100 Online Business Start Up Tips

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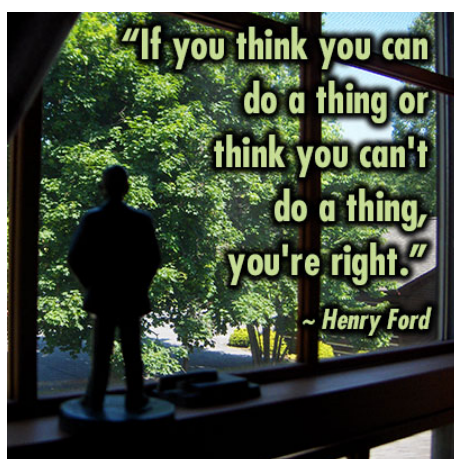
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100 Online Business Start Up Tips

30 Tips on Finding a Profitable Niche

1. When choosing a profitable niche, look for one where participants are not just active, but also willing to spend money.

2. It doesn't matter whether or not you're experienced in a niche – you should at least have a lively interest in it.

3. The grass is not always greener – make sure you are already giving 110% to the niche you're in before looking for a new one.

4. Make sure you know that your keyword actually refers to what you think: Sometimes it can be popular for another meaning.

5. The best way to find a profitable niche: Look for a specific market with an unfulfilled need. Fill it!

6. What do you find it easiest to write about? That may be the niche you need to explore and monetize.

7. Does your niche have lots of affiliate opportunities? If so, this is an indicator it can be a profitable niche.

8. Look for a niche where you can really help its members. Helping (not selling) is the key to niche success.

9. Become your niche. When people think of [your topic], do your best to make sure they automatically think of you.

10. Make sure you drill down in your general niche to find a specific sub-niche you can focus on mastering.

11. Quick way to find a profitable niche: Go to Amazon's "Best Sellers" and see what's currently hot. Start your research there!

12. Want to find a profitable niche you will find easy to work in? Go through your resume and college experience.

13. Have you researched your chosen niche completely? There may be even more specific sub-niches waiting for your skills.

14. Don't abandon your keywords too soon when looking for profitable niches. Work with them - and track your results!

15. Add the words "before" or "after" to a niche description to find a deeper, more specific niche. E.g. "lose weight after baby".

16. Exact match and phrase match are better than broad match when using keyword tools to search for a profitable niche.

17. Check the top 10 Google results for your keyword and study what these sites are doing right to get those results.

18. Avoid niches with spammy backlinks and spammy sites. They may be "popular" but you won't build a good reputation.

19. Choose a niche you can write strong guest posts for if you want to work with a profitable niche.

20. Choosing a profitable niche is an art as much as a science. Experiment – but make sure you give your chosen niche your best efforts.

21. Guest post for ezines and newsletters in your niche. People will quickly think of you as an expert they trust.

22. Volunteer to speak at local groups within your niche: You will quickly learn its members' greatest needs.

23. Choose a niche that is evergreen: That always has a need. (E.g. weight loss) – But find the latest, most specific twist.

24. When looking for a profitable niche, ask yourself: "Who will want to read articles and posts about this topic?"

25. If your niche topic has an acronym (e.g. "CPC" instead of "Certified Personal Consultant") keyword-search the acronym, too.

26. Read comments from the top 10 blogs in your niche. Do readers comment? Are they passionate? If yes, then try the niche.

27. Don't rule out a niche that cries out for software. Use oDesk to hire a programmer or app developer and create it.

28. Try out more than one keyword tool when trying to find a profitable niche – you'll find you "click" with one over all the others.

29. Once you find a profitable niche, stick with it and develop it. Don't give up on one until you have real results to track.

30. Before looking for a lucrative niche, interview yourself. What do you want in a niche? How do you want to promote it?
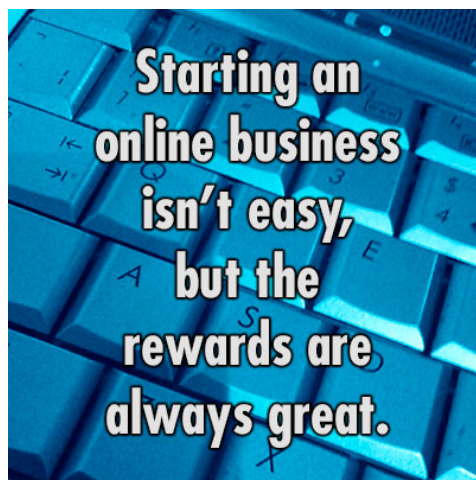
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"If you think you can do a thing or think you can't do a thing, you're right."
~ Henry Ford

10 Tips on Finding a Winning Domain Name

1. Before registering a domain name containing an abbreviation as your main search keyword, ensure it has no multiple meanings.

2. .COM extensions are best for domain names – but if you plan to sell in a specific country only, use the country extension (e.g. ".us")

3. Choose a keyword with the highest search volume within your chosen niche as your domain name: e.g. "dancecostumes.com".

4. Read your domain name aloud (and get others to read it) to make sure it doesn't have a hidden double meaning.

5. If you can find a keyword that works with "how to", that is one domain-naming formula that still works (e.g. "howtolatindance.com").

6. Don't use hyphens or underscores. If a name runs on, just use initial caps in your anchor text (e.g. "HowToKiss.com" for "howtokiss.com").

7. Do your best to keep domain names short, simple and easy to remember.

8. Remember that you cannot use trademarked words (e.g. Pepsi") in your own domain name!

9. Use a generic niche name if you plan to concentrate on multiple sub-niches within it. Make the add-on domain URLs specific.

10. Don't search your domain name until you're ready to register. You may find it's gone, if you wait too long.

10 Tips on Finding the Right Web Host

1. Make sure you choose a web host geared specifically towards your website's actual purpose.

2. When choosing a website, remember that some use MySQL for databases – and some use Windows ASP.

3. Check reviews and personal recommendations when choosing a web host. Particularly check the host's customer support record!

4. See if your potential web hosting company has a Facebook Page. That's often the quickest way to see if there are client complaints!

5. Search your potential web hosting company name with a "#" in front of it. That should bring up the good, bad and ugly!

6. If searching a potential web host with "#" in front doesn't bring up complaints, try #hostnamesupport.

7. Familiarize yourself with the technical requirements for your content management systems before choosing a web host.

8. Are you planning to have multiple domains? Choose a web host that allows unlimited domains and bandwidth.

9. Do you want to resell web sites you create? Choose a web host that offers "Reseller" packages.

10. Create email addresses using your domain name (e.g. "info@mydomain.com"). Using your own domain URL adds credibility.

Starting an online business isn't easy, but the rewards are always great.

30 Tips on WordPress

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1. Set a regular schedule for updating both your WordPress version and your plugins. Check these at least once weekly!

2. Use key plug-ins like Akismet, All-In-One SEO Pack and WP Security – but don't overload your blog with plug-ins.

3. Need to set up a particular page type or service on your WP blog? Check to see if a plug-in will do the trick!

4. Do use tags (keywords) with every post – but no more than five tags, maximum, for effective SEO.

5. Once you've installed the All-In-One SEO Pack plug-in, be sure you fill in the optimization fields for each post.

6. Change your permalinks to keyword-optimized page titles! It will really help your Google rank.

7. Schedule your posts – don't wing it, or your posting will be sporadic. (Use the Editorial Calendar plugin to help.)

8. Check http://wordpress.org/mobile/ to see what resources are available to help you optimize your WP blog for mobile.

9. Use graphics, video, Pinterest pins, Instagram 15-second video and Vine 6-second clips to add interactive appeal to your WP blog.

10. Create an "About" page for your blog – it's one of the first places readers look, if they don't already know you.

11. Write your "About" page to answer your customer's concerns – not to show off your credentials or awards.

12. If you have to install any JavaScript code, put it in the footer, where it will slow your blog the least.

13. Optimize your WordPress blog towards your specific goals and readership – don't just blindly follow everyone else's tips.

14. Use a Password Manager like LastPass or Roboform for your blog to prevent hacking. Never save your password to your browser!

15. Use the Are You A Human plugin for a quicker way than CAPTCHA to stop auto scripts attempting to hack your WP blog.

16. Limit admin access to specific IP addresses – not just to specific people.

17. In 2014, security is going to be more important than ever, so take every

precaution to keep your WP blog secure.

18. If you access your blog from public locations, make sure you subscribe to VPN protection through your Anti-virus.

19. Set up your mobile to "prompt" before connecting to Wi-Fi networks when you're out and about.

20. Your WordPress log in name is vulnerable to leakage – so be sure to make up for that by using a strong, random-generated password.

21. Be careful of malicious code hidden in free themes. Download them only through trusted sources like wordpress.org/extend/themes.

22. Delete inactive WordPress themes and plug-ins. They can clutter up your CMS and cause conflicts.

23. Be aware that different web hosts use different WordPress setups – SimpleScripts for BlueHost and Fantastico de Luxe for many others.

24. Be sure to install and configure the Google XML Sitemaps plug-in – it's a WordPress essential!

25. Type your article in a plain text editor like Notepad before copy-pasting into your WP blog to ensure there's no hidden formatting.

26. To speed up your WordPress blog, use the WP Super Cache plug-in. (Be sure to enable the GZip option!)

27. Make sure you choose a responsive WordPress theme that adapts to all devices! (Type "responsive" when searching for themes.)

28. Install Google Analytics and track your WordPress posts! (Track them through other third-party platforms, too.)

29. Post your WordPress tips for 2014 here on Twitter!

30. Back up your WordPress blog regularly with plug-ins like the Backup Buddy plug-in from iThemes. (Which backup plug-in do you use?)

"If you're going through hell, keep going."
~ Winston Churchill

20 Tips on Content Monetization

1. All the content monetization in the world won't help if your content doesn't hook into your readers' needs or emotions.

2. Talk directly to your intended reader as if you were having coffee together– don't "write".

3. Create a review site if you have many similar affiliate products you want to write about. (People are always looking for reviews.)

4. Create a template for your Review site blog posts, always following the exact same format. (People are reassured by repetition.)

5. Create comparison charts featuring competitors' products when setting up a Review site. (Make sure your comparisons are consistent!)

6. Include the word "review" in your domain name for your Review site – it will rank better in Google searches.

7. Keep your reviews real and honest. Make sure your reader learns exactly what she is hoping to find out.

8. Never, ever write a review with misleading keywords or a misleading title. It's the quickest way to annoy your reader!

9. If you can't purchase a product yourself for review purposes, "compare" features and "report" benefits.

10. Boost your best-performing posts on Facebook – not your weakest. And be sure to track if boosting was a good thing – or bad.

11. Never lose sight of who you are talking to when writing for monetization. Helping them will earn you more than "selling".

12. There are different ways to monetize content, and not all will be in your comfort zone. Work with the ways that do for best results.

13. When monetizing content, make sure you don't leak potential earnings through things like tabs taking your reader away.

14. Let ezine readers know you accept ads in your ezine. Market these! (Works especially well for B2B bloggers.)

15. Work hard for your advertisers. Showcase their products or services. Actively seek traffic. (Results breed repeat customers!)

16. Use the PrettyLinkPro WordPress plug-in to insert your own affiliate links to products you approve of.

17. By all means try third-party ad link sites like InfoLinks.com and Chitika.com – but be sure to track and test your readers' responses.

18. If you use a WordPress Google AdSense theme, be sure to regularly check and make sure your affiliate link hasn't been "hi-jacked".

19. Check YouTube out for content monetization opportunities. It offers multiple ways to make money from your channel.

20. Make sure you have a market strategy for content monetization – targeted both to advertisers and your reader.

Online Business Resources

Affiliate Marketing Training With Affilorama - Top Affiliate Marketing Training Portal

Chris Farrell Membership - Brillaint Web Business Coach That Will Show You How a Create A Consistent Income Online

Niche Profit Classroom - Step-by-step Internet Marketing Training For Quick And Lasting Online Income

CB Engine - Find Top Affiliate Products That Convert

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