - the language of the Web - [One Hour HTML](#) is a great learning aid:

www.stevepronger.com/learn_html.htm

Even if you use WYSIWYG software to create your site it's advantageous to know the basics of HTML.

Hire a Website Designer

Pros:

- Experienced in design
- Personal support
- Time saving
- No applications or design tools to learn

Cons:

- May not be experienced with web marketing, keyword research or SEO
- May not provide hosting or domain name registration services (additional cost)
- May not be able to handle more complex tasks
- Needs to be hired whenever updates are required
- Higher cost than DIY

Recommendation:

Shop around and get a number of quotes (prices vary considerably). Look at the designer's portfolio and see if you like previous designs. Read testimonials and contact one or two clients for their experience. Ask what considerations are given to keyword research and SEO.

If you like the look of Site Build It but simply don't have the time to build it yourself, the [SiteSell Certified Webmaster Directory](#) is your answer:

<http://directory.sitesell.com/ozbiz.html>

Hire a Web Developer

Web developers differentiate themselves from website designers in that they are professionally trained and qualified in web technologies which go beyond basic website creation.

Pros:

- Able to handle complex site building and functionalities such as databases, membership sites, custom software development, programming, shopping carts etc

Cons:

- Same as website designer, plus
- Generally more expensive than a website designer
- May be overqualified for straight-forward tasks

Recommendation:

For most small/local businesses [Site Build It](#) or an [SBI Certified Webmaster](#) will be a smart choice, but for larger projects and more complex site building requirements (databases, shopping carts, special requirements etc) here are a couple of developers whose work is top notch. I can recommend them without hesitation.

In the US:

Al Toman at [Studio9 Web Design](#)

<http://studio9.ws>

In Australia:

Linda Wilson at [Wilson Web Studio](#)

<http://www.wilsonwebstudio.com.au>

Tell them I sent you!

Whatever method you use to construct your site, the following tips will help you achieve success in your online business venture:

- Always keep your objective firmly in mind and design your site to achieve that objective.
- Keep your design clean with simple quick-loading graphics and easy-to-read text.
- Your content is the most important aspect of your site. Use graphics to support and emphasise your text. It is your content which will lead your visitor to achieve your objective.
- Don't view your site as an online brochure - you must have a "call to action". Tell your visitors exactly what you want them to do.
- Don't just talk about your business. Your visitors don't care how long you have been in business or who founded it. They only care about one thing - what's in it for them. You must answer that question as soon as they hit your site. Talk about the *BENEFITS* of doing business with you.
- Avoid sites designed entirely with "Flash". It's OK to use Flash elements to draw attention to specific areas of your site, but if your whole page is comprised of a Flash movie the search engines will have difficulty understanding what your site is about. Search engines read text, they don't watch movies. You'll also aggravate visitors on a slow Internet connection. Trust me, they won't wait for your fancy movie to load.
- Give your visitors precisely what they came for - *information* and *solutions to problems*.
- Content is king. Include lots of unique, informative, keyword-focused text that closely relates to the theme of your site and the search engines will love you for it. So will your visitors.
- Update your content often.

Domain Name Registration & Hosting Account Setup

If you decide to build your own site using website design software it will be necessary to register a domain name and set up a hosting account.

Note: [Site Build It](#) includes domain name registration and hosting as part of the package. Do NOT register a domain if you intend using SBI.

www.stevepronger.com/site_buildit.htm

For more information on Domain Names and Hosting see the special bonus section of this book:

["Local Business Owner's Step by Step Guide to Creating an Effective Website with XSitePro"](#)

Next - [Understanding Search Engines](#)

Understanding Search Engines

Building a successful web business is largely dependent on how well your site ranks in the search engines.

Sure, there are various ways to drive traffic to your site, and you should explore them all, but nothing beats the free, motivated and targeted traffic that search engines are capable of delivering to your site.

You can of course buy search engine traffic via Pay-per-Click advertising such as [Google AdWords](#), but your visitors are more likely to consider your site a credible resource if they found it in the non-sponsored listings.

www.stevepronger.com/guide_to_adwords.htm

Previously in this book I talked about the importance of keyword research. Getting found in the search engines is all about ranking highly for specific queries. If you've done your keyword research you will have come up with a list of keywords with a favourable demand/supply ratio using tools such as [Keywords Analyzer](#) and [Wordtracker](#).

www.stevepronger.com/keywords_analyzer.htm

www.stevepronger.com/wordtracker.htm

For your home page you should be targeting around 5 main keyword phrases. It's possible to rank well for more than 5 but it's better to focus your efforts on a few select phrases. Your main keyword phrase should:

- be specific to what you do or sell
- not be too broad
- have a decent amount of searches but not too much competition

For example, for my site stevepronger.com I chose not to target "web design". Although there are a huge number of searches done each month, there is just too much competition. Plus, what are people looking for when they search for "web design"? Are they looking for an effective way to put their business online or do they want to learn HTML?

As you can see, it's too broad. Visitors could be looking for a variety of things, many of which I can't help them with. Instead, I targeted phrases such as "create small business website" Much less competition but still good search volume, and much more targeted visitors.

For the interior pages of your site you should target more specific "long tail" keywords, with each page targeting a specific keyword phrase. A good strategy is to pick off the "low hanging fruit" first. In other words build a page which targets a very low competition keyword phrase. It will be much easier to rank well for and although it may not bring you a large volume of traffic for that keyword phrase, what you get will be very targeted.

Then, build another page which targets another low-competition keyword. And then another. Each page won't bring a lot of traffic by itself, but taken as a whole.... Well, you see what I'm getting at!

The Basics of Search Engine Optimisation

This isn't really a course on SEO (I'll give you a link in the Resources section to download a very good course) so I'll just cover the basics. In many cases, it's all you will need. Try not to get too caught up in SEO to the point where it rules your life. Well, your online life at least! Once the basics are taken care of, spend your time building more content for your site. Good content is what your visitors want and it's what the search engines aim to deliver. So help them, and they'll help you. More content means more keyword combinations, and that means more opportunities to be found.

Think about it, search engines live or die by the quality of the search results they deliver. If a searcher finds poor quality, low value sites when they search, they'll use another search engine.

Optimising Your Site

Basically, there are two equally important factors. On-page and off-page.

On-Page Factors

These are factors related to the way your page is constructed. This simply means you need to include your targeted keywords in:

- the page title
- the heading (H1 tag)
- meta description tag (special code which search engines use to display a description of your site in search results)
- outbound links
- internal links
- the body (visible) text on your page (no need to overdo it, just use your keywords in a natural manner)
- bold and italicised text
- the file name
- meta keywords tag (largely ignored or not given great relevance by most engines anymore but in some instances can be useful e.g. misspellings)

However your biggest on-page factor is of course your content. Write great content, update it frequently and make your site an authority for your niche.

IMPORTANT: Don't overuse the keywords you are targeting. This can have a negative effect on your rankings. Instead, include words which are *related* to the words you are targeting. [Wordtracker's](#) Keyword Universe is great for this:

www.stevepronger.com/wordtracker.htm

Off-Page Factors

This is mainly to do with incoming links to your site. Search engines track how many sites link to you, who links to you, how they link to you and even *who links to the sites which link to you!* But, not all links are created equal. Some links will pass a lot value and raise your trust with the engines. Other links will be practically worthless. The more links from good quality, trusted, highly regarded and *related* pages to your site, the more relevant the engines will see your site for the keywords you are targeting.

Here are some linking strategies that have generally worked for me. Most SEO consultants agree that one-way (non-reciprocated) links from good quality, trustworthy, related sites will be the most effective. That's not to say that reciprocal linking should be discarded altogether, at least not in my view. The key factors are user experience, relevance, quality and trust, not reciprocation.

Directory Listings:

Sometimes free, and other times you'll pay, but directory listings are still an effective way to establish good quality, relevant inbound links. [Yahoo!](#) is still the Big Daddy of directories.

<https://ecom.yahoo.com/dir/submit/intro/>

Some argue that a Yahoo! directory listing will send you very little direct traffic given its rather steep cost. This is true, but Google in particular still regard a Yahoo! directory listing as a high value link. Why? It's human-edited and inclusion is not automatic. This adds editorial discretion to your listing which establishes *trust*. Worth the cost.

Another high-value directory listing is the [Open Directory Project](#) (also known as DMOZ).

<http://dmoz.org>

Again, your submission is reviewed by a human editor before inclusion. The problem with the ODP is that it is run by volunteers (submission is free) and because of that it can take from a few weeks to 6 months and beyond (in some cases never) to get your site included. I would gladly pay for a review to expedite the process, but all you can do is submit your site and wait.

The ODP can be very frustrating. You won't even get a confirmation that your site has been accepted. But it's still a must-do.

Other recommended pay-for-inclusion directories:

- [Joe Ant](#) - www.joeant.com
- [Skaffe](#) - www.skaffe.com
- [GoGuides](#) - www.goguides.org
- [Jayde](#) - www.jayde.com
- [SearchSite](#) - www.searchsight.com

Free directories aren't as valuable as the paid ones, but still worthwhile. I wouldn't devote a lot of time to submitting to free directories. There are actually thousands of directories where you can submit your site for free. Locating and submitting to them can be very time consuming, but SEO expert Brad Callen has made the task considerably easier with his free [Directory Submitter](#) software:

www.stevepronger.com/directory-submitter.htm

For other paid directories, check that they have good Google PageRank (download the Google Toolbar to do this) and make sure the page your listing will be on is indexed by Google and preferably has some PageRank.

What is PageRank? It is a formula developed by Google to rank web pages:

www.google.com/technology/

Google's [toolbar](#) provides an approximation of a web page's PageRank:

<http://toolbar.google.com>

The toolbar PageRank, expressed as number from 0 – 10, isn't the real PageRank which Google use to rank your site. It's only a visual representation of the "importance" of that particular page, which is based on how many pages link to it, and is only updated several times a year. Don't worry too much about toolbar PageRank, just use it as a basic indicator of how well linked a particular site is.

Also, when choosing directories to submit to, make sure that the link to your site will be direct (check other links - if you see a ? in the URL this is not a direct link). Like Yahoo and ODP, choose directories where there is editorial discretion in accepting your site. This enhances your site's "trust" with Google. Most of these 2nd tier directories charge between \$30 - \$100 for a review.

Articles:

Write and submit articles to resource sites such as GoArticles and EzineArticles.

www.goarticles.com

www.ezinearticles.com

You'll get a link from that site plus links from webmasters and e-zine publishers who use your article. You'll also be promoting yourself as an expert in your field. I don't advise submitting your article to multiple directories at once. This could result in a sudden influx of links to your site which Google could see as unnatural. It is better to build your links gradually over time.

To learn more about article marketing Chris Knight from EzineArticles has created an [excellent guide](#):

www.stevepronger.com/article_writing.htm

Testimonials:

Write testimonials on products you've purchased (good ones of course) and send them to the respective webmasters. Use their contact forms or you could even snail-mail them. Tell them you're happy for them to publish your testimonial but would they mind including a link back to your site.

Post to Discussion Forums and Blogs:

Many forums and blogs allow you to include a link to your site when you make a post or add a comment to a blog. Never spam by making a post that is a thinly disguised ad or you'll find yourself unwelcome on that forum. Contribute to the discussion by posting helpful advice and on-topic comments.

It's preferable to submit your comments to forums and blogs which are related to the theme of your site. Some SEOs believe that a link from a .edu website carries more link value than normal.

Social Bookmarking Sites:

These are sites which members use to bookmark sites they like and share those bookmarks with other users. Just do a search for "social bookmarking" at Google and you'll turn up dozens of sites. Be careful how you use social bookmarking - some webmasters are very sensitive to what they perceive as spam. Look at the sites which are being bookmarked and you'll get an idea of whether it would be appropriate to include your sites.

I find a good strategy with bookmarking is to create a theme page where your site is at the top of a list of sites related to yours. Bookmark sites which aren't direct competitors (government, resources etc) but whose content would be of interest to your customers.

Recommended Bookmarking Sites:

- del.icio.us - <http://del.icio.us>
- [Spurl](http://www.spurl.net) - www.spurl.net
- [Simpdy](http://www.simpdy.com) - www.simpdy.com
- [BibSonomy](http://www.bibsonomy.org) - www.bibsonomy.org
- [Blink](http://www.blinklist.com) - www.blinklist.com

Link Exchanges:

Some people argue that link exchanging is dead. That may be true if done the *old* way of simply amassing as many links as possible from any site willing to exchange with you. I don't believe link exchanging is dead at all, as long as you do it *correctly* and it is not the only method you use to acquire links. In other words, use it as part of your link building strategy, not your entire strategy.

Exchange links only with related, complimentary, good quality, trustworthy sites and build your links in a natural, progressive manner. Try to get your link partners to exchange *content* rather than just links. For example, exchange *unique* articles with a single link within the body of the article. This will be *far* more value to both partners (for search engines and visitors) than yet another link on a page with 50 other links and no useful content. This won't be easy. Most webmasters are set in the old ways, but it will be worth it in the long run despite the extra effort involved.

Use link exchanging with *caution*. Google's Matt Cutts has specifically stated that *excessive* link exchanging can get your site penalised. What is excessive? It's a judgement call, but if you build your site with *users* in mind, and *not* search engines, you'll usually manage to stay in Google's good books. Above all, use common sense. Penalties usually happen when a human examines your site and determines that you are trying to game the search engines. Rule of thumb: exchange links as if search engines did not exist.

SiteSell's [Value Exchange](#) offers a good way to connect with webmasters in search of related, value-added partners:

www.stevepronger.com/value_exchange.htm

Web 2.0:

Another excellent way to build links and direct traffic to your site is by interacting with online communities known as "Web 2.0".

What is Web 2.0? In a nutshell, it's all about user-generated content. Some well-known examples are MySpace, YouTube and FaceBook.

Web 2.0 is more than just a buzzword. The [Authority Black Book](#) will explain all, and it's free:

www.stevepronger.com/authority-black-book.htm

For more info on Web 2.0 marketing:

[Advanced Link Building](#)

<http://hubpages.com/hub/Advanced-Link-Building-Strategy>

[Web 2.0 Traffic Stampede](#)

<http://www.affiliate-sales-programs.com/web2-traffic-stampede.htm>

Next - [Promoting Your Site](#)

Promoting Your Site

Building your website is just the first step in bringing your products, services or information to the online world.

The saying "build it and they will come" does not apply on the Internet. In fact, there are millions of sites out there which were built and no-one came!

Your visitors will not come *UNLESS* you optimise your site for good search engine rankings *AND* actively promote and drive traffic to your site.

I've already talked about targeting the *right* keywords and optimising your site for the best search engine results on those keywords. Keyword research is a vital step in building a successful website.

Pay-per-Click Search Engine Marketing

You might also want to consider starting a pay-per-click advertising campaign with search engines who participate in this type of marketing. With PPC advertising you "bid" for placement on your keywords. Generally, the higher you bid, the higher you rank in the search results, but there are other factors which can determine your rankings as well, such as your click-through ratio and the quality/relevance of your landing page.

There are a number of search engines offering PPC advertising, the best known of which are Google, Yahoo! and Microsoft.

If you'd like to give PPC advertising a try I'd recommend you start with [Google AdWords](#):

www.google.com/ads/

You can see AdWords in action when you do a search at Google. They are the text ads under "Sponsored Links" at the top and down the right side of the page in search results. You can set up your AdWords campaign for US\$5 and control how much you want to spend per day. It is very effective advertising although it can get quite expensive if you are targeting popular keywords. For this reason it is well worth your while to get some expert guidance.

That guidance comes from a guy by the name of Perry Marshall. Call him Mr AdWords if you will. Perry also happens to be, as we say down here, a top bloke! Perry's [Definitive Guide to Google AdWords](#) is just what the title says. Highly recommended:

www.stevepronger.com/guide_to_adwords.htm

PPC is all about ROI (Return on Investment). Although good natural search engine rankings are what you should always strive for (research shows that searcher's eyes gravitate toward the natural results), it makes sense that if your PPC spend is less than the income generated, then its worthwhile doing. And unlike other types of advertising the results are easy to track.

Other Ways to Promote Your Site

How else can you promote your site? There is a multitude of ways. I'll give you a few basic tips here and then a top resource to really get your promotional efforts cranking:

- Include your URL in all your stationary - business cards, letter heads, signage, etc.
- Add a "signature" to all your outgoing email messages which includes your URL
- Post to moderated discussion lists, forums, blogs etc. Many of these allow you to add a signature to your posts or comments which include your website address. This can also be a good way to acquire incoming links to your site, which helps search rankings, but be sure to not "spam" the list by only posting on-topic comments and advice. I suggest you start with [LED Digest](#) - a great resource for sharing ideas and advice with some of the big names in Internet Marketing
- Start your own newsletter and build an email list. I'm not the greatest email marketer (never seem to have the time) but many will tell you that "the money is in the list". For newsletter distribution and list management I use and recommend [AWeber](#)
- If you have a static website, start a blog (web log) and host it on your own site. Blogging has many advantages such as progressively building your content (search engines love this), engaging your visitors and creating links back to your site from social bookmarking sites such as [del.icio.us](#)
- Use AWeber to automatically create newsletters from your blog posts and mail to your list
- Advertise in e-zines and newsletters
- Join an affiliate network such as [ClixGalore](#) and get an instant commissioned sales force
- Download a free copy of the [Authority Black Book](#) and learn how Web 2.0 can drive massive amounts of traffic to your site

www.led-digest.com

www.stevepronger.com/aweber.htm

www.stevepronger.com/tagging_secrets.htm

<http://del.icio.us/about/>

www.stevepronger.com/clixgalore.htm

www.stevepronger.com/authority-black-book.htm

This is, of course, a very quick and basic intro. Web Marketing is far too big a subject for me to cover completely in this book. Far better to leave it to the experts - marketers who I respect and who's products I use and benefit from. Who do I admire the most? Glad you asked!

Ken Evoy

Ken is one of the good guys of the Internet Marketing world. You'll find links to some of Ken's "Masters" courses in the [Resources](#) section at the end of this book.

Next - [Creating Additional Income Streams](#)

Creating Additional Income Streams

Congratulations! Your site is online, traffic is growing because you chose the right keywords, created lots of unique, good quality content and implemented some basic SEO and linking techniques.

Sidebar: The Google Sandbox Effect

If you're still waiting to see some traffic from Google, don't worry, it will come. Google tends to not rank new websites until they are well established. It's known as the Google "Sandbox" effect. New sites can sometimes takes weeks or months to get out of the sandbox. Keep adding new content and building links from trusted sources. Update frequently. Build your content and links in a natural, progressive manner. Make sure you haven't over-optimised on your targeted keywords.

By doing this you will train "Googlebot" (the software that collects the content of your site and reports back to Google) to come back more often. This will increase the likelihood of you getting out of the sandbox sooner.

*It basically comes down to convincing Google that your site is **trustworthy**. The sooner you do that, the sooner Google will give your site the rankings it deserves. Build and promote your site the right way and that needn't take long at all. In fact, if you follow the advice in this book you will probably be saying "what sandbox?"*

Alternative Income Sources

Although you are making sales, selling your services, or achieving the objectives set down for your site, have you considered diversifying by generating income from different sources? Your main product or service may not appeal to every visitor, but those visitors may be interested in alternative, *related* services which you don't provide.

You can make money by referring your visitors to merchants who do provide those products or services. In fact, you don't even have to have your own products. Many people are making a comfortable living by building content sites which refer visitors to other websites. A good example of this is [Rosalind Gardner](#), who earns a very respectable income through her affiliate websites:

www.stevepronger.com/superaffiliate.htm

Affiliate Programs

An affiliate program is simply a system where you get paid a commission or fee (generally, anywhere from 5% to 70%) when you refer a visitor to a merchant and they make a sale. Some affiliate programs pay on a CPA (Cost Per Action) basis which means you get paid when your referral performs a desired action e.g. completes a survey, and others operate on a CPC basis which means you get paid for every click.

Here's an example: Let's say you've built a real estate site. A visitor arrives at your site but doesn't find the right property. However, as a potential home buyer, they are also on the lookout for a good home loan.

By gaining that visitor's trust with your great content, you can make a recommendation for an affiliate partner's product or service. On some programs you'll get paid when your referral completes an application for a loan. On other programs, your referral must make a purchase for you to earn a commission.

Like to learn more about affiliate programs? One of the best programs on the Web (and the first one I joined many years ago) is [SiteSell's 5 Pillar Affiliate Program](#):

<http://affiliates.sitesell.com/ozbiz.html>

It's a great way to get your feet wet with affiliate marketing. And you'll be promoting a great product which you'll be proud to recommend. You'll find a wealth of information on affiliate marketing plus a dedicated forum where you exchange ideas with other affiliates. The 5 Pillar Program is free to join.

If you really want to be successful as a SiteSell affiliate the best way to do that is to promote Site Build It with your own SBI site. All you need is a hobby or [passion](#). Build an SBI site around that passion and then show your visitors how THEY can do the same.

<http://passion.sitesell.com/ozbiz.html>

Google AdSense

Here's another way to earn income from your site. Google's AdSense program allows you to place in-context ads on your site. These are usually text ads which are bought by Google AdWords customers, much the same as the "sponsored sites" you see down the right side of the page when you do a search on Google.

When a visitor clicks on one of those ads the advertiser pays, Google gets paid, and you get paid a percentage of Google's earnings. AdSense works by examining the content on your page and serving ads that are relevant to your content. What could be better than partnering with Google, one of the biggest players on the Net!

When I first started running AdSense the additional income was nice, but nothing spectacular. For a long while I was, in fact, leaving money on the table. The way you present your ads, their position, format, colours and many other factors all have a big effect on how much you earn. It wasn't until I read a [book by Joel Comm](#) that my AdSense earnings grew considerably. Joel makes between \$600 and over \$1,000 *a day* on AdSense!

www.stevepronger.com/adsense_secrets.htm

The AdSense program is free to join.

The Wrap

I hope you've enjoyed this book and found something of use to you. If you're new to the world of online business I understand how daunting it all can be. However, it pays *big* dividends to spend a little time researching and planning. Then *do* it.

Don't let anyone tell you (especially web designers) that small and local business owners are incapable of building their own successful websites. They do, all the time. Need proof? Check out these [case studies](#):

<http://case-studies.sitesell.com/ozbiz.html>

You can be a successful online business owner too, as long as you create your website the RIGHT way. There are big opportunities online for local and small business operators, but they won't last forever. Before long ALL your competitors will be online no matter how local they are, taking YOUR customers. Be smart, get the jump on them.

Right now, there's a potential customer at Google. They're searching for [your service] [your locality]. Will they find you, or your competitor?

Need Help?

Not sure which is the right solution for your small or local business? [Contact me](#) for obligation-free help and advice.

www.stevepronger.com/contact_me.htm

Next - BONUS REPORT - [Step by Step Guide to Creating an Effective Website with XSitePro](#)

BONUS REPORT

Local Business Owner's Step by Step Guide to Creating an Effective Website with XSitePro

Here is my simple guide to creating a website that will generate new clients for your small business, local business or service business.

Step 1 - Register a Domain Name

Think carefully before registering your domain name. The best names are short, punchy, easy to remember and easy to say out loud. If you're a service provider e.g. "Bill Smith Plumbing" then using your own name is a good choice - billsmith.com

These days I recommend you avoid ultra-long, keyword-hyphenated names e.g.

these-are-my-top-targeted-keywords.com

They tend to look "spammy" and I have a suspicion Google has the same view. That's not to say you will be penalised, or you won't do well with keyword-hyphenated names, but I no longer think it's necessary to gain an edge in the search engines, particularly Google. Take my own domain name as an example - stevepronger.com. No keywords there, just branding, and it hasn't prevented me from ranking well on keywords I want to rank well on.

For .com domains I do recommend you register your name for 5 years or longer, rather than just one. I believe this is a key trust indicator with Google. It shows you are serious and intend to be around for a while. Spammy, page-generated sites tend to be registered only for 1 year at a time.

Country-Specific Domains

If you're a local business servicing a specific geographical area outside of the US, and you want to be found when "pages from [your country]" is selected when searching Google, then I would recommend registering a country-specific domain as your primary domain. Although there are other indicators, this is the only sure way to flag your site as being from a particular country. It's also a good idea to register the .com version of your name, if it's available, and "park" it on your hosting account so it points to the same site.

Which Domain Registrar?

Although they are not the cheapest, I recommend Melbourne IT. Here's why...

I was recently contacted by a client who advised me that her site had been down for the last 24 hours. A quick check revealed that her domain name had expired. I contacted Melbourne IT (the original registrar) who advised me the domain had been transferred to another (cheaper) registrar.

However, the email address had been recorded incorrectly so my client never received the renewal. The consultant at Melbourne IT then advised me that they never expire a domain without making every effort to contact the client, including snail-mail and telephone. The current registrar had only sent the renewal to an incorrect email address.

Here's another story. I have a number of international (.com) domains registered with a well known US based registrar. They are one of the cheapest around. Recently I discovered that a domain I had registered with this company was pointing to their default "parked domain" page instead of the site I had designed for a client months ago. As I'm not the owner of this domain (the client is) I can't get any information from this registrar as to why they have done this, and I've been unable to contact the client. What is likely to have happened is a spammer has forged this particular domain as the sender and a recipient of the spam has complained to this registrar, who then, without notice or investigation, reclaimed the domain, even though my client was totally blameless. I'm still trying to sort out the mess, but the upshot is all my hard work on this site has been undone and I no longer trust this registrar.

Moral of the story? You get what you pay for and cheap domains are a false economy. I would rather deal with a registrar I can trust, even if that means paying a few more dollars a year.

I am an official Melbourne IT affiliate. To [register an international \(.com\) domain](#):

www.stevepronger.com/melbit_com.htm

To [register an Australian .com.au domain](#):

www.stevepronger.com/melbit_au.htm

Step 2 - Download XSitePro

www.stevepronger.com/xsitepro.htm

Watch the [XSitePro videos](#):

www.stevepronger.com/xsiteprovideos.htm

Create Your Site

- Click on File/New/Project and enter a name for your project
- Click on the Add Website button and name your website
- Choose a template style (I recommend Affiliate style)
- Choose a template (you can change this later)
- Enter basic website information - description, keywords, author etc

Add Pages

For a small business service provider I suggest:

Home Page

- stress benefits
- answer "what's in it for me?"
- identify problems and offer solutions
- talk to your visitor one on one as if they were in the room with you

Services

- full description of services offered

Testimonials

- Use only real ones and get permission first

Contact

- Full contact details and enquiry form
- XSitePro has a special area for creating a contact page. Click on "Other" tab/Contact details

For your contact form to work you will need to install a script on your hosting account. Your hosting service provider will have instructions on how to do this.

Privacy

- XSitePro has a template you can modify to suit

Site Map

- XSitePro will automatically create a site map. Click on "Other" tab/Site Map

Consider adding:

- Articles - establish yourself as an expert in your field
- Case studies
- Links page - exchange links with related, non-competing services in your area

Optimise for Search Engines

XSitePro will help you do this - click on the SEO tab under Web Pages. Your main targeted keywords should be your service + your location. For example, the page title on your home page should be:

Plumber Harris Park | Bill Smith Plumbing Parramatta District

Your Meta description tag (entered under the Info tab) would be:

"Looking for a plumber in Harris Park? Bill Smith Plumbing have been providing superior service to Parramatta districts for over 10 years"

Step 3 - Set Up Your Hosting Account

There are a huge number of companies out there offering website hosting. For the novice webmaster, it can all become rather confusing. But for your average small business service provider, it doesn't need to be. Reliability and support are your biggest concerns. As for hosting plans, I recommend you stick with the basic or starter plans. They will usually provide more than enough storage space and features for the average small business.

Which Hosting Provider?

For hosting in the US I recommend [Hostican](#):

www.stevepronger.com/hostican.htm

For hosting in Australia I recommend [KangaWeb](#):

www.stevepronger.com/kangaweb.htm

After you've set up your hosting account you will be sent a confirmation email containing your account details. I suggest you print it out and keep it in a safe place.

Enter Your Hosting Account Details into XSitePro

- Click on Publishing Details
- Enter the FTP details - you'll find this info in your confirmation email for your hosting account. Be sure to use the right directory. If you're not sure, check with your hosting company. For KangaWeb accounts the directory is called www. Click on the Test FTP button to make sure everything is ok.

Delegating Your Domain Name

In order for your domain name to point to your new site you have to "delegate" it, or set the "nameserver" details. This information will be in the confirmation email from your hosting account. There should be a Primary Server Hostname and a Secondary Server Hostname. There may also be Primary and Secondary IP Addresses.

- Login to the Domain Management area with your registrar
- Navigate to the area where you set or change the nameserver details
- Enter your Primary and Secondary Server Hostnames (it's not usually necessary to enter IP addresses)
- It may take up to 24 hours for your domain to start pointing to your site

Step 4 - Publish Your Site

- Click on Tools/Publish or the Publish button to upload your site.
- Type your domain name into a browser and you should see your site. If you see a default page from your registrar or an error message wait 24 hours and try again. If you still don't see your site make sure you set your nameserver details correctly and if necessary contact your registrar for help.
- If you see a default "under construction" page from your hosting company you need to delete that file. If you named your home page file index.html the "under construction" file should be automatically overwritten when you publish your site. But if you named it index.htm you will need to delete the index.html file. You can easily do this via the Control Panel in your hosting account. Ask your hosting provider for help if necessary.

Congratulations - your business is online!

Step 5 - Get the Search Engines to Find & Index Your Site

Although most major search engines have an area where you can "submit" your site it is far better to let them find you through links to your site. You should however submit your site to directories. Directories are human-edited, as opposed to search engines which use "spiders" or "robots" (software) to index your site. Some directories are free, others are not. The paid directories will list your site much quicker (usually within 48 hours) and tend to be better quality links. Submit to as many directories as you budget/time allows, but do this progressively over a period of time.

See my article on [search engines](#) for advice on where to submit your site and how to create inbound links:

www.stevepronger.com/search_engines.htm

Next - [Recommended Resources](#)

Recommended Resources

My Top Resources for Building an Effective Online Business

Site Build It

www.stevepronger.com/site_buildit.htm

A proven, step-by-step system for building an effective website. Includes hosting, domain name and marketing tools.

SBI for local business owners with local customers:

<http://localbiz.sitesell.com/ozbiz.html>

SBI for small business service providers:

<http://service-selling.sitesell.com/ozbiz.html>

Sample SBI sites:

<http://samples.sitesell.com/ozbiz.html>

Answers to your questions:

<http://question.sitesell.com/ozbiz.html>

SiteSell (Site Build It) 5 Pillar Affiliate Program

<http://affiliates.sitesell.com/ozbiz.html>

Learn about Affiliate Marketing and join the best affiliate program on the Web. Totally free.

The Authority Black Book

Learn how to use Web 2.0 to generate huge amounts of traffic to your site with this **free** book:

www.stevepronger.com/authority-black-book.htm

XSitePro

www.stevepronger.com/xsitepro.htm

Website design software for entrepreneurs and small business owners. A better alternative to Dreamweaver and FrontPage.

Hostican

Ideal web hosting provider for XSitePro websites:

www.stevepronger.com/hostican.htm

Make Your Site Sell

www.stevepronger.com/make_your_site_sell.htm

Considered the Bible of Internet Marketing, this book has sold over 100,000 copies. Until recently it sold for \$30, but is now **free**.

The Netwriting Masters Course

Written by Ken Evoy, president of SiteSell.com, this guide will teach you the simple art of e-persuasion. This is your first step to a successful online business. Also **free**.

www.stevepronger.com/NetwritingMasters.pdf

Make Your Content PREsell

Also written by SiteSell president Ken Evoy, Make Your Content PREsell was originally only intended for owners of Site Build It. Ken has now made it available as a stand-alone product. This book used to sell for \$10 but is now **free**.

<http://mycps.sitesell.com/ozbiz.html>

Keyword Masters Course

www.stevepronger.com/KeywordMastersCourse.pdf

Here's another great **free** resource. It's called the Keyword Masters Course and it's written by Chris Lee from Keywords Analyzer. It contains some great info on keyword research, is well written and easy to follow.

Affiliate Masters Course

www.stevepronger.com/AffMasters.pdf

Build a successful business affiliate marketing business. Also **free**.

Search Engine Optimization Made Easy

Written by search engine expert Brad Callen, this is an excellent course on SEO. Also **free**.

www.stevepronger.com/seo_made_easy.pdf

The Definitive Guide to Google AdWords

www.stevepronger.com/guide_to_adwords.htm

Written by "Mr AdWords", Perry Marshall, this is an excellent guide to mastering Google AdWords.

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