



Build Your Own Web Site And, Make Money From It Within a Matter of Minutes!

Produced by Browzer Books
Printed in electronic format
by Tale Wins.

No matter what anyone tells you,
the first step you need to take
if you want to set up your business's website
is to first determine the goal,
to see the products you want to sell.

Virtually anything can be sold off the Internet, but --
Since only 1% of the people that come to my web site already have
products to sell let's give you several sources to pick and choose
from.

[Commission Junction](#). I don't like them but they've been in business
almost as long as I have.

[Kontera](#) [Google](#) [Click Bank](#) [The Affiliates Directory](#)
[SureFireWealth](#) [Unselfish Salesman](#) [PLR Wholesaler](#)

Kontera and Google are perfect for writers. You put up the content
and let them put up the products. That's the good news. The bad
news is that you'll need 2 or 3 tons of traffic delivered to your door
every day if you are to make any money with general writing.

The bottom row will smother you with products to sell, most of which
you keep 100% of the sales price in your own pocket. Yeah, I know.
That is impossible, but wait until you are old before telling them.

Speaking of free.. This book is free to give away to all your friends
and neighbors. If you want to make some money when you give this
book away, [Send me a message](#) with your email address in it. Tell me
which book you're looking at (build a web site).

I'll give you one whole page the same size as this one, inside this
book. All I ask of you is to keep the copy clean.. no porn, no
profanity. Because there are more steps involved for those who are
looking to make an online business from scratch, we will start at the
beginning. Your first step when creating a business website is to
brainstorm what it is exactly that you want your business to provide.

1. **Get Your Own** [Domain Name](#)
2. **Find a** [Good Web Host](#)
3. **Put up** [your web site](#)

Step 1: Choose your domain name with care. You will want a domain name that means something or at least tell people what to expect. Then [register it](#) so nobody can steal it from you.

Step 2: Most hosts today are pretty good and most of them are also fairly inexpensive. Just make sure that the host you do choose has cpanel and that cpanel has either Fantastico or Simple Scripts. [HostMonster](#) is my own choice.

Step 3: Once you have your domain host secured, go back to where you registered your [domain name](#), and point it to your new host. What you want to change there is the DNS to your host. Both your host and your domain name registrar will be glad to help you.

If you are completely new to the Internet, then it would be a good idea to launch a **[WordPress Blog](#)**. With WordPress you can grow your web site into a unique site as big and beautiful as you care to make it.

Some of these sites are so well crafted that you would never ever guess you are looking at a blog. So, Let's Learn how you can turn a WordPress Blog into a beautiful web site.

Simple blogs are as easy to make as following some simple directions at the host -- The more outstanding blogs aren't that much harder, **once you know how to smooth out a simple blog.**

Before you finish reading this page I will give you almost everything you need to build your own, [BEAUTIFUL](#) web site that perfectly matches your needs and moods.

Bonus, Bonus, Bonus: [This Video](#) reveals how to make your own header. Making your own header means you can produce as many different themes as you have a mind to. Let's say your main theme is GARDENING. Give it a Grande Mal name.. maybe Gardenias Del Sol.

Now, rather than crowd everything you know about this subject into one blog, use your blog poster to make a satellite blog for each subject you have and link them together from your Grande Mal blog. Continuing our garden theme you could make one for Okra, one for peas, one for corn, one for squash, etc. and yes, have all of these blogs on the same domain – as long as they fit your “garden” theme.

Do I mean you have to fill this whole thing up at once? **NO!**
Absolutely Not! If you want to write about okra today, have at it. Maybe work on squash tomorrow. You're the boss here; you do what you want to. Another thing, you don't have to do any of the writing yourself unless you just want to.

The 3 best ways to get content are:

1. Have someone write it for you.
2. Use PLR for a launch pad and write your own.
3. Haul in informative articles from article directories.

I won't even put pen to paper for less than \$5 but there are starving authors out there that will write 500 word articles for \$5. and let you put your name on them as if you wrote them yourself. Right off the top of my head I'd say look for good writers on [elance](#). **Warriors** is another source of good authors, but you have to kind of hunt for them. However, that is also the world's best kind of help for anyone wanting to sell something on the web.

PLR stands for private label rights. This is material that you can rewrite and put your name on it as the author or writer. You can also leave the author's name blank, or use a series of pen names. Here is a [whole potful of free articles](#) to get you started off right.

[Article Directories](#) are a great source of various producers. Some have tens of thousands in stock that you can pick and choose from. The trick here is to only pick great articles and several good authors to work with because any more, dinky little 200 word articles are the norm. But some are 1,200 word, GREAT.

Okay, you've seen the potential.. how do you make your own blogs. This is so easy you'll miss it if you blink...

[Get a domain host that offers cpanel.](#) If you aren't sure, just ask.

Cpanel offers either FANTASTICOS, or SIMPLESCRIPTS and sometimes both. I prefer simple scripts. Open either one. And look for WORDPRESS.

INSTALLATION: Remember, we are still with the garden theme. Install your primary on the first level of your domain. This is easy because the script wants to be on the first level. Now, install all your other blogs on your second level, Name each one what you will focus on, sweepeas, okra, corn, etc. Here's how your customers will see your web site.. Your first level will be "<http://www.gardenias.com/>" and "<http://www.gardenias.com/okra/>" for the second level. Corn, sweetpeas, etc will all be on your second level. "All?" Yes. All.

There is no limit to how many blogs you can put on the second level. There is no limit to how many blogs you can put under each of the blogs you have on the second level. In other words, you could have gardenias.com/corn/spring / */corn/summer/corn/fall/ and anything else you needed.

What about links, how can I link them together? WHERE determines HOW. So, let's go to WHERE first. Let's also start out at the top level first.

Your first page is automatically set to be <http://www.gardenias.com/> with nothing else needed. (change "gardenias.com" to your actual domain name) Give that address to friends and they can find your site. IF you were going to put that link inside another page you would use a place-setter name – maybe **MY GARDEN**. Highlight the name and choose the "chain" part of CHAIN -- UNCHAIN in your New Post page of your blog. Type in the address and it creates a link for you.

To put links that more or less stay there, open your administration window, and go to SETTINGS. From there, choose LINKS. Add as

many links as you want to. The beauty of this is, once you get going these links will come up with every page the reader asks for.

Now, for the best part about blogging. Every time you put up an original post search engines will rush in to spider it. Even Yahoo gets in on the act and it used to charge big bucks to even consider sniffing at strange web sites.

There are literally so many thousands upon thousands of [beautiful blog layouts](#) that your future may be blighted by the very plethora of free options, opportunities and permutations available to you.

Starting any kind of a blog will put you on the web, and it will very quickly give you a glimmer of what kind of response can be expected from the public. Only after you find a gold nugget or two will you need to put up a "real" web site with bells and whistles on all four sides.

Even better -- there are literally hundreds of places that welcome you to start a blog -- **for free** -- on their platform.

[Blogger.com](#) for example, will help you get set up in business in less than half an hour. Google has a free advertising project going now that will throw web doors open wide for your benefit. Then there are STORES and shops all over the place, like the sales blocks created by Yahoo that will help you market right to real customers that it provides.

Some of the very best tools are: FREE! First, Let's get you moving towards a bigger bank account with your name on it, from a little blog.. Putting up a blog can drive hordes of customers your way in a matter of minutes.

- 1.You can start your own blog at [bloggerdotcom](#), **Or**, you can create an account at some other place [that lets you create a blog](#).
- 2.[Making Money With Your Own Blog](#) This 40 page book by Lin Stone could be your Open Sesame to a pot of gold. Even if you are already blogging this could well be a great download for you.

3. After you get your feet wet -- once you understand how to blog -- then -- and only then, do you want to start [your own web site](#). Use the very same program that Tale Wins uses. It's simple, easy to understand and works fairly well.
4. You can also add your material to someone else's web site. [Tale Wins](#), for example, offers to put your family-safe material up for you at no charge. You can add affiliate links throughout your post -- and ads too -- at no charge. Tale Wins also offers you a [place to post your own stories just so people can read what you write](#).
5. Lin Stone makes [Unique Word Press blog themes](#) to help others coin the money from.
6. If you are serious about wanting to promote your website on the Internet, then driving traffic there via the forums already available is [the power driving option](#) for you. These forums are easy to join and require no additional monetary deposit to be a member. Moreover, these forums are a storehouse of information and they are accessible to anyone, therefore -- these forums are an ideal way to go about advertising your web site.
7. The safest, fastest web page maker available online is KOMPOZER. At this time it is still FREE. I just tested Version .8 and it is easy to learn -- if you already know how to use a word processor. If you don't.. then this is still the one to start with. Go to [my software page](#) so you can see a dozen more free tools that are a necessity for beginners, and free.
8. Here is an absolutely free gift -- access this free book: <http://www.talewins.com/fastshun/Wordpress.pdf> If that does the trick for you there is no need of coming back. I have spent hard, professional hours into writing that book so you can pick it up and build your own site at once. But, if you do need more help, just keep on reading.



Turn your articles into INSTANT VIDEOS

And, TURN your web site
into a real traffic grabber!

If you aren't sure what to write about
I will **GIVE you** Five Subjects
that are **Always** POPULAR!

A sales or retail website will look different than a marketing website which will look different than an informational website, and they will all look different than a web application. Your primary concern should be to first determine a genre for your business's website. Everything else will fall into place once you have the basic ideas laid out for your site.

Each type of business site has its own pros and cons. For example, a sales or retail website will have a lot of pictures, sporadic text that is mostly used to describe each product you are selling in a sentence or two, and a shopping cart.

These sites feature easy navigation and are very user friendly, but they are more difficult to get recognized by search engines and normally do not take advantage of advertising. Affiliate programs can be used, however, for extra traffic.

On the other hand, a marketing website is designed to sell one product and one product only. You've probably seen a number of marketing websites attempting to sell you get rich quick schemes, web content, and handy Photoshop plug-ins to make web design easier.

These sites are the easiest to design and build, feature mostly text with a few images interspersed, and contain a simple "Buy Now" button. They are designed around one product and one product only, making them optimized for search engines and perfectly positioned to make money through advertising and affiliate programs.

The informational business website is next. These are sites designed to inform about a business, but not necessarily sell anything directly. Think of some of the biggest companies in the world: Sony, Motorola, Canon, Toyota, Chevrolet, etc. While you can buy items on some of their corporate websites, they are primarily designed to inform the consumer.

By informing the consumer about your brand or store, you can help get the word out about your products and increase your sales dramatically. These websites, while they can work for anyone who has a well-defined product to sell, are better for companies and small businesses that have a nationwide presence.

In other words, it is not a good idea to make an informational website for your local business when you will only get a few site visitors a month - if that. Do not confuse these informational websites with AdSense Sites. The two are distinct.

Finally, if you really want to make a name for yourself on the Internet, you can consider taking a route that few dare to tread. You could create a web-based application that functions like a traditional program, but is located on the internet. These programs can often

give you a channel to make a significant amount of money, provided that people find the applications you create useful.

However, they do require a lot of perseverance, a very original idea, and a good team of programmers who want the product to succeed. While a web application based business is a fantastic way to make a lot of money, it is not recommended for those who are new to the business arena.

Now that you know the four basic types of business websites, it is up to you to choose the one that will most work for your goals. You do not, and should not, decide right now which type of site is the best for you.

Take your time, do some research, and make sure that you talk everything through with your business partners and/or your immediate family members who may be counting on you to make the right decision. When you have a general idea of which type of business website you want to construct, and what product(s) you want to sell, you can move on to step two.

Section Two: Do You Really Need Your Own Business Website?

If you want to sell items using the internet, you may not even need your own business website. There are a number of places where you can go if you want your products to reach the masses - but you do not want to deal with the time and money expenditures that building a business website will entail.

These different options could save you ample time in getting your business up and running quickly. Then, if you decide that your business has become profitable enough, you can take your sales to your own website and retain all of the profits.

The most common third party company to use when peddling your wares is eBay. By using the online auction powerhouse, many people have found it fantastically easy to make quite a bit of money. However, selling items on eBay does not come cheap, as the company

does charge quite a bit of money for each completed transaction. Do not despair, as you can still find it incredibly easy to set up your business and sell your products using an eBay store.

Setting up your eBay storefront is no more difficult than simply creating an account with the online marketplace. Although it is not good practice, you will have to also give some financial information to eBay when you sign up, so it is a good idea to dedicate a bank account, a credit card, or a Paypal account to eBay. Treat your eBay store like a business and it will be easier to keep track of all of your transactions.

You can start selling immediately with eBay. Just choose an item you want to list and place it on eBay. Aside from the tools that eBay gives you just for being a member, there are a number of fancy listing tools available for low prices for all operating systems. Some of them are even free. No matter the cost, if you want your eBay store to look professional, you will want to invest in one of these third party selling tools.

While eBay is easy to use and a very effective way of getting your products to a marketplace of millions from around the world, there are a few drawbacks. eBay takes its cut on every sale you make. You will have to pay listing fees and selling fees as well as Paypal fees on purchases people make through the financial service. This can add up over time, so while eBay is a great place to get your business started, it is not recommended that you stick with eBay as your sole source of income for longer than a year or two.

If eBay does not sound like it would be the proper marketplace for your products, you may want to consider teaming up with retail giant Amazon.com. There are two ways to use Amazon to your advantage - selling your used items in an eBay style manner or creating your own WebStore on Amazon. You should decide which method to use based on your predicted sales volume as well as how much of a reputation you want to establish for yourself.

Selling one product at a time on Amazon can make you some money, but it is not exactly an online business website. If you want to go full

bore and make as much profit as you can, then the Amazon WebStore is what you should focus your attention towards. The Amazon WebStore affiliation will allow you to sell your products right alongside of Amazon's products, allowing you to sell your goods to over sixty million potential customers.

Just like setting up a store with eBay, an Amazon WebStore is a cakewalk compared to designing your own business website. But there are monetary drawbacks involved as well--drawbacks that may deter you from engaging in a financial partnership with the retail giant.

While you can build your own Amazon WebStore using Amazon's easy to use storefront designer, it will cost you sixty dollars per month in hosting fees plus seven percent of each sale goes into Amazon's pocket.

All in all, if you think you can move enough merchandise on Amazon's site, this is really the business alternative that you should consider. It offers roughly the same exposure as eBay and slaps you with far less fees so that you can make more profit.

Finally, if you are considering marketing or publishing as an online business, you may want to take a look at what Lulu.com has to offer. As the leader in online self publishing and all things print, Lulu is the place to go if you are attempting to make your fortune with art or the written word.

From calendars to books to music, if it is artsy, it's on Lulu. All you have to do is come up with a creative idea, get Lulu to produce it, and then you get some profits based on what sells on their site. You can even take your published works to an Amazon or eBay store for even more exposure.

While the market at Lulu is limited, it is the best place to get discovered if you are willing to put in the time and effort to write a book, create some art, or even record a song. Even if you are not into making one of these activities into a full on business, Lulu provides you with a great way to make some money on your hobbies.

Like photography? Make a calendar. Have an opinion on the presidential candidates? Write a short book and have Lulu publish it. Play in a garage band? Record your songs and Lulu will sell your CD for you.

Although there are plenty of other programs that you can enroll in if you are looking to establish an online business without making your website right away, the above listed companies offer three of the largest resources for you to start selling right away. Their fees are affordable, their web traffic is huge.

They can offer you everything you want about an online store except for your own domain name and full control over your profits. If you want to be completely in charge of your business, you need to create your own business website.

Section Three: Designing Your Business Website

At this point, you should have an idea of what you want your website to be and what you will be selling on your website. Most of you will have chosen to make a sales, retail, or marketing website, so the rest of this article will be dedicated to those who decided to go in that direction.

The rest of you, consider investing in a high quality web designer and an even higher quality web developer - you will need all of the help you can get in making your own web application or informational business website.

Designing a website is actually a very simple process, even if you have never done such a project in the past. You really have two choices at this point, as far as the website design is concerned. Build the site yourself or hire someone else to do the heavy lifting for you.

Obviously, building the site from scratch by yourself is going to be the more cost effective solution, but if you have no prior experience or you need your website up as soon as possible, hiring a professional

may be your better option. No matter which route you take, there are a few tips that you need to consider if you want to make sure that your website looks exactly as you want it to.

Whether you are building your business website yourself or if you have hired someone to do it, you need to make a rough template for how you want your site to look. If design is not your thing, there are plenty of resources out there that can help you get started. Take a look at websites like [CSS Beauty](#), [Design Snack](#), and [Smashing Magazine](#) for all of the inspiration that you could ever possibly need. These sites highlight some of the best in web design and are perfect for anyone who is having a difficult time coming up with some ideas.

When you have settled on a basic web design for your business website, you need to come up with a color scheme that would work well with what you're trying to accomplish. A sales website, for example, will make use of a lot of whitespace and only a basic palette of three or four colors so as not to be too hard on the viewer's eyes.

On the other hand, a marketing website will use big blocks of text with highlighted words here and there, often making use of brilliant colors like reds, blues, and yellows to attract the reader's eye to important points. If you are having trouble coming up with colors, check out sites like [ColorBlender](#) and [colordb](#) to help you choose the perfect palette for your site.

Once the basic template and the color scheme have been decided on, you need to make the decision to build your site yourself or hire someone else to do it. If you hire someone, all you have to do is pay them the appropriate amount and submit your early designs and color choices.

The web designers will do the rest and you'll pay them the full amount on completion of the project. Go ahead and skip to Step Three if you are planning to take the web designer route. Those of you, who want to go it alone, keep reading.

Section Four – Part II: Designing Your Own Website

Although designing your own website is not the most difficult thing you will ever do, it is fairly time consuming. However, when you have finished with the design, you will have a great feeling about yourself - that you actually created something yourself, something that you can be proud of, something that will hopefully make you a lot of money in the long term.

Since you already have your template sketched out and your color palette chosen, the only prep work that you need before you get started on your site's design is to download the necessary tools that will help you along the way.

You will need an image editor for creating the pictures for the site, a "What You See Is What You Get" site editor to design the website, and a text editor to modify the code as you see fit. If you've got the money, purchase a copy of the Adobe CS3 Web Design package which contains Photoshop, Dreamweaver and a bunch of other useful program.

Otherwise, for image editing, consider using the GIMP or Paint.NET on Linux or Windows, respectively, or Pixelmator on Mac OS X. Use KompoZer as a free WYSIWYG editor on Linux or Windows. Finally, consider using a text editor like Notepad ++ for Windows or TextMate for Mac OS X. Also, download an FTP client like FileZilla so that you can easily upload your site to a server when everything is completed.

Even though the tools will help you quite a bit on your quest to code your own business website, they will not be able to do all of the work for you. You still have to put in quite a bit of input, and it helps if you have some kind of reference material to guide you.

So, your best bet is to look up as much information online as you possibly can. Read tutorials and guides that can help you learn XHTML for coding the site's framework, CSS for giving the site some style, PHP for some of the site's functions, and JavaScript for the site's inner workings and other various functions.

It may take a week, it may take a month, but when your website is finally finished, you should use your FTP client to upload it to a server and make sure that it works perfectly well.

Also, at this time, it is of the utmost importance that you check your website in a variety of web browsers, including Firefox, Internet Explorer (6 and 7), and Safari. All web browsers display pages differently, so you want to be sure that your site looks just as good in IE as it does in Firefox and Safari.

Section Five: How to Take Advantage of Advertising to Find Traffic and Make Extra Money

Advertising is a great way to make money online. It does have its drawbacks, however. The main problem with advertising, especially if your internet business is merchandise related, is that you end up cheapening your store, making it look untrustworthy and making you look as though you are more interested in making money than selling high quality goods that your customers would want to purchase.

For this reason and this reason alone, it is a good idea to not use ads on retail, sales, or marketing website where you are trying to gain a potential customer's trust so that they will stay with you long enough to make a purchase. After all, if you have a successful store, you will be able to make more than enough money and advertisements on your site will not be of any real value to you.

However, there is one way that you can take advantage of advertising and turn advertisements to your advantage. Instead of placing ads on your site, you should instead contact advertising sites, blogs, and other informational websites in your chosen niche.

By contacting advertising sites like Google Adwords, for example, you can arrange to have your advertisements displayed on websites around the globe. It can add up to be costly, but it is a very effective way of getting your name out. And any one click could be a sale.

Alternatively, if you contact blogs or other informational websites, you can see if they offer advertising space. Buying advertising space on a site in your chosen niche can bring in a lot of traffic, but it can also be costly depending on who you do business with. For example, an ad on a big name blog may cost thousands of dollars a month while an ad on a smaller, less developed site may only be a few dollars a week.

The best way to take advantage of advertising on other sites to increase your traffic is to set aside a particular budget each month for how much you want to spend for advertising. Keep this budget at a set amount for several months and see how far you can make your money go. If you are not seeing any results with your advertisements, then move on to another advertiser or up the amount you are spending.

The important things to look for are high click through and conversion rates. Are people clicking on your ads? Are those ads converting to sales? Just because thousands of people see your ads does not mean that you are making any money. Find your weakest advertisers and move on to something that will give you more bang for your buck.

If you find that you are uncomfortable in dealing with blog and website owners, you should consider finding advertising space with the big corporations. Google, MSN, Yahoo!, and a variety of other big name companies all offer advertising in some way or another. You pay their fees in either a pay per click or a pay per impression manner and your ads are hosted on websites across the globe. Advertising with one of these big companies is sure to net you a good amount of traffic, but the conversion rate may be somewhat low at first. Try upping your budget if you're not noticing any big sales from AdWords, et al, visitors and try as hard as you can to get the best keywords for your niche. Don't cheap out and you won't lose out on customers.

But what if you want to design a business website without actually selling anything? There are millions of people doing just that: selling advertising space instead of any real product. Just look at sites like LifeHacker, TechCrunch, and ICanHasCheezburger. These are sites that are making a fortune on advertising revenue alone. They're not

selling any products, just web space that is viewed by thousands of people every day.

All it takes is a great idea, the desire to work hard to build your advertising site from scratch, and quite a bit of persistence. This is not an overnight type of deal, you really have to work to make a lot of money through advertising, so be sure that you know exactly what you are getting into before you begin the process of making your own ad funded website.

When you are sure that this is the direction that you want your business to go, you need to decide what kind of ad based website you want to make. Blogs, while the most popular, are not the only way to make money through advertising. You could run a news website or some kind of site that provides a service to your users. Those are just two of the hundreds of different options available for someone who is looking to make it rich through advertising.

Making it big through advertisements is not based on just a good idea, though; you have to execute it properly as well. You need a good, easy to read web design. You need to make sure that your ads blend seamlessly with the overall design of your website.

You need to have good server space that will not go down on you during even the slightest load. You need to be dedicated to your project. Eat while working on it, drink while working on it, and dream about it when you sleep. Only then can you hope to play with the big boys and really get your name out there in the advertising world.

To make your site profitable, you will have to bring in tens of thousands of people each day. A daunting task, but if you dedicate yourself to your goal and you work towards it every day, it will eventually happen for you.

Section Six: How to Optimize Your Site for Search Engine Traffic

Search Engines can bring a flurry of traffic fluttering your way. Unfortunately, most major search engines are so tough to get into

that it feels like they work harder at keeping you out than they do at getting you listed. So, before you rush into this getting listed business, let me caution you a few words of search engine wisdom. There are two basic ways of submitting a URL for listing in a search engine.

1. is to go to each one to manually submit your page.

2. is to let a bulk submitter do it for you.

#1 gets you in there sure shot, right where you think you should be listed. Within 6 months at the most, you'll be dragging in all the business that each search engine **thinks you deserve**. That's good.

#2 letting a bulk submitter or someone, or some thing, do your submission work for you is a whole lot more convenient and less work on you.

"Which way is best?" #1, and #2.

Let me explain: If you have less than 10 pages, take the time to do a manual submit, shooting for the absolute best linkage connection you can make for each page.

If you have more than 10 pages, you will want to only pick out your BEST TEN pages, and submit them manually! These are the ones that already generate TRAFFIC for you. Therefore they are doing something right and therefore they will rank higher on your search engine pages. Because these are your kingpins, they are the ones that will make things happen. These are the most important pages you have and it is vitally necessary that you get them listed.

From each one of these ten pages you want to create links to at least one other page on your web site and preferably -- **three other pages**. Now, when I go look at someone's web page that says they are linking to other pages on their site this way -- "but I'm not getting any action," invariably I find they are doing it wrong. Their links are all; "Click HERE for some kind of, Gee, I don't know. But click anyway

They have just done joined the race to claim top ranking for the term "**Click HERE**." I will tell you here and now that Adobe Acrobat has that term sewed up already. I really don't think you'll have much luck shoving Adobe out of first place for that term. B U T ---- if you want to try it, have at it.

You really need to quit using the term **Click HERE** to tell people where to click. Pick out some text that tells your surfers WHY they should click this particular link. At least do it something like: "Click HERE to increase your page rank!" Okay, the best you can do is all you can do. But if you will think calmly for a moment or so you might can come up with something like: Click HERE and "Let me help you increase your page rank."



Now that you have finished the top two ways of getting listed in the search engines, let me introduce you to MY favorite tool ... **Blogs**.

Blogs can get your pages listed on search engines in less than an hour most of the time and in less than ten days after that first flush..

It is best to start your own blog, either on BLOGGER.COM or on your own web site. Don't rush off yet. Creating blogs and keeping them filled up is hard work.

Let's make it easier.

Use someone else's blog. Your best luck will be with the NEW MEMBERS list on the right. Go to their blog, and make a comment. In your signature, leave a link back to your web site.

If you investigate the OLD members you will find thousands and thousands of web sites to leave a comment on.

Please, I'm giving you this wonderful tool for free; for my sake, leave a HELPFUL AND MEANINGFUL comment behind. The better your comment is, the longer it will remain up and working for you. You should be able to place 106 meaningful comments per hour.

You can also create your own blogs.

Place your best ads on the right: [Basic Auto Insurance Information](#)
* [How To Buy Good Car Insurance](#) * [Your State's Car Insurance Guidelines](#) * [Selecting The Best Car Insurance For YOU](#) * [The Rewards Of Being A Good Driver](#) * [How To Get Great SUV rates](#) * [Tackling Terrific Truck Insurance](#) * [Saving Gobs Of Money On New Insurance For Used Cars](#) * [Protect Your Antique Auto With Classic Car Insurance](#) * [Finding The True Cost Of Your Auto Insurance](#) * [Improve Your Insurance Premiums by Improving Your Safe Driving Habits](#) * [Drive A Better Insurance Bargain](#) * [No Fault Car Insurance Honesty](#) * [Canceled Car Insurance Fixes](#) * [Risk Factors](#) * etc..

Not only do I have customers using those links... I have search engines going to those links -- and most of those links lead to pages with more links rippling out through my entire web sites. Yes, plural. SITES. Links on top of links, on top of links. With every post, with every comment, the search engines come looking again.

The way I have it set up you can have a blog up in about 30 minutes AND be posting posts and pages.

Have you already been spidered? Go to your favorite search engine and type allinurl:change this to yourwebsite.com into your search box. For example.. allinurl:talewins.com

Site Maps **Boon or Bust?**

Let's do some good news now. Yahoo, like Google, now allows you to submit your Sitemap. Yahoo's version, a text file that contains a list of your site's URLs, is a simplified version of Google Sitemaps. Your Sitemap text file for Yahoo should be located at the "root level" of your Web site. That's right! You can get every page of your site listed in Yahoo in less than 10 days!

Best of all, This New FREE service is yours direct from Yahoo. Details are yours FOR FREE from this friendly site: <http://www.webmasterautomation.com/blog/>

Now maybe some bad news. It depends on how many pages you end up with on your web site. If you have less than 100 pages on your site, my advice is to use a site map. If you start edging over the 100 page mark you will want to consider the work you are getting yourself into. Maybe you can't imagine having more than 100 pages at this point. Back in the winter of 1996 I started out with one page, In the first week of 1997 I had three pages, then six. Now I have over 5,000 pages just on this domain alone. On another domain I had over 17,000 pages, but it was just flat too much work so I dismembered it. But I do still have four other domains besides this one. Yes, they are all pretty good sized.

Naturally I need my site maps built for me by mechanical means, and that can get expensive. So, let me give you the advantage of my 20/20 hindsight... I would have been a whole lot better off if I had never heard how good site maps are.

Before I ever heard of site maps I ranked in the top ten on Google with over 500 of my pages. Six, seven months after I put up a site map I was down to less than 70 in that grouping. Why? Because I did not maintain or monitor my site maps. Because my site map never changed Google decided Tale Wins was a dead duck floating in the water.

Once I saw what the problem was I got busy with other plans and now I'm back up with over 200 pages again in the top ten, but it has been a long, uphill battle all the way. So my advice here is, if you haven't got some way installed of sitemaps being updated automatically -- and if you are too lazy to update them yourself -- stay away from sitemaps.

Get listed, FAST!

There are LOTS of fast ways to get indexed on Google and Yahoo, and other search engines too. The one I have the most control over and therefore like best, is Blogging. In many instances I can post on a blog and have my links indexed in 30 minutes. Now when I say this I also want you to remember that before you whistle for the search engines that your pages had better be ready for their visit. Links should be fixed, pictures showing, all your ducks lined up in a row, etc.

Other than that, blogging is the way to go. Scan through my blog entries and see how I plug the links right in there. The first thing you'll notice is that I have LOTS to say and a lot of people think I have a good way of saying it. Your own blogs are easy to set up, and yes I did mean to use the plural there. You can have as many blogs working for you as you can take care of.

As a writer YOU have an even greater opportunity to score. have an all time favorite at generating traffic. I think you'll love the extra twist there that can generate up to 30 back links in a matter of hours. Plus, You can go to someone else's blog and post an interesting entry or comment there. Yes, like my blog is a good place for you to make an entry or a comment. At the bottom of each entry or comment you make anywhere on the web you want to give Johnny and Jill Surfer a good reason to come see your web site or web page. "Lin Stone offers hundreds of pages of free advice that can help you write better and read faster.

<http://www.talewins.com/StoneSoup.htm> --"

Somebody, somewhere, has given the world an erroneous definition of a COMMENT. Evidently s/he was a figure of some authority because that daffy duffinition seems to have filtered down through the whole Internet.

Consequently I have received dozens of enthusiastic posts made here on a regular basis, claiming to be a "comment" that I am invited to accept. They all start out, "You said — " and they repeat what I said word for word. Then they dash off to make another "comment" somewhere else without even bothering to say Goodbye.

Have they never heard the Law of Google that says duplicate content shall be penalized?

If I ever do need a parrot I'll buy one.

When you desire to make a comment on Special Bulletin, please have something more to say than: "Duh, dat's good." And don't tell ME what I've said, and don't tell my readers what they have already heard from me.

Pretend you are a mature adult capable of forming an opinion of your own on that subject, adding more information, and expressing your comment in words of ten syllables or less in sentences that I haven't already used in that very post you are commenting on. Otherwise, your "comment" will be deleted and I will send some nasty vibes chasing after you.

"Well, can I post big long stories on Special Bulletin like you do?"

Sure. But remember, Family-Friendly. Okay? I won't tell you again, either. So, **go to Special Bulletin** and learn from my examples how to make posts of your own, then practice there for a little bit before you rush forth to conquer the world.

Here's another great, useful tool for writers to decide how much PAYING interest there is in the subjects they want to write about. Spy-Foo will even tell you how much the public is willing to pay for the subjects, then tell you how many people are willing to pay that much.


WhatchaSeek.com plans to help website owners that just want internet surfers to see their content. "Should it matter if it's a geocities personal home page or someone who has controversial content? If it's on the internet, it should be indexed."

Here is a batch of GOODIES

Would you like to **investigate some web site** before investing time or money?

Free Domain Backlink Checker. Webmaster (SEO) tool.

**For finding the Deep Six
best search engine list, [click HERE!](#)**

where you can get listed on real search engines for FREE. 
What I really LOVE about this site is that I do my own submissions, by hand, with constantly updated links so I don't waste ANY time.

Just as soon as I get my meta tags in my pages (or make semi-final improvements to a page) I click on that button and type the url in. I mean I don't wait 10 seconds to do it. You shouldn't wait either.

Now, why do I RESUBMIT the sites already getting traffic first?

Because those sites are pulse points I have established with my audience. My theory is, if they are drawing traffic already then I must be doing **something right.**

Click HERE to find out what a search engine SEES when it comes to visit your web page, and what you can do to make the visit PROFITABLE for you.

The MasterSite Search Engine is not that large, but the contents there are up to the minute. What a great place to get your writer's pages listed, instantly.

Free Advertising opportunities

Private Directories

<http://www.talewins.com/Browzer/novels.htm>

<http://www.browzerbooks.com/novels.htm>

<http://www.e-book.com.au/freebooks.htm>

<http://writers-bbs.com/inkspot/?forum=ebookpromo> promotes your book even before it comes out.

Free-eBooks.net specializes in collecting free fiction, tutorial, marketing and business eBooks as well as resources to aid you in promoting eBooks.

<http://www.ebooksnbytes.com> offers an affiliate program.

<http://www.ebookbroadcast.com/submit.html> is a publicity release especially for eBooks. <http://www.thefreesite.com> Home of the Web's

Best Freebies, has much help for authors.

<http://www.free-online-novels.com/libraries.html>

<http://www.free-ebooks.net> specializes in collecting free fiction, tutorial, marketing and business eBooks as well as resources to aid you in promoting eBooks.

[www.realreesite.com/Free Books/index.php](http://www.realreesite.com/Free_Books/index.php)

<http://besthypno.com>

<http://www.e-library.us/visit121.html>

<http://www.ebookpalace.com> a visitor submitted directory listing over a 1,700 titles in popular ebook formats including pdf, lit, html, exe, palm & Editions that you can download and read from your desktop, Handheld Rocket, Glassbook, Palm Pilot or Windows CE.

<http://www.prweb.com/> I mention because a release there produced 18,263 actual reads of my release in less than two days for my last book (BUILDING UP YOUR FAT FIGHTERS) plus two international editors PHONED here for copies of the book. Another reason is because the staff there will go out of its way to get even better response to your release. PRWeb now charges \$80 minimum for service.

<http://www.prfree.com> seems to work almost as well, and it is free. Friends of mine rave about the effective distribution but I have yet to experience it for myself.

More Terrific Submission Tools

[Announce It America!](#) submits all of your page URLs to 300 search engines, indices, FFA links, classifieds, etc. at one time. You can start the submission and then surf the Net in a different browser window.

[@ Submit](#) - Submit your URL to the top 40 search engines. This is the one that I use most when I'm in a definite hurry.

[123Add-It](#) - Promote YOUR URLs to the top search engines.

[Easy Submit](#) - Automatically submit website to top search engines.

[Signpost](#) - Automatically promotes websites to a wide range of search engines.

Search engine optimization is a booming field, and it is easy to see why. As an online business, the bulk of your customers will come from search engines. Therefore, you want your business website to be optimized for search engine traffic.

While most people would suggest that you hire a professional for a task that seems to be rather difficult at first glance, in actuality there is nothing to search engine optimization, or SEO, that you cannot do yourself. It is much easier than designing your own website.

Far easier than finding resources to send traffic your way. And certainly easier than getting each and every person who visits your site to buy one of your products.

The easiest way to achieve search engine optimization is to make sure that you have some kind of informational keywords on every page of your site. From your home page to a product buried deep within your site that very few people outside of search engine spiders will ever view - everything needs to advertise your site to search engines. Sounds like a daunting task? Well, it is time consuming, but with a little practice, you will be well on your way to achieving a search engine optimized site.

Nobody, except for the original designers, really knows how each and every search engine works, so don't let anyone tell you otherwise. There are a few key aspects of search engine optimization, however, those are well documented and can help you get a higher rank in each and every search provider, from Google to Ask to Yahoo! The first step you need to take is to eliminate any duplicate content that you may have on your website.

This means that if you have two products that are exactly the same but differs in color or some other minute characteristic, and then put them on the same page. If you want a search engine optimized site, make sure that there is no duplicate content out there on your site. Having such content appear multiple times on a search engine is a great way to get your page rank lowered and lose quite a bit of natural search engine traffic.

The other search engine optimization technique that will yield you a much higher page rank is to make sure that everything on your site is maximized for your keyword selection. You should take full advantage of using Meta tags in your HTML such as the keyword tag and the description tag on every one of your pages. You can add in a huge amount of keywords, so make sure that you get every last one that corresponds to your business website.

Also, take advantage of the description and other tags associated with the images on your website; they are valuable places to introduce your keywords. And simply because you are focusing on the underlying aspects of your website that are only seen by search engines, don't forget to place keywords inside of as much viewable text as you can. Doing so will really boost your search engine placement.

Finally, to rank higher in search engines, you need a variety of backlinks to your website. These are other sites that are linking to your website. Google and other search engines use this information to help determine the significance of a particular website, so go out there and see if you can entice some people to add a link to your site somewhere on their own. Keeping with this suggestion for search engine optimization, keep reading onto step five.

Section Seven: Finding Traffic in Unlikely Places

So you've now learned how to dig up traffic by advertising and through search engine optimization - but there are still two other ways which you can use to bring more people to your website. While they are a bit more unorthodox, they do work and can help you gain popularity in your chosen niche.

No matter what product you are selling, what program you are marketing, or how you are planning on making your money in the long term, these two methods can easily be used to drum up the traffic and the conversion rates that your website needs to survive.

The first way to find traffic in unlikely places is to contact webmasters of other sites and see if they are interested in sharing links with you. This will help you gain credibility with the search engines and acts as a “free” advertisement. Now, before you go off and ask really well known websites if they will trade links with you, you need to learn a few rules which are mostly common courtesy.

Firstly, do not even bother asking a site that is far more popular than yours to trade links with you. They won't do it, so don't even ask. If you are unsure of whether or not a site is more popular than yours, simply check the Alexa data for all websites or the Technorati data if you are exchanging links with a blog.

Secondly, mind your manners when you are asking to trade links with another webmaster. Think of this as a business deal and act accordingly. Do not use slang in your email to him or her, and use proper etiquette.

Also, explain what you are selling, why you want to exchange links with the webmaster you are corresponding with, and how you think it could benefit both of your sites. A clear and concise letter is often what can help seal the deal in a partnership such as this.

Another great, and mostly unused, way to drive traffic to your site is to offer an affiliate program. Affiliate programs are perfect for those of you with sales, retail, or marketing websites. You should fully take advantage of creating an affiliate program if your business website warrants it.

For those of you who are unaware, an affiliate program is simply a program that you run as a webmaster which allows other websites to link back to products on your website. If a person purchases a product from your website by using an affiliate's link, the affiliate gets a small percentage of the purchase.

This type of program makes you happy because you got the money from the sale. It makes your affiliate happy because he or she got money for doing practically nothing aside from placing a link on his site. And it makes the customers happy because they ended up with the item they wanted.

While these are just two different ways to drive traffic to your business website, there are many more techniques which you should consider using. A quick search on your favorite search engine can turn up countless resources for information for those of you looking to establish your own online business.

Furthermore, it may be in your interest to check out some books relating to online businesses, search engine optimization, and some of the other topics discussed in this article. Good luck with your business.

The end

This has been a [Browser Book](#). This copy is free, and you can pass it on to your friends, neighbors, family and customers without charge.

There are over 5,000 pages on my home domain, and just about everything there is free. Here are some samples: [Reduce Your Pile Of Debt](#) * [Be Your Own Banker](#) * [Modern economic terms](#) * [Bargains for Budding Millionaires](#) * [You Can Be A Power Boat Captain](#) * [5 Reasons to Check Your Own Credit Report](#) * [Bargains in auto insurance](#) * [Money Secrets](#) * [Learn How To Write professionally](#) * [Hundreds of free books that you can download](#). [Build Your Own Web Site and Make Money From It](#) * [Aerobics](#) * [Birds](#) * [Beaches](#) * [Deep Water](#) * [Shortcuts for Travel](#) * [Get the Jump on Warts](#) * [Essays About War](#) * [allergies](#) * [World Travel](#) * [Diabetes](#) * [Fishing](#) * [family Health Builders](#) * [The X-Files](#) * [The Gardening Angel](#) * [Working From Home](#) * [Painting Your Home](#) * [Humor Is Funny Medicine](#) * [Inspirational Essays](#) * [Landscaping](#) * [Putting the Skinny on Pain](#) * [State and National Parks](#) * [Vacations in Jamaica](#) * [NFL Football](#) * [Preparing For The Worst](#) * [Puts a Lid on it](#) * [Presidential Quotes and MORE!](#) * [Sunglasses Lasses](#) * [Free Software](#) * [Native American Art](#) * [Train Your Cat](#) * [World of Writers](#) *