



ONLINE WEB SITE STARTUP TIPS AND TECHNIQUES

As a web site owner I can tell you that I have learned so much regarding creating, maintaining and marketing an online web site. I personally offer an work at home directory web site, but the tips and techniques I will mention in this article can save you time and money regardless of what type of online web site you may have.

One of the first things I learned was that it was helpful if you had a good editor to modify your pages when creating and maintaining your website. I found that NVU worked best for me. It is free and very easy to use. I also found that you could find plenty of help on the Internet if needed, because many people use it currently.

Web site hosting:

You need to find a host company that offers a fast reliable service at a competitive price. Don't just go for the most inexpensive company out there. If you do your research you can find, like I did, companies that offer a reliable service for a minimal price. I wanted a site that offered some (PPC) Paid Per Click advertising credits, that I could use, with the major search engines when I signed up. It will help get visitors to your site for free in the beginning.

Ads & Keywords: I have to be honest I made money, but until I read the Marshal free course on Adwords I did not fully understand the whole concept. He really helps you understand how to make your web site profitable.

Ads:

I use both paid advertising and free advertising. Some sites that can be found on the Internet offer both options. I recommend doing your research and using both.

Keywords. It's great to have a lot of keywords, but if you are using the wrong ones all you are doing is throwing your money away. You can find sites on the Internet that offer both free and paid memberships that can help you get on the right track with your keywords. The free part was good in the beginning, but to be honest I should have gone to the paid program immediately. I did really well, but once I started using the full-blown version of these programs I was able to get so many relevant keywords that my business exploded. Not only was I also able to get more relevant keywords, but I got keywords that cost me half the price. That was really cool!

Article Submitters: One thing I recommend despite using (PPC) Paid Per Click advertising is to create as much free advertising as possible. I have written many articles and continue the practice to this day. You can find submitter programs that offer a free service for a limited period of time that will save you a lot of time as they submit your articles to hundreds of article directories with the click of a button. You will more than likely end up signing up for the paid service after you realize the time it takes to do it manually. Man, it is well worth the pennies it cost. There are many good programs available to choose from.

Other Tips:

I found by searching the Internet that there were many other ways to attract attention to my site whether it be by using peel away ads, creative site marketing, article publishing or many other tools that you can find on the Internet.

In summary there are many tools that can be found to become very efficient in doing the weekly task required to create & maintain your website. It has freed up so much time that I can now spend with my family. It's funny looking back. I'm always thinking I wish I had known about this a year ago. Well now you do. Do your research and have some fun. Please feel free to read both this article or one of my many others by visiting my link in the resource box below. I always enjoy getting emails pertaining to my articles or my site. Your feedback is important to me.

I hope you enjoyed this article as much as I enjoyed writing it.

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