

LIST OF ONLINE BUSINESS IDEAS

THE BENEFITS OF AN ONLINE INTERNET BUSINESS

When you compare any online digital business to its brick-and-mortar retail equivalent, you'll understand why tens of millions of people all over the world take the online route instead.

Owning a “real” business means you need to think about bank loans or financing, leases, maintaining inventory, business insurance, finding staff, training staff, etc.

You then need to factor in finding a prime location for your business. If you don't have enough footfalls then you can expect to be shutting up shop in as little as a few months. In fact, 50% of small brick-and-mortar businesses fail within their first 3 years.

Some of the things we love about pretty much any online business model out there include:

- Low startup costs
- Almost non-existent overheads
- Can be run from anywhere in the world
- Can be run part-time
- No staff required, unless you choose to

If you can find any ethical and legal brick-and-mortar retail business you can start with exactly nothing, then we'd love to hear about it. Oh, and that doesn't include the “no money down” property flipping model.

Internet business opportunities are more accessible and available now than ever. There is nothing preventing you from getting started... just you!

If you're looking for online business ideas to implement in 2021, you're in the right place.

We will give you Ideas which will help you earn money online.

Starting a profitable business is no longer just a dream lived by the few. Every day more and more people are putting in the work to get started and turning their ideas into profitable businesses

1. BLOGGING.

This is one of the best online business ideas 2021.

Blogging can help you establish authority in your subject while earning money in a variety of ways.

We have many people who have turned their blogs into profitable businesses.

This is an area; you can explore and make money online.

With a well-read blog, you can create a business through advertising, affiliate marketing, or selling products.

2. VIRTUAL ASSISTANT SERVICES.

When it comes to internet business ideas, a virtual assistant business is easily scalable and always in demand.

Businesses always need help with administrative tasks like data entry, managing emails, and scheduling appointments. Instead of hiring in-house receptionists and executive assistants, many are choosing to hire VA services instead.

You can freelance through Upwork and Fiverr to get started. You can go here to sign up with Fiverr and start offering services.

You can also find VA work on FlexJobs, a job aggregator site that catalogues thousands of remote work opportunities.

FlexJobs does require you to sign up and pay a small monthly fee. However, it's well worth the money.

All of the jobs are vetted and hand selected, so you don't have to worry about the kinds of scams you sometimes see on Upwork.

Plus, unlike platforms like Upwork and Fiverr, FlexJobs doesn't take a percentage of the money you make. Everything your client pays, you get to keep.

3. JOB SEARCH CONSULTING AND RESUME WRITING ONLINE BUSINESS.

Help people find job opportunities, write resumes, and prepare for interviews.

This idea will be more successful if you focus on an area of expertise, or an industry where you have experience hiring (or being hired). In return, you'll get plenty of referrals and happy customers while living your remote work dream.

4. ONLINE STORE IDEAS

Crafters, makers, and inventors can make money by starting an online store. Thankfully, there are options that make it easy to set up, even if you are lacking in tech skills.

If you want to sell artisanal products, Etsy is a great platform. For everything else, there's Shopify.

5. START A MONTHLY BOX SUBSCRIPTION SERVICE

An online business focused on providing monthly subscription boxes for a particular niche can be very lucrative.

6. COPYWRITING AND CONTENT WRITING

Writers can create an internet business that provides copywriting and content writing services.

You can become a freelancer, and find writing gigs through platforms like Upwork and Fiverr, or by networking and reaching out to potential clients.

7. PUBLISHING

Selling your books on Amazon is a great way to monetize your blog, podcast, or social media channel. It has never been easier to self-publish a book, using Kindle Direct Publishing.

You could also help other authors get published by starting an online publishing agency.

When it comes to publishing, stick to what you know well and work on becoming the authority on your subject.

8. EDITING AND PROOFREADING

Of all the home business ideas included in this list, editing and proofreading is a great way of getting started. With so much content being published every day, there is plenty of demand.

You can turn it into a full online business in a few different ways:

- Use platforms like Upwork and Fiverr to find clients.
- Partner with a marketing or content creation agency.

- Set up a website and offer a monthly service.

9. BOOKKEEPING AND ACCOUNTING ONLINE BUSINESS IDEAS

If you're an accountant, you're the real superhero. Especially during tax season. Browse through platforms, and you'll see just how many people could become your clients.

You don't even need advanced software. QuickBooks works just fine in most cases, so you're cutting your startup costs significantly.

Depending on your credentials and experience, consider these small online business ideas:

- A service to help small businesses transition to cloud accounting software like Xero
- Monthly bookkeeping services
- Individual tax return preparation
- Tax consulting for individuals or business

10. CUSTOMER SUPPORT.

If you're good with people, customer support calls, or online community engagement, this is the online business idea for you.

Customer support consulting through platforms like Modsquad, you can make money with these skills while maintaining control of your own hours — and working from anywhere.

11. TEACHING LANGUAGES.

The old saying goes “The more languages you speak, the more of a person you are.” This is true even today, which is why you can start a small business online by teaching through platforms like **DaDaABC**.

Using Skype, you can privately tutor people who want to learn English (or another language you know) from anywhere. You can even create passive income teaching languages through online courses, like **Go Natural English**.

12. TRANSLATION ONLINE BUSINESS.

Translation can be very lucrative if you are fluent in more than one language.

You can help companies translate their content into different languages and reach a wider audience, or work with individuals.

Your first work can come from freelance sites, but once you have a few regular clients, referrals will help your business grow.

13. FITNESS AND NUTRITION SERVICES.

More and more people are turning to healthy cuisine and lifestyle, which is why the fitness and nutrition industry is huge — and a solid online business idea.

Here are a few ways you can make money online while helping people get healthy:

- Sell custom meal plans (paleo, weight-loss, plant-based).
- Create and sell digital products, like workout plans, e-books, or online courses.
- Remote personal training service.
- Health Coaching.

14. CREATE AN ONLINE BUSINESS FROM YOUR KNOWLEDGE.

If you want to start an online business from home and you've got skills that are in demand, why not create and teach classes?

If you're worried about the technical side of selling online courses, don't be. There are services that make it easy. For example, Podia enable us to create, upload, and sell online courses all in one platform.

15. START A YOUTUBE CHANNEL

Starting a YouTube channel is the best online business to start when you want to build an audience, even while still working full time.

Of course, with enough people watching your videos, you'll make money from advertisements on your channel.

But you can also use your channel as a launching pad for a full-scale online business. As your audience grows, you can make money through affiliate marketing, sponsorships or selling books and courses.

16. START A PODCAST.

Just like a blog or YouTube channel, a podcast can be a great way to get your voice out there and build a following. All you need is some gear and interesting topics to talk about.

You can make money with sponsorships, or build a business around products and services your audience needs.

Podcasting is a competitive and rewarding space if you can find a gap in the marketplace and find your audience. To do that, you need to position your podcast to succeed.

A podcast's positioning is the place a show occupies in the minds of your audience. It's all about how your podcast is different from others within your niche.

Positioning can involve almost every element of your show, including the name, format, music, and style of language. It also affects every decision you make about the content that surrounds and supports the show, like your website and artwork.

17. CONSULTING.

Help others succeed, while you start your small business ideas— consulting as an expert in your field.

18. START A MEMBERSHIP SITE

People are always looking for fresh resources, and many are willing to pay for premium access.

If you like producing content and have the knowledge to share, a great online business model can be to start a membership site. Your site can contain a library of valuable content, and a forum for members to learn from you and each other.

The best part of this business model is monthly recurring revenue, that grows with every new member.

19. DROPSHIPPING ONLINE BUSINESS

Dropshipping is a form of e-commerce in which you don't have to deal with any physical products. That's right — no manufacturing, storing inventory, packaging, or shipping.

To start a Dropshipping business, partner with a manufacturer or wholesaler of products in your niche. You make sales through your online store, and pass orders on to the manufacturer for fulfillment.

All you have to do is set up an online shop, and work on attracting customers.

20. AFFILIATE MARKETING

Affiliate marketing is a very simple online business idea: someone needs their products advertised, and you'll do it – for a cut of the profits.

If you already have an audience through a blog, podcast, or social media channel, affiliate marketing is an easy monetization strategy to try. Just remember only to pitch products you trust, so you can feel good about recommending them.

If you can learn how to write a product review that converts, the earning potential can be sky high.

Amazon's affiliate marketing program is one of the biggest for physical products, and ShareASale for digital products.

21. AMAZON FBA

Speaking of good businesses, Amazon FBA lets you sell customized products without having to take care of storage or shipping.

FBA means "Fulfilled by Amazon" because Amazon handles fulfillment. But unlike a Dropshipping business, you have to invest in inventory upfront.

Manufacturers will customize and package a product with your private label branding. The inventory is then shipped to an Amazon warehouse for storage and order processing.

22. DESIGNING MERCHANDISE

If you're creative, what better way to show it than by starting an online business selling your artwork online like t-shirts and tote bags?

23. PRODUCTIZE YOUR SERVICE AND START AN ONLINE BUSINESS

A productized service is a way to earn monthly recurring revenue, or flat-rate packages, instead of continually chasing after clients. If you can provide a service online, you can productize it.

This online business model is scalable because you can hire out some of your workloads as you grow the business. It works for many services, including:

- Graphic Design
- WordPress support
- Content writing
- SEO
- Consulting and Coaching

24. SEO BUSINESS

SEO is the lifeblood of online marketing, so if you have the knowledge, start your online business by offering search engine optimization services.

25. ONLINE AD MANAGEMENT BUSINESS

A lot of businesses want to run Google Ads and Facebook Ads campaigns, but they don't know-how. If you're skilled at advertising and know your way around bids and CPA, you have a business idea that's in demand.

To get your first clients, start with local businesses that want to test the online marketing waters.

26. SOCIAL MEDIA MANAGEMENT

There's no marketing without social media marketing. If you're good at creating content and engaging with audiences in social media, you have a perfect online business idea.

27. DIGITAL MARKETING SERVICES

Digital marketing is a catch-all term for everything about creating a presence and making sales online. It could include creating websites, email marketing, SEO, and copywriting.

Of course, it's very much in demand. If you already do this type of work for your employer, you could be running your own online business.

28. START A STOCK PHOTOGRAPHY BUSINESS

Stock photography is used all over the internet and in print, as an affordable way for publishers to find high-quality images.

If you love taking photos – you may have just found your business idea. There are a few stock photography services you can try. For example, you can submit work to Adobe Stock, and earn a commission from each sale (or get paid per picture).

Admittedly, you have to leave your computer to take photos. But this business can work from anywhere in the world, on your own schedule.

29. WRITING MUSIC

If you write music and you've been told, "Hey, I think I heard that on the radio," why not take it seriously and start a business?

Writing for film and TV can be a perfect online business for musicians — and it's easier than ever to get your music out there. For example, TuneCore helps songwriters sell rights to their music for use in advertising, film, and TV.

TuneCore also helps songwriters get published and distributed without a record deal. And they take care of collecting and distributing royalties. That means you'll get paid every time someone streams or purchases one of your songs through a digital platform like Spotify or Apple Music.

30. ONLINE VIDEO PRODUCTION

Videos are marketing engagement boosters, so there is a huge demand for that aspect of content creation. Online video production is also great if you're combining it with social media management.

31. SOUND EDITING AND POST-PRODUCTION ONLINE BUSINESS

If you know your way around editing software, monetize it and start an online business that'll help everyone's music or videos shine.

You'll find gigs for editing podcasts, audio tracks for video, mixing and mastering music, and more on freelance sites. Your first jobs will help you build up a portfolio and land regular clients.

32. STARTING A GRAPHIC DESIGN ONLINE BUSINESS

If you've got an eye for details, graphic design is always in demand. You can start your graphic design business easily with freelancer platforms like Upwork, Fiverr or PeoplePerHour by displaying an awesome portfolio.

The first thing you need to do is get your work in front of potential clients, and Instagram is a great place to get started. Why not create some motivational quotes or other easily shareable images and land your first client this weekend?

33. BUY AND FLIP WEBSITES

If you want to invest in online business ideas that are already profitable, why not buy one? You can build it up and flip it when you've increased its value.

34. BUY AND FLIP DOMAINS

Similarly to buying and flipping websites, you can turn a profit and start an online business by buying and flipping domains.

It's simple trade: acquire a domain at a lower cost, and sell it to someone who becomes interested, for a profit.

35. CRYPTOCURRENCY TRADING

There's a reason why cryptocurrency is so popular of late – there's a lot of money to be made. If you're a risk-taker and have a starting capital, try your hand at cryptocurrency trading.

Since it's such a volatile market, you can make money day trading, as long as you can handle the risks.

36. CRYPTOCURRENCY MINING

Starting an online business focused on cryptocurrency mining or just setting up mining rigs can be very lucrative. If you know your basic mining from cloud mining, you may just have a great online business idea!

37. BUILD APPS

If you're an app developer, look no further. There is an almost unlimited market for new mobile applications.

There are a few ways to approach starting an online business building apps:

- Build and market your own app ideas.
- Partner with people who can bring ideas and marketing skills.
- Developing apps on a contract basis for other businesses.

38. BUILD WEBSITES

A good website goes a long way, and so do the people that create them.

If you know how to create a website from scratch and customize it clients' requirements, you're all set! And you have no excuse not to have your own killer website to market your services.

39. CREATE WORDPRESS PLUGINS

If you're wondering what business to start, take a look at WordPress plugins. They're absolutely essential for WordPress websites, so if you know how to create them, you've got your business idea.

It's a scalable business model since the software can be licensed to any number of WordPress users.

If you have an idea that would make using WordPress easier, or add a cool functionality, get to work building it or partner with a developer.

40. CREATE WORDPRESS THEMES

WordPress uses themes to set the design and style of the website. Every WordPress site needs a theme, and it's the most popular CMS out there. So you can see the potential in this online business idea.

If you're a developer, you can create passive income building custom themes.

41. WEBSITE MAINTENANCE

In addition to development, website maintenance is a big factor in running an online business. Most people have no idea how to handle backups, security, server issues, or necessary updates on their websites.

For those with experience keeping websites working properly, website maintenance is a logical idea for an online business.

This service works really well as a productized service to generate recurring monthly income.

42. BUILD SOFTWARE AND SELL IT AS A SERVICE

Software as a Service is a very popular online business option, for good reason. It generates monthly recurring revenue as opposed to a one-time license fee.

If the market needs your software idea, get to work building it or partner with a developer who can. Use a subscription model to turn it into a scalable online business.

43. PEER-TO-PEER LENDING

There's a big market for peer-to-peer lending, but it requires initial capital and risk tolerance.

This can be a good way to earn on the interest rate if you are looking for diverse investment ideas for your online business.

44. REAL ESTATE CROWDFUNDING

If you want to make investment your business' main area of work, real estate can be an attractive niche. But owning real estate is not exactly a hands-off business idea.

Real estate crowdfunding enables you to invest in real estate through online platforms, without the responsibility of directly owning property.

45. SOFTWARE TESTING

Every software, website, and tech product needs to be tested for faults or bugs. This is where your business can come in: test other's software, find bugs, report on usability, and get paid.

There are crowd-testing platforms where you can apply to be a tester, including uTest and Testbirds. There's also potential in creating your own platform or service business to perform quality control and testing.

46. VIRTUAL TECH SUPPORT

Many customer support teams are fully virtual since it can often be done by email and chat. If you work in tech support or customer service, why not go freelance and start a tech support business?

This is a very scalable online business idea. You can add to your team as the workload increases and you get more clients.

47. AUTOMATION SERVICE BUSINESS

A lot of companies want to automate their processes, but they don't know how.

For example, if you know how to integrate CRM software like HubSpot, you can help small businesses transition their contacts online.

This business idea is perfect as a productized service model. You can create fixed price packages to migrate small businesses to cloud-based platforms for their accounting, sales, or contact management systems.

48. BUILD NICHE WEBSITES AS AN ONLINE BUSINESS

Niche websites target a very specific topic. They're a great way of earning revenue because the traffic they attract is so targeted. You can monetize by selling information products, e-commerce, or affiliate marketing.

You can make it your online business' main field of work by building and selling niche sites once they are generating high monthly traffic.

49. TRANSCRIPTION - DICTATION

Transcription is an easy way to start a remote business. There are plenty of gigs on freelance sites to help you gain experience and reviews.

All you need is a computer and decent English language skills. With the rise of video to text content, you'll have plenty of clients to get you started.

Eventually, you can scale this business by hiring other transcriptionists, so you can focus on getting clients.

50. LEAD GENERATION SERVICE

There are no sales without leads. Bringing people in the door or into the online sales process is essential to any business.

Any effective lead generation strategy could be turned into a successful online business. If you've been successful with LinkedIn, Facebook, or Google ads, you could easily find clients to work with.

51. DIRECT SALES / NETWORK MARKETING.

Direct selling is an art and one that can bring companies a lot of extra revenue.

Many companies no longer employ in-house sales teams. Instead, they put interesting leads in contact with commission-based salespeople to close deals.

If you're skilled at sales, you can start an online business in sales.

You can join a network marketing company where you become a promoter and help the company to acquire customers of their services or products and share in their profits.

52. ADVERTISING

Advertising creatives are always in demand — everyone hopes their ads will go viral and get attention.

With a creative mind and some marketing chops, you can create a profitable digital agency. Whether your expertise is digital, print, podcast or video, a digital ad agency gives you the ability to work from anywhere.

53. ILLUSTRATION

It's easier than ever for artists to make money online. Advertisers, content creators, and all sorts of publishers look to the internet to find the original artwork they need.

To get started, you can find commissioned work on freelance sites. As you build up a portfolio, you can create a full-fledged business by showcasing your work on your own website.

54. ONLINE RECRUITING

If you've got experience in HR, online recruiting can be the best business idea for you.

Helping businesses find and hire experienced employees is a valuable service. Specialize in industries where you have worked in the past to leverage your network.

Maybe you have ideas about how the hiring process in your industry could be improved, that will give you a boost in this line of online business.

55. ONLINE RESEARCH

There's never been more content online, and it takes an expert to research it successfully. Some people will complain about the glut of content online, but someone with an entrepreneurial mindset will see this is an opportunity — where there are problems there are opportunities for online business ideas.

Depending on your interest and knowledge, here are some online research business ideas to consider:

- Market research, specializing in your industry.
- Private Investigator research
- Academic research for writers and publishers
- Research for digital content creators

56. TRAVEL CONSULTANCY

If you're the kind of person whose intellectual algorithms work better, start a travel consultancy online business.

This one works well if you specialize in a particular niche. That way, you can establish your authority as an expert in a certain region, or a specific type of travel.

57. CROWDFUNDING CONSULTING

Crowdfunding has become a very popular means of financing projects. But with so many ideas fighting for attention on many online platforms like Indiegogo and Kickstarter, success is far from guaranteed.

Startups need advice on how to launch a successful crowdfunding campaign. This is where you come in as a digital consultant specializing in crowdfunding campaigns.

If you've been instrumental in crowdfunding projects in the past, you can leverage your knowledge with a consultancy business. In fact, Indiegogo has a list of recommended advisors, so you can be sure there is a demand for this service.

58. LIFE COACHING

Sometimes we all need just a bit more help. Who do we turn to? Life Coaches.

If you can help with happiness, career fulfillment, relationships, or financial success, you will never run out of people who need your help.

Using life coaching as an online business model, you can expand your reach beyond your immediate area. Instead of working only with local clients, you can work from anywhere, help more people, and increase your earning potential.

59. BUSINESS COACHING

Similarly to life coaching, business coaching means working with business owners to help them achieve growth and success.

This can be a very lucrative online business idea.

If you're a good communicator with past successes in your industry, consider offering your services as a business coach.

60. DATING COACHING

We all just want a chance at true love, and sometimes that means work. People who are too busy, or don't know where to start, turn to dating coaches for help.

Dating coaches help people put their best foot forward, find a match, and work through the ups and downs of dating. You can make money online as a dating coach in a few different ways:

- Coaching services
- Creating effective profiles for dating sites
- Blogging
- Writing books
- Creating online courses

61. START A GAMING BUSINESS

Can you really make money playing video games? If you're a high-level player and you can put some time into marketing your business, then yes.

62. GIVE ADVISORY ON INVESTMENTS

With the availability of online investment tools online, the personal finance industry is changing.

People still need advice on saving for retirement and making big financial decisions. But financial advisors don't need to work for big investment firms to create a financial planning business.

For a fee, qualified individuals can provide this needed advice, as independent financial advisors — and can work remotely much of the time.

63. START A VOICEOVER ONLINE BUSINESS

Every video needs a voiceover, and so do ads. Between independent production companies, ad agencies, and YouTubers, you can find a huge variety of voice acting gigs on freelance sites.

If you've got a distinctive voice, start an online business providing voiceover services.

You don't need a fancy recording studio. With a decent microphone and basic sound editing skills, you can produce high-quality recordings.

64. START A VIRTUAL INTERIOR DESIGN BUSINESS

Interior designers can start a fully-virtual business using photographs and simulation tools.

Besides making money on interior design fees, there is an opportunity to partner with contractors, furniture and home decor stores and artists.

65. OPEN AN ONLINE JEWELRY STORE

There are several ways to put your eye for jewelry design and style to work in an online business:

- Sell your own designs and products with an e-commerce site.
- Use Etsy to sell handcrafted pieces.
- Source jewelry from manufacturers for a Dropshipping business.
- Set up an Amazon store and use FBA to sell customized jewelry.

66. SELL PRODUCTS ONLINE

With the rise of online shopping, you can sell just about any physical products you can imagine with an online shop.

Natural skin care, handmade toys, fashion, etc.

67. YOGA CLASSES BUSINESS

Yoga, and other wellness activities are a big industry. If you teach classes in these disciplines, you can teach online.

Here are a few ways to scale your online yoga business:

- Start a YouTube channel.
- Sell your classes as an online course.
- Create a blog and make money with affiliate marketing.
- Teach classes on Skillshare.

68. TEACH MUSIC

People who want to learn how to play an instrument but don't have time classes prefer to learn online.

This is good news for music teachers because it enables you to find students and scale your business beyond where you live.

You can sell courses or offer one-on-one coaching sessions — fully remote.

69. PLAN EVENTS

Since event planning involves a ton of research and phone calls, it's a business you could start anywhere.

Depending on your experience and interest, you could consult on wedding planning, private parties, business events, and even corporate retreats.

Just organize everything and leave it to them to have fun.

70. WRITE SPEECHES

A good speech is a work of art, and many people need help with it. Writers with a flair for crafting impactful presentations can start an online service business in speechwriting.

Speechwriting is not just for politics — people work with writers for all kinds of corporate events and personal occasions. Start by looking at freelance sites to see what kind of gigs are in demand.

You can extend this to press releases and other publicity writing, and have a booming online business.

71. PHOTO EDITING

Your first association may be “Instagram influencers,” but many advertisers and businesses need photo editing services.

You could even partner with event or portrait photographers — they do the in-person shoot, and you handle editing and packaging.

72. FREELANCE PAY PER CLICK CONSULTING

(These are PPC ads)

You ever saw those sponsored ads at the top of your Google search results? That’s Pay Per Click (PPC) advertising in action.

It’s a form of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Put simply, it’s a way of buying visits on your site.

If you can master this skill, you can offer the service to other businesses.

73. START A PAID PRIVATE FACEBOOK GROUP

A paid private Facebook group provides you with the chance to create a highly engaged community.

It gives you a place to deliver your content, allows your community members to interact with each other, allows you to limit access to qualified members, and also allows you to moderate and control the group.

Note: If you already have a website and an email list, it's easier to create a paid private Facebook group, but it's not an absolute necessity.

