

Title:

Tips for Starting an Online Business

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Summary:

This article provides advice for people starting an online business

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Article Body:

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The aim of this article is to provide people who are interested in venturing into the online businesses world with my some useful information. In the past I learned the hard way by rushing into online ventures.

There is far more to running an online business than simply having a good business idea, purchasing a name, getting a hosting company and having a website designed. I bet everyone wishes it was that simply.

Below is a step by step guide. (For the aim of this exercise I will take it your business idea and plan are completed).

1. Think long and hard about your domain name, I prefer to use something relevant to the product these are more search engine friendly. For example if your site was about selling businesses I would look to name the site www.business-for-sale.com
2. The next step will be to find a host for your domain; most people use the same company they purchase the domain from.
3. By using free keyword tools find the best 2 or 3 keywords that people are likely to type in a search box when looking for a product you are offering, do not rush this stage, research it extensively.
4. Then to the difficult part, getting the right designer for the job, I have worked with good and bad, I would recommend Dan at <http://www.clarity-media.co.uk> the good thing about Dan is, his company will help and advise you every step of the way. There is more to an online business than simply a good idea and a good looking website,
5. Next is the world of SEO, Search Engine Optimisation. This is basically

the art of getting your site as high up in the rankings on Google/yahoo etc as possible. There are many people willing to take your money with the promise of getting to the first page on a search engine, my advice DO NOT PAY for anything, simply get your designer to help you;

- i. Design a corporate looking site, the correct use of colours/fonts and layout are crucial
- ii. Have the text on the site enriched in keywords
- iii. The meta tags/description etc are all set out properly, a good designer will do this.
- iv. Having a good website is all about adding relevant on theme links and original content DAILY; this can be achieved by having, blogs, forums, resource sections and article sections. Check out my site at www.bizseller4u.com for an example.
- v. Having the legal side taken care of, by this I mean your Terms and Conditions and a Privacy Policy if you are collecting data from visitors. I can recommend Kaltons at <http://www.kaltons.co.uk> not only will Maitland Kalton produce your Terms he will also explain in detail there full meaning.
- vi. Get your site listed on the main directories, this will incur small unavoidable costs, however there are free directories these are available at www.geocities.com/site_vortex/Directories_Indexes_Portals.html
- vii. Post on forums especially the ones that leave a link to your site.
- viii. Finally I would run an Adword campaign with Google.

These things alone will not bring your business success, however it will give you a good start, the rest is simply down to hard work. I was informed yesterday by a successful online businessman that the first 3 years are the worst.

Good luck with your venture, I hope this article will serve to assist people with their ventures.

About the author - Peter Arkwright recently retired from the military, he is now the Managing Director of www.bizseller4u.com
A new portal that allows people to list their Business for Sale

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