



How to Start a Successful Profitable Website.

No B.S. Marketing Information: Stop Getting Ripped Off and Start Learning What Really Works.

First a little about me:

Paul Guzman: Happily married with 2 adult children one at home and two grand children. By trade I am a Greenhouse Manager and a-lot of other things in-between. At the time of this writing I will have been around this earth over 60 years. I am a “Baby Boomer” generation person. Yes...I wore bell bottom jeans and had shoulder length hair, shoes that made me 3 inches taller. Did a 2 year stint in the U.S. Army...Not by choice!

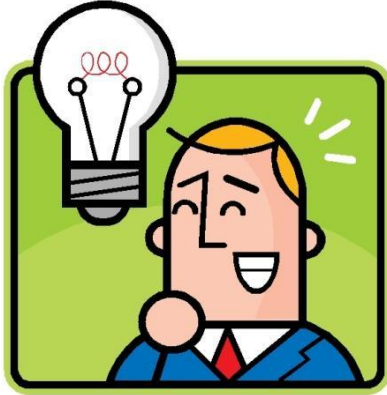
My first real job was working with mainframe computers at the local military base. I later went on and did the same with a contractor working on the TDRSS system (Tracking Data Remote Satellite System). Due to a RIF (Reduction in force) I was laid off in the early 90's. I did a few odd jobs off and on but started working with my brother's retail nursery business in 2002.

My first successful website was and still is guzmansgreenhouse.com. The income I generate with this site is passive and my wife gets a mile wide smile on her face when those checks come in.

My second website is goodcontentwebsites.com. I also have several other sites and blogs that I am currently working on.

Ok, enough about me lets get on with the nuts and bolts of this e-book.

You can contact me at: paulguzie@gmail.com I always read my emails there. Really I do.



I made this PDF Ebook as simple as possible. Why... because our lives are already complicated enough - especially when it comes to all things that are related to the Internet including Web Sites, blogs, Internet Marketing, Graphics, SEO, ezines, spam, email, WEB 2.0 and a plethora of more technical, geeky, wanna be rich now info that seems to proliferate the World Wide Web.

Why did I write this e-book? Because you and I know the amount of bull crap that is floating inside the Internet! The lies, false promises, hype and most of all the “Get Rich Schemes” that never work!

I will show you what does work and what it takes to “**Start a Successful Profitable Website**”. I will show you the exact methods that I use to make good money using my own marketing techniques. It will take time, effort, work and lots of patience. There is no way around this and there are no shortcuts or magic buttons.

This is actually nothing new and most of what I have written in this e-book has been re-done by hundreds of others and available online today. But...and this is a big but, there are bits and pieces of it all over the Internet. The information are in millions of blogs, websites, forums, membership sites, and social networking sites. I have here almost everything you need to know about starting your own profitable website or blog.

After reading and implementing the advice I give you here you should see an increase in visitors, money and subscribers. Will you make so much money that it will ooze out of your computer screen? Come on get serious...of course not! What I have here does work. You will have to read everything here then follow through. The money will come in bits and pieces at a time.

I stress **white hat techniques** (Honest, legal and ethical) on the World Wide Web. I stay away from black hat techniques (Dishonest, unethical, or illegal). Good Original Content Web Sites and blogs are what you should be doing. And is the wave of the future. I know what works because I've been doing it since 2001.



Simple Steps to Creating a Successful Profitable Website

First of all do you really need a website? Wow...of course you do. And if it is successful and profitable you would not be reading this right now.

If you already have one you might want to re-consider what you are doing and read this e-book in it's entirety before continuing. Below are several steps that will help you start your quest for a successful website or blog.

You will need a domain name: 2-6 bucks per year depending on where you purchase one.

Here are a few tips on purchasing your domain name.

1. Having your keyword(s) in your domain name will help with better top search engine rankings. Example: learntoplayguitartoday.com. The keywords play guitar - learn guitar - learn top guitar, are in the domain name and can become much easier to rank for.
2. You only have 36 characters to use. So forget about extra long domain names.
3. Will folks remember your domain? Avoid ho-hum names and try to find one that rings out your niche or whatever you are selling or promoting.
4. Stay away from acronyms or abbreviations. Most will remember newyorkcityhomeloans.com as apposed to nychloans.com
5. Avoid using to many hyphens or dashes in your name. Imagine announcing your site to an organization or a family member... this is my domain name: my dash niche dash website dash dot com. Really hard to say or remember - Don't you think?
6. One or two dashes are ok providing they are strategically placed. Example: getsix-packabs-now.com or even better get-sixpackabs.com
7. Always use the dot com extension. Unless you are doing a non-profit website. It does not matter why type of site you have most world wide users will remember a site with the .com extension. Why? Because you or others are more likely to remember joeswebsite.com as apposed to joeswebsite.info? Even if you do remember .info it will eventually trickle down to .com

8. Is your website locally based? If so consider using your city's name. Example:paulsplumbingnewyork.com or newyorkplumbingbypaul.com

You will need web hosting: Do not pay over 10 bucks per month unless you want a dedicated server. A dedicated server is just a fancy word for a computer with mucho more memory and it is dedicated to you. No other websites allowed. The cost could be as high as 300 per month. A shared server is what most new or intermediate marketers have. It means you are sharing a server (computer with lots of memory) with other websites. If you are just starting this is all you need.

Before you purchase webhosting here a few pointers to consider.

Cost: How much do they charge per month? They usually start from \$4.00 a month to about \$50.00 bucks a month for a shared server. Remember a shared server is where you have numerous clients using the same server and is the reason why the cost is much lower. If you are just starting out this is what you want.

Storage: Anything over 300 Gigabytes is enough for the newbie Internet Marketer.

Bandwidth: Is data transfer rate which is the amount of data that can be carried from one point to another in a given time period (usually a second). 3,000 gigabytes of bandwidth is fast and if you are just starting out this amount is more than enough.

Support: This in my opinion is what really matters. Whenever a problem arises you have to get the best possible support asap. They must have 24/7 online support and a forum for asking YOUR problem or questions.

Good Hosting services will let you have an addon domain names. These names are a fully functional domain that can be created from within your control panel. Think of it as having multiple hosting packages all sharing the same control panel. You can give them email addresses, autoresponders, and more - the same way you do for your main domain on the account. To put it in newbie terms "You can have unlimited website(s) not just one".

This means you can have your website hosted plus your spouse, uncle, neighbor, or anyone else that wants or needs a website. For the same low price of around \$7.00 per month.

Learn HTML It's not that hard.

But first what the heck is it you ask? It stands for Hyper Text Markup Language or a type of computer code that translates a document into a viewable website. There is no way around this. If you want to be in charge of your website(s) you will need to have a good working knowledge of this computer language. Maybe you already know this or maybe you don't. If you do good continue your education if not, here are some good places to start learning:

Here are other HTML training sites. W3schools.com: [Learn HTML](#) Free Online Training. [Htmlgoodies.com](#): Free Online self paced learning. There are thousands of FREE website that will teach you HTML . How to you find them? Google it.

You will need an HTML text editor and one of the best is probably sitting on your computer. It is called Notepad. Matter of fact you can make forms, tables, and much more. The one disadvantage to notepad is that you cannot view it as a webpage. You can visit this website for some cool easy to use beginner HTML training using notepad: <http://notepad.com/> it's free.

One way to quicken the learning process is to use templates. I am not talking about website templates where you purchase one and download to your computer then you try to figure out where to put your graphics, text, links and files.

You can use real free templates that are downloadable but much easier to change/edit them to your own preference. Visit <http://www.freecsstemplates.org/> and find your niche template. Download and view them using this [WYSIWYG HTML Editor](#)

Graphics for your website where and how



But first- a word of caution. Do NOT add tons of graphics on your website or blog. Too many scripts, large graphics, flashing and blinking lights will only make it look...well amateurish.

This will also slow the viewing of your site. You only have 4 seconds to hook your visitors. A slow loading page will make them click elsewhere!

Some Graphics work well with text and your image wrapped around to the left. Very much like what I did on this e-book.

Here are graphics software programs that I have used.

GIMP.ORG: **Free downloadable Graphics Program.** There is a bit of a learning curve but if you are patient and can easily do things on your own this program will work just fine.

[Paint Shop Pro](#): This is the first graphics program I learned to use. Very easy and user friendly. Cost is about \$60.00 USD Bucks. **There is also a free 30 day trial.** I believe you can get an extension on the trial period all you have to do is ask for it. [Paint Shop Pro](#): This is the first graphics program I learned to use. Very easy and user friendly. Cost is about \$60.00 USD Bucks. **There is also a free 30 day trial.** I believe you can get an extension on the trial period all you have to do is ask for it.

[Laughing Bird Software](#): Cost just under \$30.00 dollars. With Laughingbird's web graphics software, you can produce incredible business cards, advertisements, logos, and images for your website, blogs, for your favorite social networking site.

[PhotoShop CS4](#): Professional Graphics program: This program is what all the top Internet Graphic Artist use. I use it myself to make the ebook cover on this PDF report. I also make professional ebook covers for numerous clients around the world. The cost is between \$700.00 bucks to about \$1,000 dollars depending on where you purchase it. I

recommend you use GIMP or Paint Shop Pro first because you will get an idea how graphics and websites work together.

Lonapix.com. LoonaPix is a free photo editing online service, and it let's you make a unique image out of your photo. LoonPix also provide an html-code so you can easily post your edited photo on [your blog](#) or profile at MySpace, Facebook, Orkut, Hi5 etc and [share your photo](#) to the whole wide world

Blogs or Websites? Use Both.

You can by-pass the HTML learning curve by using a blogging platform or what most folks describe as an opportunity to “**write what you want**”. You can use a free blogger platform such as Google’s blogger. But it is important to remember it is NOT your own domain or website. Google can delete or ban your blog for whatever reason(s) they seem appropriate.

It is still an easy way for a beginner to learn about blogging and by adding your adsense script to your blog you can profit using it. There is more about blogger.com at the end of this e-book.

Once again you will need your own unique content. You can take any niche website such as, video games, politics, gardening, weight loss, dating or whatever it is you are passionate about and blog or actually write about your experience or knowledge in the field.

Two blogging platforms are Wordpress.com and Wordpress.org

It is important to know the differences between the two.

First we will start with **Wordpress.com**. You do not have to download software, pay for hosting or manage a web server. When you sign up for a WordPress.com blog, you will get a URL like “mysite.wordpress.com” It is basically a free blogging platform.

WordPress.com it's not possible to upload your own themes, you need to choose from the pre-loaded themes.

You do NOT need a domain name and hosting account with **Wordpress.com** They do provide 70+ themes which you can modify

and edit, but you cannot run a custom theme. You can't upload plugins. The bottom line...it will be much harder to earn revenue with this blogging platform.

Wordpress.org is a blogging platform that needs webhosting and a domain name. You will have the ability to upload numerous themes. You can upload plugins including SEO and other important marketing programs. If you want to make money with your blog this is what you want.

Use wordpress.org if you are going to monetize or do any type of Internet Niche Marketing. This is your best choice.

What's great about having a blog is that you can post articles, information or tips and it will get indexed almost immediately by Google. Google loves blogger.com and wordpress.org. Sometimes your postings will get indexed in a matter of minutes.

Getting traffic to your blog is a little easier than a website however you will need to learn about plugins and SEO for blogs. You can get a free SEO plugins right here. <http://semperfiwebdesign.com/blog/all-in-one-seo-pack-must-be-configured/>.

Links...do you really need them.

Yes, you do need links or back-links but not just any ordinary run of the mill links. I now believe reciprocal linking or swapping links do not work as well as they use to. Google does not consider reciprocal links into their algorithm anymore.

What Google does consider are links from other related websites with a high PR. So...what is PR? It stands for Page Rank. The higher the page rank the more authority it receives from Google and other search engines. If want to know what you or other websites rank you will need the google page rank toolbar. You can get it right here. [Google Toolbar](#)

The more good quality niche related links the more Google will see your site as authoritative, quality and important.

So what does this mean for you and me? It means we need to stop asking other related websites for any old link. This also means more article

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- Epub & Mobipocket (Exclusive to V.I.P. members)

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