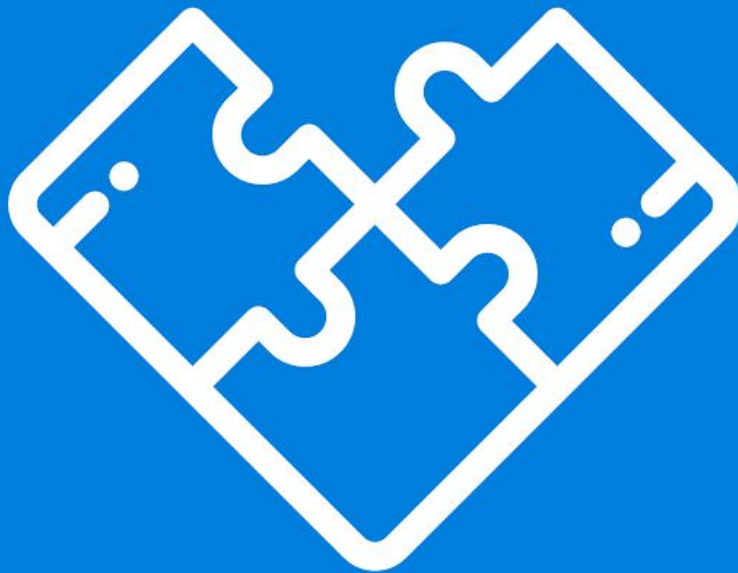


HOSTING24

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ESSENTIALS OF A SUCCESSFUL WEBSITE



Elite Affiliate Club

First things first. To become a successful affiliate, you need a successful website. A successful website must have three essential components: easy navigation, clear message and a lot of great content.

1. Easy navigation

No one likes a sloppy website, right? It's difficult to navigate between articles and millions of subcategories with not-so-relevant posts. That's why, in order to have a successful website, you need to have an easy-to-use one. Many website owners usually don't pay too much attention in making their website clear and easy to navigate. That causes user frustration and quick exit out of your site.

That's why you need a website that has great structure, yet remains simple to use. You need to categorize everything according to relevancy to the topic. **Tip:** topics should be short and precise. Under each category you can add relevant posts. For example a topic could be web hosting and topics under it include cloud hosting, VPS, shared hosting etc., or if you're more of a tutorial person, then have a category called WordPress, and store all tutorials on WordPress under it.

The key point is having a logical structure that's easy to follow, so people could find the necessary information easily.

2. Clear message

A successful website has to have a purpose and that purpose has to be clear for you readers in the homepage and in any article. It is important to have a clear message that speaks to your readers as well as search engines. Search engine optimization is very important as it is the key in ranking successfully in search results, that's why you need to use relevant keywords and the right phrases.

Think about the content you're going to distribute on your website and the products you'll be offering. A failed to communicate message causes the loss of potential clients and readers. Your home page is the page that makes the first impression, so you have to make it a good one. A great first impression and easy-to-navigate system will catch your reader's attention. Have a lot of great content and your readers will be hooked easily.

3. Lots of great content

Last, but most important factor in having a successful website - lots of great content. What is great content you may ask? Well, actually the answer is pretty simple. Great content is the one that is relevant to your website and your readers and, most importantly, provides them with the information about how your offered products can help in resolving the troubles that they have or fulfill their needs. Nonetheless, that content still has to be presented in a simple manner so that any reader could understand it easily and make use of it.

Not only your writing has to be simple, it also has to be error-free, otherwise it will not appear trustworthy. Another important thing is making it clear what the content of your website is not only to your readers, but also to the search engines such as Google. To make it clear for the search engines you have to properly choose keywords, headings, meta tags and have relevant content to it. This is called SEO - search engine optimization.

These are the key factors in starting a successful website and promoting your business. If you put effort in building your website and use SEO, you'll get your desired traffic and your business will grow in no time.