Title:
Building Your Way To Online Success-Part 3

Word Count:
999

Summary:
Here is a recap of the content of our first two guidelines for getting a successful business s

Step 1: DECIDE WHAT YOUR BUSINESS IS GOING TO BE

Step 2: CREATE A WEBSITE

This article will extend the ideas for CREATING A WEBSITE. In the last article we talked about

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Keywords:
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Article Body:
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Step 1: DECIDE WHAT YOUR BUSINESS IS GOING TO BE

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As important as the design is, you must convince your visitors that your site is worth a retur

A quick tour through cyberspace will show that there are many good looking websites that conta

Because content is a key to website development, you must determine whom your target audience

Once you decide who your target audience is, you need to determine content and direction for y

For example, if you are selling fishing equipment, you may want to have other content related

Many site builders have discovered a message board to be an effective tool for bringing likemi

Visitors can be consumers of either products or information. If you are effectively catering t

Unless you are independently wealthy you will need to find a source for revenue to pay for sit

Your website is something akin to a canvas just waiting for a brilliant piece of art to take s

Your homepage should accurately explain and summarize your website´s mission. Work through the

The following is a list of common pages visitors expect in a website:

Contact Us
About Us
Products
Services
Links

These pages are often called by other names, but once you determine the primary categories for

When you place multiple ads, images and flashing text on your web pages, your visitor may leav

BE SURE there are no spelling errors anywhere on your site! Spelling mistakes make a website l

Should you require assistance in devising quality content for your site, you may want to consi

When developing content for your website, keep in mind that your text should be as search engi

Please look for Part 4 of Building Your Way to Online Success.

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