

6 Steps to Your Online Business Success

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Having an online business is critical to your success as an entrepreneur. More and more people are turning to the Internet to find information about products, services, prices, and reviews. Engage online and learn how having a productive website for your business can increase your revenue and customer loyalty. Build an [internet marketing strategy](#) that works for you.

Here are 6 tips to help your online business succeed.

Step 1. Sell a Solid Product

The best choice in terms of picking a product to sell is something you 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. Buying wholesale from reliable companies is critical for your business success.

[Research your target market](#) and have a clear understanding of what your consumers are looking for.

Step 2. Buy your Domain Name

In order to appear higher up on search engines, your URL should 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.

Having an effective URL will automatically boost your [Search Engine Optimization](#).

Step 3. Create your Website

Keep things simple, concise, and easy to navigate. Use [social media marketing](#) by having a [Social Media Platform](#) in order to market your business at an affordable cost and interact with your customers. Use relevant keywords and backlinks to help with your Search Engine Optimization.

Step 4. E-Commerce

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

Relevant keywords are critical for your Search Engine Optimization, or your page rank within search engines. Try [Google Adwords](#) or other keyword testing programs to see what kind of results you might get on search engines with the keywords you have in mind. Google your own company or product and see what kind of words show up the most often.

Step 6. Have a Blog

Blogging is one of the best ways to drive traffic to your site. By blogging, you can insert useful keywords and backlinks. It is a [social media marketing strategy](#) that is sure to see results.
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