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## HOW TO HOUSE A SUCCESSFUL ONLINE BUSINESS

It is worth taking the time to make your site more search engine friendly, because it will bring you profit and appropriate exposure. Here are some simple advices on building successful web site for your online business. How to build search engine friendly website? You can find plenty material when browsing the Internet, but a good foundation cannot sabotage your online initiative. A search engine friendly site is not just beneficial for top ranking in the search engines, but also helps to attract customers, thus getting business for you. Before designing a site, make sure you have got a good domain name. The Domain name is your URL or Universal Resource Locator as in what a person types into the search engine bar like yoursite.com and others. Hypothetically, if your business is related to something like ruleta then it is good to have the word "ruleta" included into the domain name separated by dashes from other words or numbers. Generic domain names may help in search engine listing. It will be easier to find the sequence of words within a domain name directly related to the main idea of your business. Make your site content based with at least two hundred words holding clear information of your products, services and business. This will help your potential customer to know about you and get some information on products they require. Apart from verbal description, you might use web design attributes to underline your point. Please do not startle the visitor of your web site with blinking texts, shocking colors and confusing animations on the web pages. The website must have a clean look so that the web visitor will feel relaxed to get all relevant information about your services, otherwise, he will shut it down within a minutes. Keep the site simple and easy to navigate. Complicated navigation will confuse the visitors. The navigation must be user-friendly and easily understood by the visitors. If you search through search engine results, you will find all the top ranking websites are optimized properly. These optimized websites make their presence felt in the search engines by making their site user friendly with good navigation, content texts, and Meta tags relevant to their websites, and having proper placed images. Why shouldn't you use such simple tool like navigation at your favorite? News relevant to your site is also a great way to bring in traffic. Many people nowadays get their news online and not just world news. Maybe someone wants to read about the gambling bill that was passed in congress recently to ban money transfers to and from online casinos, a great advantage to having news on your page is that if it is well written piece of writing, other news sources like Yahoo and Google may take your masterpiece and put a link to it from their site. This would give you thousands of hits, and that is the goal. While designing your website, the most important thing to remember your website is not to trick search engines by adding hidden texts or hidden links, irrelevant keywords or text, or very small text which is hardly visible for human eyes. Google usually punishes these websites by giving them low rank or sometimes removing them forever. If you incorporate all these tips when building your website I can guarantee it will make your job much easier, no one wants to build a site and then find out they need to star over from scratch, because every day offline is potential money lost. Use the above suggestions and utilize them into your company website in order to guarantee you stop losing money that you could be making.

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