Guide to a Profitable Website

Disclaimer

There are different reasons that people put websites online. The purpose of this guide is to give you an overview and some specific actionable steps that you can take to move you in the direction of making a profit online. This guide will focus on steps, stategies, and tactics that are used to make a profit on websites. Results are not guaranteed. You may follow all of the steps, spend some money, and not make any money in return. I have employed many of these steps on different sites and have made money on some and not made money on others.

There are links in this book that link out to services and products that I suggest. I receive an affiliate commission if you purchase from one of these companies.

"The journey of a thousand miles begins with a single step." -Lao-tzu

The first step, web hosting

If you want to have a profitable website, you first need a place to create that website. A website must be hosted a web hosting company. There are many different web hosting companies out there and you can choose anyone that you like. Some are better than others. The best thing you can do is read the reviews about a web host before you decide. The company I use for passiveincometeacher.com is bluehost.com. I have found there support to be really good.

Domain name registration

You need to register a domain name. This will be the name of your website. You can use any name, but you may want to consider the search engine ranking benefits of having a domain name with specific keywords in it. I will talk more about exact match domain names in the section on keyword research. Some webhosting companies give you the first year of domain registration free when you sign up; bluehost.com gives you the first year of domain name registration free.

Building the site

I used to build all of my sites manually. Now I use Wordpress. It is a fully functional, scalable, and extendable content management system. What that basically means is you can use it to make almost any kind of website you want. It is free and many web host companies have scripts that you can run to install it, but not all companies. One company I use requires me to manually install Wordpress. Check out my video on installing Wordpress in less than a minute.

Choose a niche

To have a profitable website, you have to narrow the focus of the website, which is called a niche. There are many niches that you can build a site about. You will find that almost all niches already have websites that focus on them. Do not be discouranged by the competition. The most profitable markets have the most competition. You need to decide on how you will stand out amoung them.

Look for a subject that you can create enough content in to get noticed. Make sure that there is enough search traffic or that you can find an audience somewhere on the web like a social community. Be sure that you can find products to promote or advertising that can make you money.

Keyword Research

One of the best ways to ensure you are choosing a good niche is to do keyword research. Keyword research will tell you how many people are searching for specific terms, when they are searching, how much advertisers are paying for online ads, and how many advertisers are competing for the keywords.

I use the Google Keyword Tool to do most of my research. I always look for keyword data before I start a site. This helps me find an exact match domain name and verifiy that there are enough searches, advertisers, and money to make me money in the particular niche.

Content Creation

Your content is one of the most important things you will do in creating a profitable website. You have to have good content if you want people to come to your site and stay. The long they stay, the better the chance they will take the necessary action to bring you a profit.

One of the best ways to get captive the searchers and turn them into readers is to tell personal stories that entertain and educate. If you look at a lot of what you like to watch and read, you will see that many have these qualities. I have personally seen my traffic and time on site per visitor drastically increase when I started teaching by example with personal stories.

Also, make you content worth reading. If you just put up brief information about a topic and never go deep into it, people will not like it and neither will search engines.

Ways to make money on your website

There are a few ways to make money on your website. Some are easier than others.

- Ad networks
- Direct ads
- Lead generation
- Affiliate promotion
- Direct product sales

Marketing and promotion

If you build a website and do nothing to promote it, you will not have much success. There are many different ways to promote your site. Some of the most populare ways are listed below.

- Article Marketing
- Social Networking
- Commenting on Blogs
- Forum Marketing
- Bookmarking
- Rss Syndication
- Contest
- Giveaways

Conclusion

Making a profit on your website is possible. Work hard to understand how the process works and where money can be made. I hope that this guide has helped to point you in the right direction. If you would like to learn more details about the subjects presented in this guide, visit me at passiveincometeacher.com. I write regularly about building profitable websites and I am sure you find a wealth of information to help you.