

# How to Start an Online Business in 8 Easy Steps

**Date:** June 29, 2010 1:04 PM

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**Tags:** [blogging](#), [domains](#), [google](#), [internet marketing](#), [online business](#), [page rank](#), [search engine optimization](#), [web development](#)

**Permalink:** <http://bit.ly/aCGzc7>

Business is evolving. In the current business world, you may be able to survive with just a simple brick and mortar location, but you won't be able to expand your reach. The most important "next step" to take for your business, is to jump into the online business world. Build an [internet marketing strategy](#) that works for you.

Follow these 8 steps to start your online business today.

## Step 1. Pick your Product

The smartest idea is to sell a unique product you yourself own or have made. That way you have more control over the distribution, trademarks, patents, or copyrights. If not, be sure to research the most reliable wholesalers available.

Research your target market and have a clear understanding of what your consumers are looking for.

## Step 2. Purchase your Domain

You want your URL to be simple, descriptive, and easy to find. If possible, make it the exact same name as your business. [Search engines](#) generally rank .com sites higher than .org or .net, if possible, purchase all three domain names and redirect the .org and .net pages to your .com site.

Pay for a 5 year reservation because search engines rank websites that have been or are going to be around for a long period of time. Fly-by-night sites are not ranked very positively.

## Step 3. Build your Website

There are three very important rules to abide by when creating a website. In web development, your website must:

- Be easy to navigate - keep your information simple, deliberate, and consistent
- Have a call to action - use a Contact Us forum, a shopping cart, or membership subscriptions
- Use [Search Engine Optimization](#) - the use of specific keywords to rank your site higher up on search engines

#### **Step 4. Online Purchases**

The fastest and easiest way to set up an online payment program is to use Pay Pal. Any individual with an email address can securely and easily send and receive payments online. Pay Pal has a well-known reputation of having a solid fraud prevention system.

#### **Step 5. Use Search Engine Optimization**

Use [Google Adwords](#) or other keyword testing programs to see what kind of results you might get on search engines. [Google](#) your own company or product and see what kind of words show up the most often. By using keywords throughout your website, you better your chance of increasing visibility and traffic.

#### **Step 6. Start Blogging**

Blogging is a great way to insert useful keywords and [backlinks](#). It is also a fantastic way to disseminate information to your viewers and interact with people online. It is a social media marketing strategy that is sure to see results.

#### **Step 7. Start you Affiliate Program**

By enlisting other website owners to promote your products, you expand your market reach. You will pay your affiliates a commission for converted sales, but it's just another great internet marketing strategy to utilize.

#### **Step 8. Your Website Statistics**

Pay attention to which keywords visitors are using in their search engines, which pages your visitors spend the most time on, and how often your visitors are converted into customers.

After completing these 8 steps you are well on your way to succeeding in your [online business!](#)

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