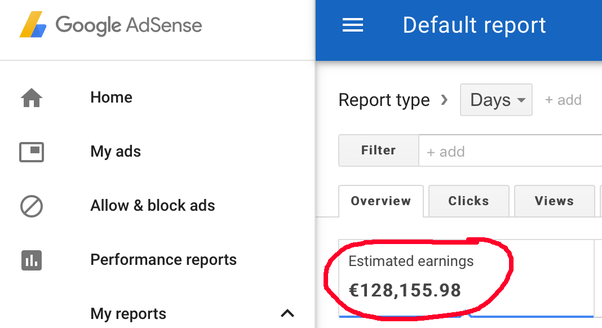
**[What small business is most profitable today?](https://www.quora.com/What-small-business-is-most-profitable-today" \t "_top)**

**An online business! :)**

This is a screenshot from my Google Adsense account. Just one of my revenue streams. I have many more. Let me walk you through what I did.



**I've been building websites for a long time now and I'll give you some insight in how I did it and why I think starting an online business is a great way of making a lot of money with minimal investment. To earn 128k I spent less than 10k.**

My first month I earned 1 Dollar and 58 cents. That's it. Now… I could've thought: this is not for me. I don't know anything about online. I'm never gonna earn more than a few bucks a month. But the month after that I made 12 bucks. So almost 10x what I earned in my first month. More than 50 bucks in my 3rd month and that went up all the way to more than 6000 dollars (more than 5000 Euro's) a month. I was making a pretty decent living and I wasn't spending more than 10 hours per week on this.

Along the way I had a lot of revenue drops as well. I went from 500 to 300, from 1000 to 800. And every time that happened I could've thought: this ain’t for me. Find something else you want to do. But I kept going. And I've made a lot of money sticking with it. You should too. Whatever business you choose, stick with it! You'll have some shit times ahead. You'll think of quitting. Don't! Keep going. You will succeed!

**Why online?**

Because it literally costs next to nothing to start a business online. If you pay $50 dollars a year on hosting + domain name it's a lot. But potential earnings are big. So: **low cost**.

Don't think you gotta be a programmer with a Stanford Engineering degree to create websites. **It's not hard.** I know a bit of HTML (the basic markup language of a website) but I definitely don't know how to code (make functionalities beyond a contact form for example).

There's**so much opportunity**. There are dozens of angles you can choose from to start an online business. And there are a dozen ways of monetizing your website. And last but not least: there are countless topics you could use to start your online business with.

To give you an example: I have a couple of websites which are pure text based. They are the most basic form of websites. Not a single image, just plain text. And I've made thousands of dollars with them. If I would calculate my hourly earnings I would end up in excess of 1000 bucks an hour. I only spent a few hours setting it up and I've made thousands of dollars with them. You can too!

**But how do I start?**

Ok, so sounds good? But I hear you thinking: How the H\*ll am I going to start an online business. First things first.

**Pick your topic**

It can be anything. Literally anything. The best thing you can choose is something you really enjoy doing or a topic you have a lot of knowledge in.

I'm a techy and someone who knows a bit about finance and law so those are the niches I choose. If you live in the US, or UK (any country that has a lot inhabitants who speak the same language) you can go for a really small niche.

For example: Dogs -> Small dogs -> Chihuahua's -> Long coat Chihuahua's

If you use Google's [Keyword Research & Strategy Keyword Planner](https://adwords.google.com/intl/en_us/home/tools/keyword-planner/#?modal_active=none) you'll see that 1000 people a month search for “Long coat Chihuahua”. That's big enough to start a website for.

(The Keyword Planner by the way is my #1 tool to scout for new projects. It gives you the the search volume per keyword and gives you ideas of search terms related to the one you filled in. So with the Chihuahua you would also get kennels, food, puppies for sale, etc. And it will show you ad competition. That's usually a good comparison for organic competition as well.)

If you're in a smaller country go for the Chihuahua niche.

Right down about 5 - 20 topics you could go for. Start doing Google searches and see what websites are ranking in the top 50 for your topic. Look at what they're doing. Don't look at how the website is looking. Look at the content. Do you have more knowledge than your direct competitors? Can you do a better job? Can you give better/cooler/different angles? Do you have more in depth knowledge?

You're @ 90% now. The only thing you still have to do is check out how much competition there is. Google “intitle:your topic” (Without the “”) and checkout how many results there are. You can find the number of results found under the search bar once you pressed enter. You should aim for anything well under 500k results. The less the better. Less results means less competition means more chance for you to rank higher. And ranking higher quicker will make you money faster.

Found some topics you can start with? Great! That's step 1 checked.

**Pick your website / monetization angle**

* You want to sell products? Start an ecommerce store. Use [Shopify](https://www.shopify.com/)or if you are familiar with Wordpress, use [WooCommerce - eCommerce for WordPress](http://woocommerce.com/)
  + Want a bigger audience? Register with [Amazon's seller program](https://sellercentral.amazon.com/). And if you don't want to have all the hassle with sending and returns, you could use Fullfilment By Amazon. Just send your products over to Amazon and they will send it for you.
  + Don't want to sell your own products? Review someone else's and register for Amazon's affiliate program.
  + If you want to monetize the content on your website, you have a few options.
    - [Google Adsense](https://www.google.com/adsense/start/#/?modal_active=none)
    - [https://instantarticles.fb.com](https://instantarticles.fb.com/) (Facebook Instant articles, if you get a lot of mobile Facebook traffic)
    - [Media.net](http://media.net/)
    - [Revcontent](http://revcontent.com/)(great for native ads / high engagement ads)
    - And many more.
  + There are a lot more ways to monetize a website, but these are the main ones and the ones I have the most experience with.

**Think about your website structure**

If you want to rank high in Google, you need to make sure you're building your website with a solid foundation. Use a tool like [XMind](http://www.xmind.net/) to create a mind map of your topic. Write down anything that comes to mind. Search for your topic on [AnswerThePublic](https://answerthepublic.com/) to see what other related questions people are asking.

Create a website structure (on paper) that is logic. Make logical categories with the biggest topics. And branch out to smaller niches within your niche. You can also look at it like it's a tree. You have a main branch, some smaller ones and many tiny ones.

Use Google's Keyword Planner to see where the volume's at. Don't choose categories / search terms that have next to nothing in volume. You need at least a couple hundred searches a mount on your sub topics. Preferably more if there isn't too much competition.

**Setup your website / webhosting**

Depending on your technical skills, you could just rent a bit of webhosting somewhere and install Wordpress on it. Or if you really haven't ever done anything like it, you could just use [Tumblr.com](https://www.tumblr.com/). You'll have a blog setup in seconds. You only need to know how to type :)

If you have a bit more knowledge, just use [Wordpress](http://wordpress.com/). You need a bit more knowledge. Buy a domain name. Download Wordpress. Setup a database on your webhosting plan. Change the wp-config.php file to match your database settings. Upload all the Wordpress files to your webhosting via FTP ([What is FTP?](https://www.quora.com/What-is-FTP)). Go to your domain and start the Wordpress installation once all the files have been uploaded.

**Start typing (assuming you are monetizing your content)**

The most important thing any website needs is content. Easiest is just plain text. Extra cudo's for images and video's. The more original content you can create the better.

People want answers to their questions fast. And people also want extensive articles where all the ins and outs are explained. So put the most important content at the top. Ideally you'll want to create in depth articles that contain more than 2000 words each. Don't worry if you can't create these all the time for every (sub)topic. But it would be great if you could.

Search for your (sub) topic on Google. Look at whats in the top 5 again and just do a better job. Preferably a 10x better job. More extensive. Better. Nicer looking. Video. Etc. *Better* can be done in 10 different ways.

**Find link partners**

If you want traffic to your website, you need to be found on Google. And in order to be found on Google, you need lots of links pointing to your website.

Here are some good resources about links and linkbuilding on Quora:

[What are the best ways to build links for a website?](https://www.quora.com/What-are-the-best-ways-to-build-links-for-a-website)

[How can I create quality backlinks?](https://www.quora.com/How-can-I-create-quality-backlinks)

In short: either create great content (together with someone who also has a lot of knowledge and a website in your niche) so it's worth for people to link to your website.

Or contact other website owners and ask them if you can create a guest blog on their website .

**It's gonna take a while**

It usually takes about 6 months before you start to really see the needle moving. I have my first visitors on my website after a few weeks. But you need to just keep at it. Keep going. Create more and better content and keep reaching out to people to see if they want to link to you. If you keep getting a “nay” than your content isn't good enough. Don't start paying people to link to you. Just create better content because that works both ways. Your visitors will find your website more valuable. People will link to you more often because your content is more valuable to their audience.

**See what sticks and continue in that direction**

I started multiple websites with different topics. Not all of them where as great as others. Keep trying for at least 6 months and once you see the needle moving you can decide where you want to put more effort in. You'll see that some websites will generate a lot more revenue than others. So after a while it becomes pretty easy to make the right choices.

Stick with it! Keep creating great content. Keep sharing your knowledge and you will build a profitable online business at minimal cost.