

# How to Make Money Online

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You are ready to start a online business, but not quite sure where to begin. The first thing that will have to be done is research, finding the right niche market is very important. This can be the difference in succeeding or failing. Finding good niche subjects can be done several ways. One way is, go to ebay and look at hot selling products, you can get good ideas there, another way would be to do keyword searches on all the popular search engines. Get the daily news paper and look in classifieds to find popular products. Once you have decided what subject you want to go with, you're ready to move to the next step.

{bot\_wrgoogle} Now you're ready to start building a website. Building a website is pretty simple to do, you may even want a professional to build the website for you. It can cost more to get this done, but if your budget will allow it, this is the best way to go. When you have a professional design your site, you want have all the head aces that comes with building a website. You can get a well layed out website for under \$250.00. If you want to build your on website, you should start by finding a good host for the site. The next thing to do would be, to get some software for website design. This could make your job at designing a website much easier, with the software you can drag and drop things were it goes. Type words in the desired boxes, or you can use Microsoft word to write your text, then you'll just upload from the word program to the template. However you go, building the website is the easy part. Just make sure the content on your website matches the niche subject you have chosen to use.

Now that you have a website built your ready to publish it. Once you publish your website, you'll have to submit the site to the three main search engines, Google, Yahoo, and MSN. Once this is done, you'll have to wait on the search engines to find your site. They use what is called a robot or spider to crawl the web. It always takes two or three weeks for the spiders to get around to crawling the website that you submitted. When you get your website crawled by the search engines it will be a good time to add Google AdSense.

PPC advertising has many great benefits. First of all, you get your traffic going quickly. With PPC advertising you can have traffic coming to your website as soon as you set it up. When you have the website up and running you'll need to monitor the account closely to see which keywords are working, and which ones are just eating your money. See when you use PPC advertising you are getting targeted customers toward the keywords used when the account was set up. Make sure the keywords are geared toward the subject or items on the website. You may also look for keywords with little competition this can save money when using PPC advertising.

After the first month of using PPC, you'll need to start building backlinks, this is for the search engines. There is a lot cheaper way to get advertising than with pay per click. PPC advertising can be very expensive, costing hundreds, even thousands a month in advertising costs. Once you know what keywords to target, it's time to put together a plan on how you are going to optimize your website. The drawbacks to search engine optimization is that it requires a lengthy amount of time to get your site to rank high with your keywords. Writing articles in directories is another way to build links to quality websites. Links between websites is how search engines get around, this is also how they get a lot of their information. After a few months of building your links, you want even have to use PPC advertising. By that time you should have natural traffic from search engines for free. Once you have optimized your website for search engines, using PPC advertising will be optional.

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