



AN ONLINE business is a business that is run via the internet. These businesses may include retailing, outsourcing of services, reselling items of your own, or other people's products, being an infopreneur, and many others.

Finding an online business that you can make money from, may require you to create a website that advertises your business and items, registering yourself on certain websites or forums where you can advertise your services, and finding clients from the huge world of the

internet.

Here are some steps to get you started on your internet business.

- **Choose your focus. Identify your area of expertise. Do you have any information that others will benefit from?**

Write down some keywords that you can use on your website, and check out the demand for your keywords using the many keyword tools available.

Use the info to determine the Google supply (the number of

websites that are built around those keywords) for your keyword list. Determine the profitability of your keywords by using the formula 'demand number/supply number'.

- **Research what people are looking for and buying online by going to different forums, Google Trends, www.ebay.com, www.amazon.com and www.ezinearticles.com.**

Look at their top sellers or articles. Find a niche that looks interesting, and do more research. Think about what and why people are buying things online.

The goal of your research is to come up with a business idea that people are interested in, compared to just starting a business that you want to create.

- **Knowing what you can easily offer people online, and what business you can successfully run and make money from, is one of the first steps in running a successful online business.**

After determining this, you will need to come up with a plan, for the execution of your business idea.

- **Find hosting for your website and register your domain name.**

Your domain will depend on finding the best keywords that describe what solution you provide. You will need to research web hosting and website design, and see if you can do it yourself, or if you need to hire someone. Most hosting is just hosting, and you will need to know how to create a website.

- **Create an online presence. Build a content website which over delivers to your target audience. Remember an Internet user is looking for information, and not sales talk.**

Use your content to show them your expertise. Write your content in such a way that your user stays and browses through your site, instead of hitting

It is fairly straight forward, but it can take some time to implement. It includes a plan for getting backlinks and creating content based on keyword research that you have already done on your business topic.

Create a list of keywords, and plan your pages according to what people are looking for. You will need to learn how to create an optimised website that gets found by the search engines.

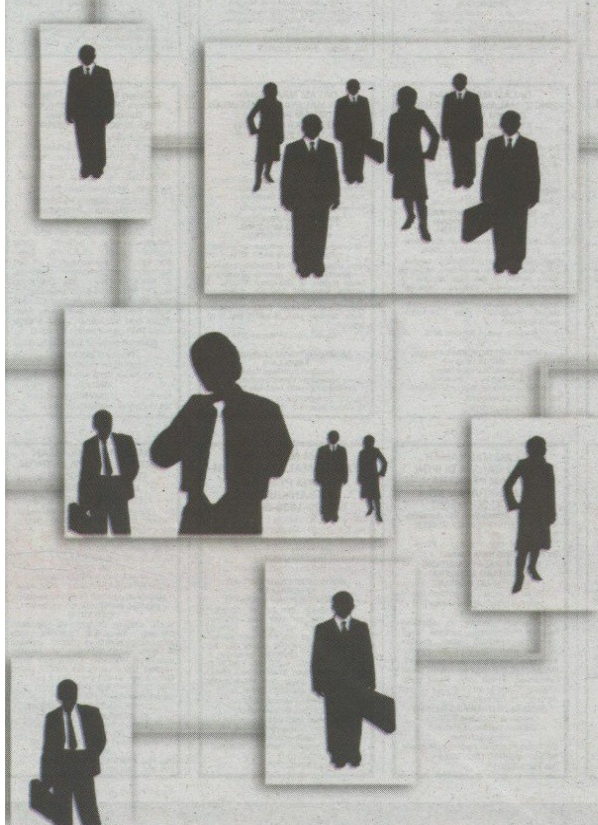
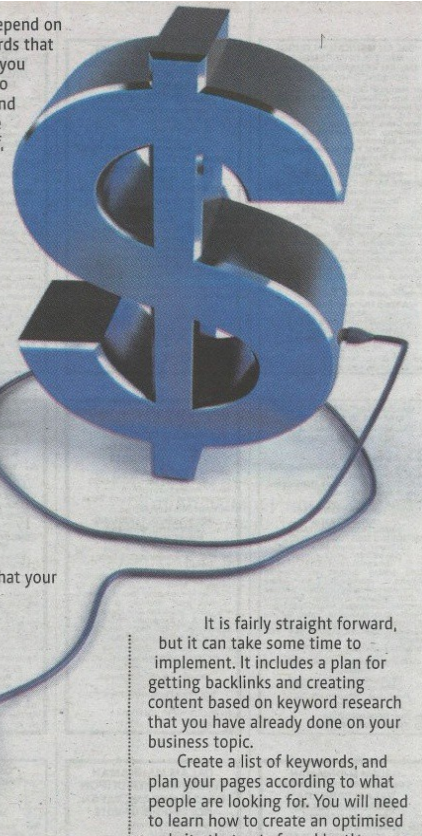
- **Monetise your site. Use Google AdSense or Yahoo Publisher Network on your site to monetise. Follow easy to follow tips given by Google for posting AdSense ads on your site to make you money.**

Find affiliate programmes that are compatible with your business topics, and promote them to your readers.

the 'back' button.

Write just how you talk for the most part. Talk to your user through your content and pre-sell to them the product you want to sell - information product, or your offline business etc. Pre-selling using content builds confidence in your user.

- **Learn what it takes to get the website found by the search engines and how to get traffic to it.**



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