



How To Create And Sell Websites Fast & Easy

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Top 10 Niches To Create Websites For, and Sell Them

The most successful Internet marketers are those who cater to markets that need their products and/or services. A profitable subsection of Internet marketing is creating websites for specific niches or markets and selling those websites to them. (Some prefer renting them out to clients- another option to consider too). Usually, this involves finding professionals in specific fields who could use a professional website to aid their practices, but who have no idea how to go about creating their own sites or who to turn to to have them created for them. You'll learn about the top ten niches to create websites for and sell them.

As mentioned above, professionals in specific niches are the target market you are looking for in order to profit from this subsection of Internet marketers. Three top professional niches include dentists, doctors, and lawyers. All three fields are prominent members of society who provide valuable and in-demand services for their communities. Thus, there are people who are wanting their services, and in this day and age where people expect instant gratification and satisfaction, they will look for each professional's website to determine who he/she is, what his/her experience level is, and whether that professional fits for what that person is looking for. Obviously, professionals who don't have website will be at a severe disadvantage, especially in this day and age of ecommerce and mcommerce.

This is where you come in- you build the site (or have the site built for you) for a professional, then you sell it to him/her (or rent it out, as mentioned in the first paragraph, but this article will focus on selling it). You can charge \$100s or even \$1000s for one site, as the professional will think it is a bargain because he/she will see that investment be paid back over and over again with all of the clients he/she will gain that the professional didn't have access to before because the professional didn't have his/her own website.

Note that doctors, lawyers, and dentists are just three professions looking to get their own websites online, but have no idea how to go about doing it. Other notable niche professions include architects, restaurant owners, pet store owners, barber shop owners, "Mom & Pop" retailers, plumbers, and authors.

Think of each of those niche professions: You likely know of at least one big company that has its own website in each profession, and probably more than one. When it comes to barber shop owners, think about Best Cuts™, Great Clips™, SuperCuts™, etc. Each has their own website, and Great Clips even allows you to check in before you arrive at the shop. Thus, you can see the importance of a barber shop owner having his/her own website.

Think about pet store owners. Look at Petco™, Pet Supplies Plus™, and other larger pet retailers – each has its own website, and each has a wide variety of items to sell online, plus special services as well (i.e. pet grooming, etc.).

The same holds true for authors. Look at Amazon™ and Barnes & Noble™ – prominent retailers that sell virtually every book available. Think an author would want his/her own website to establish his/her authority status and stand out from the crowd? (You bet he/she would!).

And, of course, we know that prominent retailers like Walmart™, Target™, and Best Buy™ have their own established websites where they can sell all sorts of items and that they get hundreds of thousands to millions of visitors each day. Think a “Mom & Pop” retailer would want some website traffic to help boost their sales and publicity? (You bet!).

Thus, a prominent and profitable subsection of Internet marketing that many online marketers are entering is building websites for professionals, then selling those sites to them. You might be thinking that you'd like to enter this subsection too, but have no idea how to create sites professionals would want, nor who to turn to in order to have them created for you.

Fortunately, the image below will lead you to a software program that easily creates niche websites that professionals want. Just click the image.



How To Describe The Features Of Your Product Effectively

When attempting to sell a product, you must be able to describe the features of that product effectively, especially the features that will benefit the prospect. After all, the prospect who is considering a purchase of your product wants to know what's in it for him/her – there is no reason to buy the product if he/she will not benefit from it in some way. Thus, you must not only be able to describe the features of your product effectively, but you must also do it in a way where the prospect clearly sees the benefit he/she will get when he/she purchases the product and uses it.

How do you go about describing your product's features in a way that will entice the prospect to purchase your product? You must know your target market very well and know exactly how your product will solve the problem that a member of this target market is facing. For instance, if the prospect wants to know how to do better research for writing projects in a quicker amount of time and you have an infoproduct that lets him/her know how to do this, then you need to let him/her know that he/she will save time and make his/her life easier by purchasing your product.

Essentially, you must know how the prospect will benefit from purchasing your product; thus, you have to connect the features of your product to the benefits he/she will get from using your product. Those benefits are what will drive the prospect to purchase your product. Features alone are not going to do it; virtually anything has features- the question is how those features will make that prospect's life better, improve his/her life, solve the problem he/she is facing, etc. THAT is what will convince the prospect that your item is a “must-have, can't miss” purchase.

Therefore, you need to think about your product and how it relates to your target market. Consider what problem your target market has and how your product directly addresses it. How does your product make your target market's lives better? What features allow your product to solve your target market's problem? How do those features solve your target market's problem? These details are what you need to clearly emphasize to your prospect so that there is no doubt in the prospect's mind exactly how your product solves his/her problem.

People are always looking for solutions to improve their lives – this is why topics like weight loss, stress reduction, healthy living, etc. are always in demand. People are always trying to find new and better ways of improving their lives, reducing their stress, and increasing their happiness. If your product can help them to do that in some way, you need to emphasize that and show exactly how your product improves their lives and why they can't miss out on it.

It is not always easy to determine exactly what features will most appeal to your target market, but if you follow the link below, you will find a software program that will help you to describe the features of your product more effectively so that your target market will be much more likely to purchase your product.

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Social Media Icons: Why they Matter

Twitter, Facebook, Instagram, and Google+. All of these social media icons allow for instant communication between friends and loved ones. We all know this, even big companies are starting to realize this. Why make your consumer wait on hold for a half hour (which usually results in them hanging up half way through the hold, or them voicing their frustration on the unlucky sap who gets the call) when you can communicate directly with them through social media?

We're all on social media. We use it for news, to keep up with the latest celebrity gossip, to share the cute cat picture we found on reddit, and now we can use it to keep up with sales and updates for new products from our favorite companies. We can even use it to voice our frustration with a recent experience either in store or with an online order. Some companies, like Jawbone Microsoft Xbox, have tech support via Twitter where you can ask questions without having to call or email and get an almost instant answer.

I say almost because since a lot of us are on these sites now days, they have a lot of tweets, Facebook posts, and messages to go through. And these just aren't for negative posts, you rave about something on social media, the company will respond favorably and can pass your positive comments on to the higher ups at corporate. And heck, you may even get some new followers out of the deal.

So what happens if you're excited about a product you just bought on Amazon and want to tell the world? Good news, you can. After you submit your order, there's an option to share your recent purchase with Facebook. You can even share your wish list with social media. Hello awesome gifts, good-bye awkward texts asking what you want for Christmas or your birthday.

What about streaming services? They're on social media too. Pandora and Spotify have twitter accounts to keep you up to date on new music that's been added. Wonder what Netflix is going to add next month? They've got twitter and Facebook for that. Tired of always checking your favorite band's website for tour information or CD

releases? Facebook, Instagram, Twitter that info. Those links are there so you don't have to continually check the website.

Social media has quickly become a way to spread information fast. Take the recent attacks in Paris. CNN, BBC, and other news affiliates, quickly had the information on their social media accounts so we knew what was happening as it was occurring. Facebook activated a check-in option to let people in Paris inform their friends and loved ones that they were okay. Social media is oftentimes the only way we hear about world events. The news channels have realized this and added those buttons to their sites. However, those people are tricky. If you want the full details on what happened, you've got to click the link, which takes you to their site. Sneaky way to drive traffic. Retailers do this too.

The way we communicate has changed and retailers are taking full advantage of this to connect with their customers and potential new consumers. That's why they have like us on Facebook, or Follow us on Twitter/Instagram. It keeps us and them in close contact. Win-win for everybody.

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Where To Sell Your Niche Websites

You've decided to enter the subsection of Internet marketing where you build niche websites for professionals and sell those sites to them. You may have a question regarding this subsection, though: You don't know where to sell these sites to those professionals that need them. Fortunately, you will learn about some of these locations below:

One of the most prominent places online to sell websites is on Flippa.com. Flippa.com is a site that was created for sellers of websites and buyers who want them to come together so that these transactions could take place. There is a high demand for quality, professional websites, and most people who want them have no idea how to build them, nor know who they can go to to have them built for them. Thus, this is how Flippa.com, the original website marketplace, was born.

You post your site on here, along with pertinent information such as the PR ranking of the site, how much traffic it is already receiving, whether it runs on WordPress or HTML, etc. You also list the starting bid, a reserve price (i.e. your absolute minimum acceptable price for the site), and how many days the auction should run. Then, you sit back and see how high the bidding goes. You get to decide whether you accept each bidder as a bidder (i.e. you can reject anyone you choose).

When it is over, you and the buyer will connect through the Flippa.com site itself and make the necessary arrangements to transfer the amount of the winning money bid to you, while you transfer the access information and any licenses/paperwork to the buyer.

Alternatively, you could also hold a "private sale" on Flippa where you post your website on the site and accept offers from prospective buyers. However, only you as the seller of the site will know all of the offers presented; no one else can see or know what other people are offering to you. In this case, you as the seller can accept or reject

any offer, no matter what the price is. In addition, there is no time limit; the "private sale" ends only when you accept an offer or you choose to pull the site down without selling.

Another prominent place to sell websites online is on eBay. EBay is known for selling many items, but some forget that the most popular and well-known auction site doesn't just have physical product listings, but website listings too. Like Flippa, you list pertinent information such as what the site contains, what the site's subject is about, whether a domain name is included, and what the cost is. You can choose whether to list the site as an auction (at highest bid, set a minimum reserve, and/or include a "Best Offer" option) or as a "Buy It Now." With the auction option, you'll transfer ownership and access information to the highest bidder (and if he/she meets your minimum reserve if you set one) or offer you agree to (if you chose the "Best Offer" option), while if you choose the "Buy It Now" option, you'll transfer ownership and access information to the person who pays the price you set.

Interested in entering this profitable subsection of Internet marketing, but unsure how to begin? Click the link below to check out a software program that makes the creation of in-demand niche websites easy.

Fortunately, the image below will lead you to a software program that easily creates niche websites that professionals want. Just click the image.



How To Create Killer Headlines For Your Products

Creating killer headlines for your products is essential to getting the most conversions (i.e. sales) for your products. Especially in this busy world with loads of content everywhere we turn, if you do not make your prospect stand up and take notice of your product, you have virtually no chance of turning that prospect into a customer. Thus, it is essential that you create killer headlines for your products. The question you are likely asking, "How do I go about creating killer headlines for my products?"

Creating killer headlines for your products involves a similar process to creating killer headlines for your emails, newsletters, and more. Essentially, it involves catching your prospect's attention and letting him/her know that what is in your content is something he/she wants to read. This means you must know what your target market wants and then let him/her know you have what he/she is looking for. This often involves trial and error, both in learning what your target market wants and in phrasing it in a way to alert the person that you have what he/she is looking for in terms of content and/or a solution.

You also must know what benefits your product will give to the person who purchases it. Thus, you must not only identify what your product's features are, but how they successfully address a problem he/she is having. This is what can lead you to crafting a killer headline that will alert your prospect that your product is the answer to the problem he/she is having. This is what will encourage the prospect to become a customer of your product.

What many online marketers will do when it comes to creating killer headlines for products, emails, newsletters, and more is to use a swipe file of known headlines that have been successful at converting prospects into customers. Many times, these known headlines have come from direct marketers as far back as the early- to mid-20th century, long before the Internet existed. The point behind using such known headlines and crafting them around your product is that these headlines have been proven time and again to grab the attention of prospects, get them to pay attention to your content, and

be convinced to purchase your product.

This is why many online marketers will say that you should “not reinvent the wheel, but copy what's working.” Of course, when using a swipe file of known headlines, you do have to make some adjustments to fit your product. For instance, if you have a knife that is the sharpest and easiest to use, an appropriate headline might be, “This knife will make eating more enjoyable.” If you have a purse that is spacious and comfortable to carry, that same headline could read, “This purse will make shopping more enjoyable.”

Depending on the product, it could take a bit more work to adjust the headline to fit your product and attract the prospect to be interested enough to purchase it. This can take some work, especially if you don't have much experience writing attention-grabbing headlines.

Fortunately, you are in luck! Follow the link below to check out a software program that will add headlines and sub-headlines to your sales letters, emails, newsletters, etc. so that readers will be interested in your content and offers.

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10 Free and Surefire Ways to Increase Your Website Traffic

If you've been around the online market for so long and yet you still don't have a well-known brand name or satisfactory website traffic, then there must be something wrong with the strategy you used. Remember, the online strategy you use is the core of your promotional campaign and its ineffectiveness can lead to business failure. Forget your old strategy and use the following steps to drive traffic to your website:

What You Can do to Increase Your Website Traffic

1. Equip your website with menus complete with links to your homepage. A menu must direct users to your website's homepage so visitors can easily access your homepage regardless of what page they're currently browsing. You can place such a menu on the top, down or left part of your page.
2. Provide useful and superior-quality content for your website. Superior-quality web content means that your articles provide unique, valuable and optimized information for your readers. Your articles should contain important keywords however, using your keywords excessively will never produce good results for you. Just be unique in the content you offer or to the way you offer it.
3. Give great attention to your keywords if you do care about your organic traffic. As experts will tell you, keywords serve as your main SEO tool. Analyze your chosen niche and create various keywords that you think will make your site appear on the top results of search engines. Then, find out which among these keywords are the best to use as titles to your articles and also spread inside the article.
4. Provide a simple and user-friendly ambience throughout your website. Websites with flashy contents ...singing backgrounds, moving banners and too much color around, are not such a good idea. For one, a visitor might end up losing interest on your content and products because there are so many intimidating

ads cluttered throughout your website. The secret to having frequent visitors? Keep your website simple yet useful to your target market.

5. 5. Arrange your ads and maintain a clean page background. Again, a simple background attracts more people than those websites presenting outrageous layouts. Make your background as clean as possible and place your ads neatly around your website.
6. 6. Remove vertical scrolling in your page. The obvious reason is; it's really annoying to scroll from left to right. If you have this kind of feature in your website, remove it immediately and watch people become at home with your website.
7. Instead of putting all your content on a single page, just post your content on different pages and link them. This is what big news sites do too.
8. Examine your meta tags and links. Incorrectly placed meta tags and links often cause confusion and disinterest to visitors. PLUS your site may not be indexed correctly by search engines, thus always check your links and tags to make sure that everything is in place.
9. Trade links with other relevant websites. Trading links with other websites is a good strategy especially if you're exchanging with a reputable site.
10. Make your content readable and attractive. A readable and useful content always defeats any kind of promotional campaign. This is because readers look for something interesting to read, and not for advertisements or campaigns.

Lastly, it's taken for granted that you have already have a list building page in place for adding new potential customers to your lists. Turbo List Builder is a great tool to use for that reason and you can check it here:

Another 10 Ways to Increase Website Traffic for Free

Increasing your website traffic is such a tough job to take, but it's not implausible nonetheless. Be guided with the following ways of accomplishing this task:

1. Traffic Exchanges

Traffic exchanges come in various ways depending on a specific arrangement between you and another website owner. The technique goes this way; as you view a website, that website's owner will also view yours. Aside from this, trading traffic with another website owner also produces good referrals that will drive traffic towards your website.

2. Link Exchanges

Exchanging links with another website offers benefits that you would never dare miss. For one, every visit on your affiliate's page will produce increased traffic for your website. This is because as people access your affiliate's website, they're also likely to visit yours once they see your links. Also, your website will definitely place on top of keyword searches because of the various links it has. Thus, you should always apply this technique on your website.

3. Banner Exchanges

Banner exchanges is another strategy that will make your website more visible on results pages and related websites. For this one, experts advise that you should look for a website offering a 1:1 ratio. This will guarantee that your website will not appear too stuffed with other's campaign banners. Pay great attention to your banner and make sure that it renders all the information your prospective client might need. Also, create a banner that is not only informative, but entertaining and appealing as well.

4. Search Engine Optimization Techniques

SEO techniques bring out the best results among all online marketing strategies.

5. Web Content

The most beautiful thing about web content is that it will not cost you some money just like what those paid marketing programs do. And, you can also channel your creativity and intelligence in weaving articles for your website. The key to doing this is to create articles about your topic and post them on some article directories that will post your contents for free. Just make sure that your articles are search engine optimized.

6. Email Campaigns

Email campaigns are some of the most common marketing methods used in the web today. To this kind of campaign for your website, you'll need to send emails containing an invitation to visit your website. However, your email campaign should not verge on being spammy.

7. Free Press Releases

Press releases may be an outdated form of advertising, yet they still prove to be simple and effective. Issue press releases on some online sites. Promote your site and talk about everything that will make a client want to visit your page. Don't forget to mention interesting benefits that will attract readers to your website.

8. Blogs

Blogs started as mere online journals for people. However, over the years, blogging also presented a great use in the field of advertising. Create your niche blogs and post them somewhere else. Include link to your website and you're done.

9. Social Networking Sites

Social sites present another effective way of marketing your website, free of charge.

10. Comments and related links

Try posting informative comments on a specific blog, then leave your URL so that people will open your website once they need more information from you.

Follow any of the suggested ways above and be consistent to your promotional efforts.



Online Marketing Strategy that will Never Fail You: Increase Web Traffic for Free

Looking for additional ways to increase the number of visitors coming on your website? Check the following suggestions:

1. Submit videos on Youtube.

As you may already know, Youtube is one of the most visited and popular sites in the Internet. Take advantage of it and post some videos regarding your website or your products adding a link into the description. To extend the benefits of this technique, create a series of videos and make sure that you are doing all you can to promote them.

2. Create Facebook and Twitter accounts.

Not all people are surfing the Internet to look for some blogs or products. However, you can be sure that a large number of web users are logging in to their social media accounts. With this, you can definitely use social networking sites such as Facebook and Twitter to extend your campaign for your website. In addition, you can link your social media accounts to your website, so people can visit your site through Facebook and Twitter.

3. Use Twitter as your main marketing tool.

Twitter reaches millions of people in just a second. Just look at how massive a certain campaign would be if Twitter is the chosen medium. One post and you can you're your followers visiting your website.

4. Submit helpful content to several article directories.

The secret to being an online authority is providing valuable tips, advice or information through your articles. Hint: make good use of the PLR content sitting in your computer!

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