Build your own successful business website in 5 easy, down to earth, practical steps anyone can follow!

Don't forget to look at bonus # 5
Hint : its about
MASTER resell right!

This ebook is brought to you by :

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Build a successful money-making website on ANY subject you want following these 5 simple steps:

1. **Plan**
2. **Search**
3. **Write**
4. **Find money making tools**
5. **Promote**

Building a website for the first time is always a hard step. You think about it, then you find out all the stuff you have to learn to build the website, plus learning how to promote it, and **you just tell yourself "that is WAY too hard, I'll never make it online».**

False.

This ebook will help you create your **own website** about **the subject of your choice**, no matter what it is. You want to talk about your dog? Your job? Your favourite hobby? No problem, every subject can be turned into a successful website.

You just need to learn how. And **I will teach you**, leading you step by step in the process, and you won't even need to learn graphic design!

A little about myself

I hear you, asking yourself "Who is Stephanie Hetu, and why can she teach me how to build a profitable web site? ». This is a totally legitimate question. And here is the answer:

My name is Stephanie Hetu. I have started to work online in 1999, after I finished my university degree in tourism management/marketing. I love the tourism industry, travelling is a great passion. But I also love the web, so I decided to combine my two passions and make a living out of it.

I went on the web to learn everything I could about **Internet marketing**. I tried and tested many different methods that I have learned. This was great, but I needed more, so I learned about **usability**. Learning usability helped me greatly to build **user friendly websites**. Marketing is great, but if your information is scattered all over your web page in no logical order, your visitor get lost very easily and often leave your site without buying.

What I have found out is that the best websites combine both approaches: marketing AND usability. And this is what I want to share with you today to help you achieve excellent results with your website.

Today, I work as an Internet coach, helping tourism related businesses (and other types of businesses as well!) achieve their goals online.

There's a lot of books about web design that you can buy on the web, but they often don't tell you about usability and marketing, which means that you end up with a beautiful website that nobody looks at because they can't find it on a search engine.

Not very rewarding huh?

So instead of spending all your money on useless books about web design, just follow the simple (but powerful!) steps in this ebook to create your money-making website. (Heck! You can make more then one, once you know how!)

Step 1
Planning, planning and…did I tell you to plan?

The first mistake most people do when building their first website is to start with the website **design**.

I know, **I did this as well**. I went online, using a simple tool to create my website. I designed my page and my navigation. Then, I started to write the content.

Then…I had to redo the design and the navigation because my design did not work well with my content! Talk about wasting time…

So please, hold yourself back a little, stay offline for a moment, and first, think about the subject of your website.

What will it be? It can be anything, really. But my one piece of advice is to choose a subject that you are **passionate** about. If you really like the subject you choose, working on it will be more like playtime!

Here is a small list of ideas to help you start brainstorming about your subject:

Hobby
Plants
Buying a house
Selling a house
Your favourite dog breed
How to fight cat allergy
Weight loss review
Travelling with kids
Work at home mom
Cars
Recipes
Collecting stuff
Etc… the list could go on and on!

First assignment : Find your subject
Go on, do some research, ask around for ideas, sleep on it and come back here later.

This step is crucial because if you choose a subject you don't really like, you will quit after a few weeks. I don't need to tell you that you are not going to make millions overnight on the web. It takes persistence and… some help ;)

A little tip: choose a meaningful subject so you won't be in short supply of content. Don't choose a subject that is too narrow, as you want to build a website with many pages. If you talk about something that is too precise, you will have a hard time finding enough information to build a website with many pages.

I will wait for you, take your time!

Second assignment : Create the layout of your site
Found your subject? Great! I knew you could do it. Now it is time to decide how you are going to arrange the information on your site.

Here are a few basic guidelines (I learned this time saving tip in the Site Build It Action Guide):

First, you have your homepage. This is a very important page as it is the one people will land on when you send them your website address. It is also the page people will go to when they navigate your site coming from search engines. On your homepage, you should have links to all of your second tier pages (I'll explain that in a minute).

Second, select five to ten pages you want to create. For example, if you chose to talk about your Golden Retriever. Your homepage will be about your dog. Then, you can create sub pages about your dog's health, your dog's toys, your dog's food, grooming your dog, etc. See how this starts to add up?

Done already? Great, now, you want to create third level pages. These pages are sub-sections of your second level pages. So, in the same example, you will divide your grooming page into subjects like grooming tools, grooming tips, etc…

See, after just a while, you have more then 45 pages you can build for your website!

So now it is time to write isn't it? NO, not yet (sorry !)

First, you have to find keywords to use in each of your pages. Most people just write text for there website without using proper keywords. This is nice but you will not receive traffic from the main **free** source left : search engines!

Third assignment : find targeted keywords

As I said earlier, most website don't use targeted keywords. So taking the time to do this assignment will give you a **lead** online!

But wait, how do you find **targeted** keywords?

There is one tool many people use, it is called the [overture suggestion tool](). This tool tells you how many times a keyword has been searched in the last month. It's useful, but it is not the best one.

Why? Because it does not tell you how many other website will be **competing** with the same keyword.

For example, try the word Golden retriever . The keyword was searched 105297 times in June. Great! So you are telling yourself "I will use this keyword on my page because it has **high demand!**"

WRONG!

If you do so, you will be competing against hundred of thousands other websites. Do you think it will be easy to get in the **top ten** positions in the search engines if you are competing against that many websites? **Not at all.**

Don't you think it would be better to find **niche keywords** that are in high demand but not many websites are targeting? This is the best way to achieve good results in the various search engines, and receive a lot of **free traffic**.

Here is an example of how I used this technique to build one of my websites: [Cutepuppydog.com]() . I used one single tool to find the most targeted keywords in the puppy dog area and here is what happened : The first day my website was indexed in Google, I received 185 visitors! And only my homepage was indexed in Google at that time. The rest of the site (around 70 pages), were not indexed in the search engine yet…

Ok, enough bragging about myself, back to YOUR website! So, to find TARGETED keywords to build your website, you have two choices (there are only two tools I recommend for this assignment).

1. Use [Wordtracker](). This tool lets you enter one keyword, and then it searches in its database and gives you all the targeted keywords. Using a very complicated equation, it calculates the [profitability of each keyword](). Then, all you have to do is to choose which keywords you wish to use in this complete list of profitable keywords. (That is a fun part!)

   Tip : Try it for free ! You can [try Wordtracker for free]() as many time as you want. Even though it will not give you as accurate results as the paid version, it is still a very useful tool to use.

2. Use [Site Build It (SBI)](#) : SBI has the same powerful keyword tool as wordtracker, and is about the same price, but the comparison stops right there. It is more like a **complete business** then just a keyword tool. I have never seen such a complete package anywhere else online. The owner of the company lives close to where I live. I had the chance to call the office and chat, which is why I can tell you that this tool is more then excellent, it over-delivers. Along with the keyword tool, you get hosting, statistics, spam check tool, value exchange, templates, your own domain name, and more features are added all the time.

Personally, I have to say that I prefer SBI, but I also use Wordtracker often, both are excellent tools. It is up to you to choose what fits your needs best!

Ok, have you found a targeted and PROFITABLE keyword for each of your website pages? Great! You are ready for step 2.

Step 2 : In search for information

Now that you have your website layout and your targeted keywords, it is time to search for useful information to fill in those pages.

First, let me tell you why most people fail with their website: they find a subject they like, then they put up tons of banners and advertising on their website, with no content. This is pretty bad.

Think about it, why do you go to a search engine and search a keyword? To find INFORMATION. **Useful** information for that matter. So what do YOU do if you land on a page full of advertisement and no content? You skip to the next site in **seconds**.

On the other hand, if you land on a page with tons of good information and useful tips, you will stay much longer on the website.

This is exactly what you want to do on YOUR website.

So, have your website layout beside you (print it out to see it, if you want) and start searching for information.

Warning : Never copy someone else's text. This will ruin your credibility in no time. It is NOT worth it.

But that does not mean you can't use someone else information and rewrite it, adding your own style to it!

Tip : One process that I sometimes go through to make sure I add my own style in rewriting texts that I have found on the web is…

First, I print out the text.

Then, I read it and take the major points that I want and like.

Then, I retype it. This might take a bit more time but it forces you to rewrite completely, reorganizing the information.

This step can take a bit of time, as searching for "good" information is not always that easy. If you want to do it faster, SBI has an integrated tool that helps you and this makes the process much easier for you.

You have found useful information for each of your pages? Excellent, you can now go to Step 3.

Step 3 : Writing your website content

It is now time to be creative and write your website content, using the information you have found previously.

You might think " I am NOT a writer…how am I going to survive this step?"

That's ok, **don't panic**. Everyone has to start somewhere! You might need a bit of practice but I can assure you that you will be able to write excellent content for your website. After all, you chose a subject you love so you just have to write like if you were talking to a friend about it (and follow a few simple rules that I'll show you in a minute).

Now, if you are **really stressed out** about writing a good website copy, I can suggest one course that is excellent (and free!). It is called "**Netwriting Masters Course** » . You can receive it by sending a blank email at this address : twmsstephaniehetu@sitesell.net . So, don't wait, subscribe to this free course and come back here afterwards, more relaxed about writing online!

Ok, ready to write? Here are a few simple rules to follow, in order to achieve good results in the search engines :

1. Remember your targeted keywords you selected earlier? It is time to use those. To optimise your page for search engine, you should concentrate on ONE keyword per page. So the first rule is: don't dilute your content by talking about apples and trucks. Stick to apples **only** if this is your targeted keyword.

2. Put your keyword in your title tag, your description tag and your keyword tag.

3. Use your keyword in your first sentence of the page.

4. Use your keyword a little more often then if you would write proper English.

5. Write a minimum of 300 words of text for each page.

If you follow those very simple rules, you will have a website that is optimised for search engines.

Note : If you use [SBI](#), the tool actually tells you **exactly** what to do on each page to optimize them totally for search engines. It makes this step easier for you.

Step 4 : Find money-making ideas!

Ok, if you are building a website following everything written in this special ebook, it is probably because you intend to make money from it (if not, you can just build a lousy website!).

Now it is time to find a few things to make sure you make money from your website.

First assignment : affiliate programs.

There are currently thousands of affiliate programs available on the web. An affiliate program allows you to **resell someone else's product and get paid a commission on those sales.**

Many people ask me which affiliate program is the best. This is one of those impossible to answer questions, and the answer varies at the same time : it depends!

I can tell you which affiliate program I make money from but it will be of no help to you because your website subject probably won't be the same as mine. Do you think you are going to make a fortune trying to sell sewing machines to people looking for car parts? I don't think so!

So, the **number one rule** when choosing an affiliate program is : find one that **matches your website theme**.

You can have a look at various affiliate directories to find a huge selection of affiliate programs.

Take your time here, and keep in mind that not all programs are created equal! Some pay higher commissions, others have better products, others have a very good reputation, etc… You need to compare a bit before you choose. This might sound like a tedious job but you will see it pays off a million times in the long run.

You don't want to ruin your credibility online so make sure you resell **excellent products**.

Here are two places to look for affiliate programs :

Clickbank : excellent to resell ebooks on various subjects. High commission.

Linkshare : A huge network of affiliate programs. A good place to start looking.

So, go on, take a little time and **select a few good affiliate programs** that you will be able to add to your website.

Once you have found them, add them into your content, scattered a bit everywhere.

Avoid what others are doing wrong by putting banners everywhere! This does not work. Text link will give you a much better conversion rate. And for even better results, make a personal recommendation. It is always better to PRE-sell then to SELL directly.

Pre-selling is an art, and it takes practice, but you will get much more sales from your website if you do so. So what is it all about? It is about putting your visitor in a buying mood, instead of having him put his guard up asking himself "what is he trying to sell me?". To do that, you need to write good FREE content on your website, sharing a lot of your knowledge. This will build credibility, and then, if you talk about a tool or a book you like, people will trust you and go buy it right away more often.

Second assignment : Build a mailing list

Now, lets say you build a huge amount of traffic to your website, but people don't buy the first time. You have lost them probably forever! This is too bad.

The best way to avoid this is to build a mailing list to which you send a newsletter. The newsletter has to have good content, and in between the content, you can add some products recommendations with your affiliate programs link attached. You will make money from them!

Now, to build this newsletter, the best thing is to use an autoresponder. This allows you to automate the process, leaving you more time to write useful content to grow your website.

With an autoresponder, you can send automated emails to the subscribers. Keeping in touch gives you more chances to actually selling something to the person.

So first, get the visitor to subscribe to your newsletter. A good way to do that is to offer a free gift. (if it matches your website theme, you can give away the ebook you are currently reading. Your visitors will find it helpful! See **bonus #5** for more information on that matter). This free gift can be an ebook you have found on the web or a report you have written yourself on the subject of your website.

Then, the visitor subscribes. Your autoresponder sends a thank you email containing a link to your free gift (or a file to download, as you prefer).

A few days later you can have your autoresponder send another email to your subscriber asking how they are doing, and how you could help them. This builds **relationships** and **credibility** for you.

Do you see the power of following up using an automated tool like an autoresponder?

I can suggest two autoresponder you can use (there are many other available online, those two are the one I recommend) :

Aweber : This company has been around for many years now, and is used by many of the top Internet marketer. It is a very safe choice. You can do a test drive if you want, to see if you like it.

"Wealthy Secrets" Newsletter : Ok, this is not an autoresponder, it is a newsletter. But with this newsletter comes a free autoresponder! (remember I talked about giving away a free gift to subscribers?). So, for 1$, you get a newsletter that gives you tons of tips on how to get better results online AND a free autoresponder. It is a very good deal (and it is the one I personally used to send you this report!).

Third assignment : Putting it all together

Now that you have content, affiliate programs and an autoresponder to build your mailing list, you can assemble your site and publish it online. You have two choices here :

1.   **Hire a professional** web designer to create your website.
This option can be expensive but if you have the money, go with it. You will have a unique looking website.

2.   **Dot it yourself**
You can find great templates at a very affordable cost online. This is very useful when you have no graphic design knowledge. This assure you have a good looking website at a low cost. To find templates websites, just type in "website templates" in your favourite search engine.
Personally, the simpler the better online, because people are looking for CONTENT, not bells and whistles with flash, animation and complicated design that are heavy and take too much time to load.

If you don't want to have to find a web hosting company and design your website yourself, I recommend you take a look at [SBI](#). It does not cost more than the price of hosting alone and you will have a high performance website in no time. And to top it all, you will achieve better results in the search engines because their software tells you what to do along the way to make your pages more "search engine friendly"!

Now you are pretty much all setup. Your website should be online and ready to go!

It is time to promote!

Step 5 : Promote your brand new website

Now that you have completed your website, and your newsletter is up an running, it is time to get traffic to your site. Because

no traffic = no sales!

First assignment : Major search engines

First, you need to submit your site to the major search engines. Currently, Google will give you a huge percentage of your traffic, if you have chosen well-targeted keywords (and the good news is… you have if you used Wordtracker or [SBI](#)!).

So, first you submit your URL to Google ONCE and BY HAND. Some people still use automated software to do that and it is useless. Even worse, it can get your website **banned** from search engines! You don't really want that to happen, do you??

Then you wait…

It can take a little while, but you will see it very clearly in your statistics when you are finally up in Google! You will receive traffic from Yahoo and AOL as well because they use Google database too.

Other search engines you can submit to are Alta Vista, Excite, MSN, etc…

Second assignment : Directories

Even though directories won't bring you as much traffic as Google will, it is important to submit to them.

First, write down a good title and description you want to appear in the directory. Remember to add your **keywords** in it, because directories use your description only, they don't look into your content like Google and other major search engines do.

Then, you can submit your site to DMOZ.org, a huge directory managed by real people! http://dmoz.org

Also, you can submit your site to directories that **are specific to the subject of your site**. The visitors will be very targeted as they are looking for information on the subject already.

Tip : Many directories lists websites in alphabetical order. So, if possible, start your listing TITLE with an A…this way you will appear higher on the page ;)

Third assignment : Link exchange

Some major search engines will give better positioning to your website if you have **other site linking to yours**. The trick is, those sites that point to yours have to be **relevant,** or it does not help.

To find website to whom you can ask for link exchange, go to Google or Alexa.com and type in one of your keywords. See who comes up in first few places and send them a letter asking if they would agree to exchange link. Include in your letter the information on how to link to your site. Also, make sure you have added a link to their site BEFORE you send them the letter. If after a while they don't add your link, just remove their link from your site.

You can also look at sites that are not exactly about your site subject, but are complementary.

Fourth assignment : Pay per click advertising

Once you have made a bit of money from your site (or earlier if you have a marketing budget already), it is time to do some pay per click advertising in search engines.

The key here is to bid on high demand keywords, but without spending too much at the same time. **It is better to target many low cost keywords** instead of a few high price keywords. The nice thing with this kind of advertising is that you pay only for results : you pay the amount you have bid, only when a visitor actually click on your link. It is much better then banner advertising because you control the amount you spend and you received highly targeted visitors.

The most well known pay per click search engine is Overture (http://www.overture.com), but there are now hundreds of other pay per click search engines that you can use. Since Overture has put the minimum bid to a higher price, if your advertising budget is small, you can consider using smaller, less well-known pay-per-click search engines where you can still bid only 5 cents per keywords. Also, many pay-per-click search engines are subject specific. This can be great if it fits your website subject! To find those, go to your favourite search engine an type "pay per click search engine directory".

Step 6 : Bonus step! Build your own product

Once your website is working well and on autopilot, the best thing to do is to take some time to create your own product to sell online.

Think about it : selling someone else's product, you make a 10% to 50% commission. Selling your own product, you **keep 100%** of the selling price!

So, once you have enough knowledge about your subject, the most rewarding venture is to create your own ebook and sell it from your website. (if you need more information on creating your own product, I suggest you take the free course called "**InfoProducts Masters Course** How to brainstorm, create, produce, and sell your very own infoproduct online. Just send a blank email to this address : mailto:timsstephaniehetu@sitesell.net .)

Heck you can even accept credit cards and build your own affiliate program! You can do that using Clickbank for less then 50$US!

Resources I use to succeed online (they can help YOU achieve success online too) :

Network building

This is a great little website I use to build my network. I get some residual income from it, which gives me time to do other things.
Ever Wonder Why People *Fail* to Make Money Online?
While others are doing it so *easily*?
http://www.residualnetwork.com/t/stephanie.html

Usually I don't suggest mlm opportunities, but this one is different, you get 30 days free training and a mentor to guide you to success!
You won't make $7000 a month by ACCIDENT… but you can earn that and more with the Elite Team's 30 days of FREE training and a Lifetime of Mentoring! http://www.EliteTeamOnline.com

Website tool
SBI (this is the best thing available online at the moment and it will be for a long time to come. The best quality for the lowest price)

Ebooks
Make Your Site SELL! 2002
"The definitive work on making ANY Web site SELL!"

Make Your Knowledge Sell!
"Turn knowledge into revenue -- sell your brain on the Net."

Autoresponder
Aweber

Accept credit cards
Clickbank

So, you're all set now, with a successful website!

I hope you enjoyed this ebook as much as I did writing it for you. I like to help other succeed !

I would love to hear from you! If you have questions or comments about this report, feel free to contact me at s.hetu@usa.net .

Now, on to next page where you will find your **free bonus**, as promised!

Bonus #1

A secret newsletter that tells you **"What's The Secret Of This 25 Year Old 'Average Guy' Who Makes $10,000 - $15,000 Monthly From The Comfort of His Home?"**

as well as give you **777$ worth of free bonus** when you **subscribe**.

As I said, I don't really like to share this information, because I use what I learn there to get better then my competitors online, but **here is the link** .

Bonus #2

I have arranged with James Mann, a web savvy colleague, to give you free access to his report called "How To Build A Website Faster, Better & For Your Target Group"

Here it is :

How To Build A Website Faster, Better & For Your Target Group
by James P. Mann

Are you aware that 90% of the web site on the Internet today are a waste of time and space. You have probably been on some of the sites I am referring to. Those web site you arrive at after you do a search from you favourite Search Engine only to find that it was not even what you were looking for.

This is the point of this article. Why are people creating these web sites that are doing what they think they are.

Creating a web site is actually quite easy today with all the tools available to new netrepreneurs. You can get tools and resources that will help you create a great looking web site in just minutes instead of the hours and days it took only a few short years ago.

Perhaps this is where the problem begins. No real thought has to go into what makes a great web page.

So don't let yourself be deceived. A great looking web page does not mean you have a great web site. There is much more to a web site than just making it look great, and yes that is important also.

Building a better web site faster doesn't mean that you are going to build it in minutes. I mean that you will build it effectively and in that way you

will not spend months trying to figure out why it does not produce results.

Going back to search engines for a moment. Think about what you do to find something on the Internet. You type in your search criteria using KEYWORDS and PHRASES, correct. Then when you go to the web site you find that you did not get a web site that supplies you with what you searched for.

This happens because people either put keywords in their web site to attract anyone to their web site or they just don't have any idea about how to use keywords and phrased to focus on specific target groups.

Your first time saving tip is:

If you want a great web site that does what you want it to do you must learn a few things about your target group.

Now you may be asking yourself what the heck is Jim talking about. Target Group??

Yes, your target group. That group of people that want and need your product or service. You need to know what they are looking for. What they expect to see and feel when they get to your web site.

Getting 100 people to your web site that want or need what you have is far better than 1000 that arrive at your site only to find that you do not have what they thought you had. Focus on who you want on your site and why.

One of your priority goals should be to complete a study that helps you to focus on every area you need to focus on that will make you an expert on your target group.

Find out what makes your target group tick. Why are they who they are.

Do a demographic study.
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de·mog·ra·phy The study of the characteristics of human populations, such as size, growth, density, distribution, and vital statistics.

- What makes these people who they are and the perfect choice for your product or service.

- Why are they your best choice over other groups of people.

- Do they fit into a specific age group. Like Baby Boomers. Is you product directed toward people that are 50 or older like me? Is your product something that is useful to teens.

- Does their location make them a candidate for your product or service.

- Is your product gender specific.

List every BENEFIT your product or service has and then figure out who needs your product and why.

Then take your list and study each item. Once you have done this you can make a new list that gives you more data about the type of people that you want coming to your web site.

If you make your first goal to study your target group before you ever build your web site you will indeed build a better web site and faster than 90% of other people.

This is just one of iNET Strategies Inc's sections found in our Seven Success Steps Series eBook James P. Mann Building A Better Content Based Keyword Focused Web copyright 2003 - All Rights Reserved
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Bonus #3
Links to 6 free Internet courses to help you get even better at your online business.

To receive these courses, just send a blank email to the address under it.

o **Service Sellers Masters Course**
Attract new clients from around the world... Or from around the block
tsmsstephaniehetu@sitesell.net

o **Affiliate Masters Course**
Shows you how to become a high-earning affiliate champion.
tamsstephaniehetu@sitesell.net

o **InfoProducts Masters Course**
How to brainstorm, create, produce, and sell your very own infoproduct online
timsstephaniehetu@sitesell.net

o **Pricing Masters Course**
"How much money are YOU leaving on the table?"
tpmsstephaniehetu@sitesell.net

o **Netwriting Masters Course**
Want to sell more? Write better.
twmsstephaniehetu@sitesell.net

o **Net Auction Masters Course**
Start and grow a profitable Net auction business.
tnamsstephaniehetu@sitesell.net

Bonus #4

A free report called :

"How I Threw $2470.06 Down The Google Adwords Toilet!...a FREE PDF report describing exactly how I spent $2470.06 on a Google Adwords Test... with details of every ad, every click and every sale!

This is a must read if you plan on using Google Adwords to market your website.

Bonus #5

And the last (but not the least!) bonus is a surprise, and it will give you money in your pocket!

Master Resell rights

This ebook comes with **full master resell rights**! What does this mean to you? Simple, you can either **give it away as a free bonus** from your website, or you can **resell it and keep all profit**! This gives you your own product you can resell for the price you want.

If you would like me to rebrand the ebook with your logo and website address, along with your name, I can do it for a minimal fee of 25$. Just send me an email asking for it at s.hetu@usa.net

I would love to hear from you (but you don't have to if you are too busy). Drop me a note at s.hetu@usa.net .

Good luck!