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How To Build A Website That Makes Money

As little as one decade ago an ecommerce site was the domain of techno wiz's and coding geniuses. Today the Internet business world is not limited to the technically gifted and motivated. Anyone can build an ecommerce business due to the advent of WYSIWYG (What You See Is What You Get) editors, web building wizards, open source blog and web site platforms, as well as platform like Ebay, Amazon, etc.

A person can build a viable web business without ever understanding how to configure a Mysql database or coding in HTML or PHP. A strong computer background or time needed to learn, is all the skills needed to get started.

Static Pages & Content Management Systems

Static pages are like digital paper. They do not change. They end in .htm, and remain the same until the owner changes the content on them.

A content management system can be as simple as a www.blogger.com or Wordpress blog. Or, it can be a complex \$10 000 platform that is powerful enough to run 100 000 pages of content. The objective is to create something for the search engines to send their robots to for ranking and traffic generating.

The content should be designed to create demand, solve problems, and offer solutions. The secondary purpose is to optimize the website increasing the traffic and profit.

What Are You Selling

The Internet does not require a tangible product for sale. There are dozens of things to sell which are not tangible including downloads, education, affiliate and advertising, pre-selling, or social/ entertainment. Creating a site where people can come and share their love for a hobby, venture, belief, or view, can provide a good opportunity for a savvy business owner.

It is possible to sell entertainment. It is possible to sell 'meeting people.' Many Internet businesses have grown to unbelievable levels of success doing just this. Some examples are youtube.com, facebook.com, myspace.com and more.

The first step to building a website is not designing the site. It is deciding what is being sold. Why will people come to the website? What will attract them? What will make visitors stay at the site?

Understanding what is for sale will help the business owner pre-sell the product without continually telling people to buy something. In fact, the most profitable sites are those that do not try to sell anything.

Monetize the Website

The term monetize the website means to create a website that doesn't sell anything. Its sole purpose is to pre sell a product and make money by driving people to websites that do sell something. This is a popular method of income generation as it lets Internet businesses to create multiple streams of income and diversify without needing to invest money into products, merchant accounts, and warehousing or drop shipping.

Shopping Carts

Once the website owner decides what to sell, they need to determine what type of platform. Many new companies stick with paypal.com an ebay company. Other people do not try to do it their own. Instead they take their time and explore their options.

One way is to use prostores.com, ebay.com, or amazon.com to sell their products.

Stay Up To Date

Being behind the times is a quick way to go out of business. Ecommerce companies need to stay up to day. That e-book should be changed into a home study or an e-course. The download should become a video or audio file. The free blog – a personalized website. The internet world is evolving. As fast as users become familiar with one form of Internet tool or feature, another is quickly increasing to take its place.

The key to success is remaining educated, reading everything you can, and staying up to date with the web and all the tools it has. What makes money? Something new.

To discover how you can become a successful online business owner and have your own profitable online business overnight, visit [online business](#). [online business](#) has everything you need to make money online with minimal investment and effort on your part. Get your guide now! Click [online business](#) to start and develop your own online business on a rock solid foundation.

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