

**WORLDWIDE
BRANDS** 
The Product Sourcing Experts

www.worldwidebrands.com

presents: **STARTING YOUR
INTERNET BUSINESS
RIGHT!**

by Chris Malta



About the Author:

Chris Malta is the CEO of Worldwide Brands, the Internet's leading [Product Sourcing Experts](#). He is the Product Sourcing Editor for eBay Radio, Writer and Host of The Entrepreneur Magazine EBiz and Product Sourcing Radio Shows, and author of numerous books on EBiz and Product Sourcing, including "What To Sell on eBay And Where To Get It" (McGraw-Hill)



Starting Your Internet Business Right!

By **Chris Malta**

Founder and CEO, [Worldwide Brands, Inc.](#)

Introduction

Welcome to my FREE EBook...

"Starting Your Internet Business RIGHT!"

This EBook is offered FREE OF CHARGE to anyone who would like to read it. If you like, you are welcome to distribute it freely as well, as long as it is distributed intact with no changes, and *no money is charged for it.*

The purpose of this EBook is not to convince you to start an online business. That's a decision YOU have to make. I'm not here to talk you into it! I'm here to help you avoid the common traps, pitfalls and scams that are out there, and give you REAL information that will help you get started, if and when you decide to do so.

The information contained here is the result of years of hard-won experience with the Internet. It's intended to help you avoid the mistakes that I and others have made in the past, and in many cases, paid a great deal to learn from!

Anyone with a home computer can open and run a successful online business, for VERY little money. There are lots of excellent ways for someone with little or no experience to open and run an Internet Store from home. Low cost hosting deals, Internet Malls, etc...we WILL talk about that, but that's not the hard part.

The hard part is finding products to sell without getting raked over the coals by the thousands of "middlemen" out there who are lying in wait for you to come along and fall into their clutches. They're good at what they do, and they'll use you up and wring your pockets for every cent you have, then hang you out to dry.

The key to avoiding these traps is having the right information available to you.

THIS is the right information!

Each section builds on the previous one, so it's best to read them in order.

CHAPTER 1

Selling on the Internet

More and more people are catching the fever. Dreams of a mansion in the hills, early retirement, or just being able to supplement the regular income. Everyone wants to sell on the Internet. Every economic indicator, independent report and government statistic points to the fact that ECommerce is getting bigger and bigger every year.

This is a good thing for you and me. The huge growth in ECommerce is in part the result of small, home-based Internet businesses carving out our own chunk of the multi-billion dollar ECommerce pie. Ecommerce is riding a wave that won't break. It's getting *bigger*. There IS money to be made, and plenty to go around.

How, though, can you even start your own internet business when you may not even know how to get past the "Start" button on your computer? Even if you are an experienced computer user, most people don't know what a Merchant Account is, or how to build an Internet storefront. Where's the starting point? Where can you go and stand on a big black "X" on the ground and say, "This is the FIRST thing I need to do in order to start my online business"?

Be careful! There are a lot of companies out there who tell you they will help you set up your new online business. **While some of them are legitimate**, there are LOTS of scam artists as well, who are HOPING that you don't know where to start. They will prey on you. They'll tell you that you don't have to know ANYTHING. They'll say that all you have to do is send them a few hundred dollars (or even as little as thirty or forty dollars) and all will be magically revealed. Your new store will appear like a rabbit out of a hat, and they will handle **everything**, from the storefront to the bank accounts **to the products you will sell**.

THIS IS IMPORTANT: Any "Complete Internet Store Solution" that offers you **both a web site AND products to sell, should be AVOIDED AT ALL COSTS!**

There ARE good Internet Store solutions out there. However, nearly all of the Internet Store solutions that offer you a web site **and** products to sell are trying to sell you a "rubber-stamp" Internet Site.

It's like getting a thank-you letter from the President for supporting his political party during his election. We both know that the Big Guy isn't going to sit down and type individual letters to hundreds of thousands of people. Some functionary throws a big list of names into a computer, and the computer prints out the same letter over and over again, each with a different name:

"Dear **Mr. Joe Smith**, I would like to personally thank you for your support during my recent Election campaign..."

"Dear **Mrs. Alice Jones**, I would like to personally thank you for your support during my recent Election campaign..."

"Dear **Occupant**, I would like to personally thank you for your support during my recent Election campaign..."

You get the idea, right?

THAT's what a "rubber-stamp" Internet Store Solution gives you. You'll end up with an Internet Store that looks **EXACTLY the same as everyone else's** who bought one. Same exact pages, looks, graphics, and **all the same products**. Only the NAMES on the stores are different.

Your so-called "Internet Store" will sit there and twiddle it's thumbs, alongside thousands of other IDENTICAL internet sites, also busily twiddling THEIR thumbs, **all trying to sell exactly the same products**. No one will ever even find them on the Internet,

much less BUY anything from them. You'll end up a **permanent resident of an Internet Ghost Town**, and **you'll pay** for the "privilege".

(Philosophical question...if thousands of Internet Sites twiddle their thumbs, and no customers are there to see it, do they actually twiddle at all?) :o)

Why do they do it? Why do these scam artists go to all the trouble of setting this whole thing up? Because:

It looks GOOD to you. Everything in one place, for one fee. Internet Store, ready-made Products, Marketing Tips and Information, Promises to bring thousands of customers to your store. All in one place for one "setup fee", and "reasonable" monthly payments. You hardly have to do ANYTHING!

It's EASY for them. All they have to do is create ONE web site, and duplicate it thousands of times, one per customer. Then they simply **take your money, plug in your name, and they're done!**

They don't care if you EVER sell a single product. Most of them don't stock those products anyway. They simply have a "drop shipping" arrangement with the REAL wholesale supplier. If you ever DO sell something, all they have to do is send an email to the REAL supplier, and have the product sent to your customer. (Of course, they make a profit on THAT, too).

They make it look as easy as possible to you, hoping you'll send them your money. Then all they have to do is click a few buttons and hook you up with a useless Internet Store that SEEMS to work. While you're trying to figure out (a) why your "store" doesn't make any money, and (b) why you suddenly can't get ahold of the magician who sold you your store and disappeared, said magician will be whistling a happy tune all the way to the bank. With YOUR money.

This goes for eBay Auctions too, folks. There are a huge number of people out there selling "Overnight Auction Riches" packages that just don't work. You'll see them online, in TV, etc.

Don't let it happen! Here's my number one rule concerning the Internet: **If it seems too good to be true, it IS too good to be true!**

Actually, that's not even my rule. You know you've heard it before. It's simple common sense. It's probably been around since the first caveman stumbled over a sleeping bear, and thought he had dinner all locked up!

If it seems too good to be true, it IS too good to be true. How quickly that simple common sense statement flies out the window when someone promises you money!

Be smart. You may only have one chance to take your future in your own hands. Don't hand that one chance over to one of the thousands of scam artists who will lie to your face and leave you with nothing without the slightest twinge of conscience. Their sites look **very** professional, they sound like they know what they're talking about, and they can't wait to get their hands on your money and run.

I've literally seen thousands of people taken by these scams. I've only seen and talked to these people because after they get scammed, they keep at it and try again. They eventually end up at our web site, looking over this free information. I hate to think about the tens of thousands of people who have been scammed once, and have given up for good.

As I said, **there are good** Internet Store solutions out there, but there are **not** many of them. You need to be sure you work with a **reputable** company when setting up your Internet Store.

So, with that said, where do you start this whole process of selling on the Internet, and doing it the RIGHT way?

Probably the best place is a quick review of how retail sales works.

1. A factory produces a product. Factories don't want to get involved in SELLING products to individual Retail Stores. They're too busy MAKING the products. So, they sell huge amounts of the product to a wholesale distributor, all at once.

2. The wholesale distributor adds a bit to the price of each product, and generally sells them in bulk to a retail store.
3. The retail store breaks open the cartons, adds to the price of each individual product (their markup) and sells the products to its customers.

Sounds pretty simple, doesn't it? Well, it IS simple, when you're the customer. All you have to do is walk into your local Dogs A' Scratchin store, pick up a can of flea powder for your dog Baldy, pay at the register, and you're on your way.

However, when YOU become the retailer, there are other things to think about. When you OWN the Dogs A' Scratchin store, you have to pay rent for the building. You have to decide which products you're going to fill your valuable shelf space with. You have to decide which newspapers, TV and radio stations you're going to advertise with this month, to bring in new customers. You've got to order your products. Pay your distributors. You've got to replace damaged inventory, because Mrs. Nelson's wiener-dog went charging down Aisle Four wearing that lampshade-thingy around his neck, and crashed into your brand new display of Kitty Perfume.

Selling on the Internet is no different. Your Home-based Internet Business is a living, breathing extension of **you**, and there are things to learn and things to consider when you build and run it. **You need to create and run your business yourself.** If you let some chucklehead tell you that all you have to do is mail in three cereal box tops and fifty dollars, and they'll do it all for you, you might as well save the cereal. You'll need to eat SOMETHING when you lose your money.

CHAPTER 2

Computer Essentials

Blog. Bulk Upload. Database Integration. DSL, Email Campaign, Search Engine Optimization, URL Redirection, Gateway Pages, Hosting Company.

Huh?

Most people are familiar enough with their computers to use them effectively. Play some games, write a few letters, surf the 'Net, send and receive email, maybe do the household accounting. Then there are the famous (infamous?) stories about those who will use their CD tray as a coffee cup holder, not knowing any better.

It really does not matter what your experience level is. If you're an average computer user, you may suddenly get lost in all the buzzwords and jargon that gets thrown at you when you consider opening an Internet store.

THIS IS WHY most people will give up trying to run their Internet business themselves, and will turn the whole thing over to one of the scam artists we talked about in Chapter One.

DON'T DO IT! Don't give up. It's not that hard. There are two basic LEGITIMATE ways you can build an Internet store of your own, and they're not that hard. We'll get into that in detail later, but right now, let's talk about your computer, and what you should have in order to be able to work with your new store.

If you've had your computer for a few years, chances are you are using the Windows 98 Operating System. If your computer is relatively new, or you've upgraded recently, you could be using, Windows ME, Windows XP, or Windows 2000.

It really doesn't matter which one you use. Windows is an Operating System; kind of a background, basic structure that allows you to use other programs. All Windows really does is provide a "platform" from which you "launch" other computer programs that you actually use. For example, you might want to write a letter and print it out. You'll probably use Microsoft Word for this; or perhaps WordPerfect. Windows itself simply launches this program for you, and allows it to co-exist with other programs you might have active at the same time.

With this in mind, there are two basic ways to start your business on the Internet.

1.) Method One: Use a LEGITIMATE Internet Store solution. (DO NOT confuse this with the scam artists!) There are only a few of really good Internet Store solutions out there. With an Internet Store solution:

- You have less control over the look and operation of your site, BUT:
- You have help from the solution provider to build and operate your store

2.) Method Two: Use a LEGITIMATE Internet ECommerce Hosting Provider: Build the site with a LEGITIMATE ECommerce hosting provider, and drive your own traffic (customers) to it. We'll talk about that in more detail as well. With this option, you:

- Have more control over your site's look and structure
- Will probably spend a little more in order to have that control
- Will end up having to learn more about HTML programming

That's the trade-off between the two options. An Internet Store solution often gives you fewer choices for making your store look and feel unique, but offers a great deal of help with the process. An ECommerce Hosting Provider store offers you more complete control of the store, but you have to spend more energy, and often money, creating the store and driving traffic (customers) to it.

If you want to use an Internet Store solution, you'll need the following on your computer (the first three items probably came with your computer):

1. An Internet connection to your computer. You obviously already have this, or you would not be reading this page. :o)
2. An Internet Browser. Again, something you already have, but you should have Internet Explorer version 6 or higher. This is available as a free download at <http://www.microsoft.com/windows/ie/default.htm>.
3. A way to send and receive email, which I'm sure you already have if you're on the Internet.
4. Image Software. You'll want to play around with the product images you're going to put on your site, and you probably will want to get creative and make yourself a logo or two for your store. This is fun and easy, with the right tool. I recommend Corel Paint Shop Pro X. You can download a free trial version of this program [HERE](#).

That's it. That's all you really need on your computer to build and work with your Internet Store solution.

If you want to use an ECommerce Hosting Solution, there are a couple of **additional** things you'll need on your computer:

1. An FTP Program. FTP Stands for File Transfer Protocol. You'll use this occasionally to send files (images of your products, etc.) from your computer to the computer where your Internet Store will be located. I use FTP Explorer, and you can download a free trial version of it [HERE](#).
2. Site-building software. I recommend Microsoft FrontPage 2003. This is a program you use to actually create Internet pages for your store. FrontPage allows you to simply create your pages by clicking buttons. It's very user friendly. What it's actually doing behind the scenes is turning your point-and-click page designs into HTML. HTML is Hyper Text Markup Language. It's the code that your Internet Browser actually reads from the Internet, to display, for example, the page you're looking at right now.

No matter which way you go, you'll find that when you work with a **legitimate** company, there will be plenty of tech support to

help you along the way. It's NOT all that hard, and YOU will be in the driver's seat, instead of wondering what happened to your hard-earned money. :o)

CHAPTER 3

Understanding the Internet

Ever been lost in the woods? I have. I didn't like it.

I grew up in Western New York. I know that most people who've never been to New York think that it's one big city. Trust me; there's a lot more woods than there is city. There are millions of acres of wilderness in New York State.

We used to spend 10 days every summer camping off a series of old logging trails in the Adirondack Mountains. If you wander off the beaten path, you had better have a compass, a canteen and some food. Every couple of years, someone wanders into those deep woods and never comes back.

Sounds kind of like the Internet, doesn't it? It's a thing so vast and complicated that it's hard to wrap your mind around it. The easiest thing to do is just give it a cool-sounding name, and hope you never have to try to explain it to anyone!

Well, I used to be one of those systems-engineer guys who actually understands much of what goes on there. I wouldn't recommend systems engineering to the squeamish. The courses you have to take can give you the strangest nightmares! It's a lonely profession, too. I can't talk to my friends about what I used to do; it just makes their eyes glaze over.

Anyway, I'm going to talk about some of the basics of how the Internet works. I'm not going to prattle to you about Class-C IP Addressing, Virtual Webs, or redirecting an MX record on a DNS Server. That's one of those things that systems guys do to impress other people at staff meetings. I'd just be listening to myself talk, and you wouldn't gain anything useful.

The best way I can think of to visualize the Internet in basic terms, is to think about it as a worldwide telephone network.

There's a huge network of wiring that connects all the telephones in the world, in one way or another. That network is broken up into many parts, and owned by many different companies. If you live in Orlando, you make your phone calls through the telephone wires installed and maintained by Sprint, for example. If you live somewhere else, AT&T might maintain your phone line. If you live on the Island of Wheredaheckawee, your island might have many phone lines, but they are all connected to the outside world through a single underwater phone cable from the Mainland. However it interconnects, it's all part of the same giant network.

All that wiring throughout the world has one simple purpose. It connects to your phone, so you can make phone calls. At your home, you probably have a single phone line. Without getting into the pricey add-ons like call waiting, etc., the purpose of your phone line is simple. You can make or take one phone call at a time. You can call one person, or one person can call you.

A big company headquarters, like Kodak, for example, might have thousands of phone lines connected to a big switchboard, so that their company can make or take thousands of calls at the same time. Kodak also has those fancy phones that can connect to several lines at once, or call many people on different phone lines, and connect to them all at the same time. A conference call, for example.

Pretty simple, right?

Now, let's relate that to the Internet. The Internet is just another big 'phone network', only instead of being connected to phones, the lines are connected to computers.

Those computers fall into two basic categories: Workstations, and Servers.

The computer in your home is a Workstation. When you're connected to the Internet, you use your Workstation to make 'phone

calls' to other computers. Instead of paying telephone service charges to the phone company for a phone call, you pay 'Internet Access fees' to your Internet provider (such as AOL, Earthlink, etc.), to connect your Workstation to other computers.

There are places out there with computers that are like the big fancy switchboard that Kodak uses. They reside in buildings with thousands of 'phone lines' connected to them. These computers can connect with many other computers at the same time, and handle the computer equivalent of 'conference calls.' They are called Servers.

Servers can connect to many Workstations at once. Thousands of people who connect to AOL, for example, can be connected to the same Server at the same time. When that Server reaches it's 'maximum load' (like a switchboard that can only connect a certain number of calls at once), another Server will take the overflow, and so on.

Every Server on the Internet is connected to all the other Servers as well.

Basically, the Internet is one big gigantic computer conference call, with people joining in and dropping out all the time. The Workstations (your computer) are the participants, and the Servers are the Company management team, moderating the discussion.

Ok, so what about all that information that you can look up on the Internet all the time? You can go to a Search Engine and find the current price of wheat in Russia, or get a list of suggested names for your new puppy. Where does it all come from?

Web Sites. Everything you ever wanted to know, and many things you never wanted to know can be found on the millions of Web Sites around the world. Where do the Web Sites actually reside? Where do those actual bits of information live?

On Servers.

When you create a Web Site, you are actually renting a small amount of computer hard drive space on a Server somewhere. Whether you use that hard drive space for a Web Site that lists all of your Aunt Matilda's favorite recipes, or you use it to set up an Internet Store, it's all the same thing. Just a sliver of rented space on some Server computer's hard drives. The money you pay for that space is paid to whatever company owns that particular Server, and has connected it to the giant conference call that is the Internet.

Now, how do the Search Engines find your Web Site, which could be sitting on a flashing and beeping Server rack the size of a phone booth, anywhere in the world?

Let's go back to the conference call. Remember when I said that all the Servers on the Internet are connected to all the other Servers? Remember that each Web Site sits on the hard drive of some Server, somewhere? Well, the Search Engines are the same way. A Search Engine is just a computer program sitting on some Server, somewhere.

A Search Engine program is constantly talking with all the Servers on the Internet, asking those other Servers what kinds of goodies they have stashed in the Web Sites that have been created on their hard drives. The Search Engine gathers all that information and keeps a record of it.

When you go to the Google Search Engine, for example, and type in a search for 'Ankle Bracelets', the Google Search Engine program looks in its records. It finds all the references it discovered concerning Ankle Bracelets on all the Servers around the world, and returns a list of those records to you. These are called "Links". When you click on one of them, your Workstation connects to the Server that contains that information. The information opens on your computer screen in the form of a Web Page.

Please remember that this is a simplified version of what goes on out there; I'm not soliciting picky corrections from my fellow computer geeks. :o)

Hopefully, though, this will provide a basic understanding of what the Internet really is: **one giant never-ending computer conference call!**

Choosing a Host for your Internet Store

We've been through the fact that scam artists will cheat you into a losing business. We've talked about the basics you should have for your computer to start an Internet business. We've delved into the confusing world of the Internet, and simplified that concept a bit.

Now, let's talk about your Internet Store Hosting.

A "Hosting" company is the company you choose to actually lease that sliver of Server hard drive space from. That's where the computer files that make up your Internet Store will reside, and that's how your site actually gets out there on the Internet where people can find it. Different Hosts provide different services, and it's important to know something about them.

There are two LEGITIMATE methods you can use to start an Internet Store. Neither one of them involves sending money to any company with a name remotely like "Ace Complete Internet Stores And Products, Inc.", so let's rule the scam artists out entirely and concentrate on reality.

In Reality, there are LEGITIMATE **Internet Store Solutions**, and there are LEGITIMATE **ECommerce Hosting Providers**. I personally use them both, and find that there are different advantages to each one.

Method One: Using an Internet Store Solution

Let me explain this concept like this:

My teenage boys love to go to the Mall. They'll spend an entire Saturday there, along with a week's allowance. When asked what they've been doing all day, they'll just say, "Um, chillin', that's all."

When I was a kid, it was called "hangin' out", but it's the same thing.

Why do they like it there so much? Well, according to them, the Mall has "EVERYTHING!" They're right. People to see, places to go, things to do; everything they're looking for, right there in front of them, within walking distance.

Your Internet Store can do the same thing. It can "chill" at the Mall. In this case, that happens to be an Internet Mall. When your Internet Store is at the Mall, it's not laying around the house grumbling, it's having fun, and it's probably not getting into TOO much trouble. Just like my kids.

Why let your site go to the Mall? Because it's right in the middle of things.

There are two main things you should be thinking about when starting out on the Internet.

Money and Traffic ("Traffic" is the Internet term for Customers).

There's never enough of either at first. To earn the Money, you need the Traffic. To get the Traffic, you need to spend Money. I spent years telling all my kids never to play in Traffic, and when my Grandson gets a little older, I'll be telling him the same thing. My sites? I booted them right out there on the freeway from day one.

Here's what I do when I build an Internet Store Solution site:

I go to my Internet Store Solution provider, and open a new Store. This typically costs about \$50 a month or less.

I create the Store itself through my Internet Browser, Microsoft's "Internet Explorer". (For those who don't know, this comes free with virtually every home computer sold today).

My Store provider has a "store builder" that can be used to create a store. Using just my Internet Browser, I can tell the store what color and style it's text and background should be. I can tell it to put my "Buttons" (links to other pages within the store) across the top or down the side of the page. I can upload (send) images of my logo and my products directly to the store from my computer, and put them in the right places. I can create product pages with pictures and descriptions of the products I want to sell, and activate the "Sale" button on each page, so that my store can collect money from my customers.

I play around with it until I have things the way I want them, then I tell the Store Solution provider to open it (make it viewable to the Internet Surfing public). I can access and edit my store from anywhere I can get an Internet connection. There have been plenty of times I've run my business while traveling, using a laptop computer plugged into a hotel room phone jack.

The Store Manager (the area provided with your store where you manage it's functions) is loaded with all kinds of easy to use tools, from spreadsheet exports to email forwarding to charts of my hits and sales.

Almost immediately after I place a product in my Internet Store, it shows up online. The last site my partners and I opened with our Internet Store Solution provider paid that fifty bucks back in it's first couple of DAYS, and has gone on to make very good money.

The biggest advantage to a good Store Solution provider is ease of use. You can create one store, several stores, easily navigate through them and change your products and pricing, and it's all done "point and click". There is virtually no programming to learn. The Store Templates look very professional, which definitely helps our sales. The Sales and Customer Tracking tools are tremendously helpful.

The disadvantage to an Internet Store Solution is that the stores CAN all pretty much look the same if you're not careful. With some providers, you can change background and text colors, and arrange the pages a bit differently, but they all end up being very similar to each other. The better Store Solution providers allow you to choose from varying templates, so that your store doesn't look virtually the same as the stores built by all their other customers.

You'll find detailed information on the **Internet Mall Provider(s)** we recommend in our online [Resource Center](#).

Method Two: Using an ECommerce Hosting Provider

There are advantages to using an ECommerce Hosting Provider instead of an Internet Store Solution.

The main advantage is that you have much more control over the way your site looks and functions. You can create your own unique presence on the Internet, without being limited by a choice of just a few "templates", such as you would be in an Internet Mall.

The disadvantage to simply renting server space from an ECommerce Hosting Provider and building your own storefront is the time and knowledge it takes. If you're not already a pretty good programmer, you may not want to do this.

ECommerce Hosting Providers will all set you up with the your basic needs at a good price. Internet hosting (rented space on a Server hard drive, remember?). They should include a Shopping Cart (the software program that holds your products and prices), and may include some kind of Merchant Account (the "gateway" software that collects money from your customers' credit cards, and puts it in your bank account).

All these things are well and good if you're comfortable creating your own HTML pages. SOME of these companies DO offer some basic templates that can be modified, but for the most part, you're on your own.

The main reason people use these providers to day is to create REALLY super-customized sites and stores. Mainstream ECommerce Sellers, for the most part, don't need to go this route when first getting started.

If you do decide to try this, I recommend Microsoft FrontPage to create the pages that you build on an ECommerce Hosting

Provider platform. The software is easy to learn and use (although it WILL take some time if you're new to it), and you can create an Internet Store with an extremely unique "personality" that may be missing from an Internet Store Solution provider.

You'll find detailed information on the **ECommerce Hosting Provider(s)** we recommend in our online [Resource Center](#).

No matter which way you go:

Have you ever seen a Wal-Mart on a dirt road in the middle of a forest? I haven't. There's a reason for that. There's NO TRAFFIC. The same principle applies to the Internet. In the ECommerce world, "Traffic" means "Customers".

When you open a store, you need customers. Imagine that your store is a real, physical building. It's going to be called Toasty Buns, and you're going to sell all kinds of Toasters. Where would you want to set it up? At the corner of Logging Camp Trail and Boggy Swamp Road, forty miles outside of town? NO! There's nobody there to stop in and buy anything!

When you build a store on the Internet, your number one concern is this: "How am I going to draw people to my store? How, among the millions of internet sites out there today, are potential customers going to find my one little site and buy from me?"

You will need to promote your Internet Store, no matter which method you use to build it. How do you do this?

Here are the most common methods:

Search Engine Optimization:

People who shop online use Search Engines to find Internet Stores. They type in the product they're looking for, and they get back a bunch of results that lead to different Internet Stores like yours. Google is by far the most popular Search Engine; the others all rank behind Google with varying degrees of success. By far, the most common method of advertising your Internet Store is through Search Engine Optimization.

"On-page Optimization" means that you place the words that you think people will use to find your store, ON your pages in prominent places. At its most basic level, here's the idea: If you sell shoes, use the word "shoes" often on your Store pages.

Of course, the reality is much more than that. Meta tags, keywords, jockeying for position with thousands of other webmasters who are trying for those same top listings that you are...it's not all that easy, and it takes time. When you're using On-page Optimization, you're trying to get what are known as "Natural Listings" in the Search Engines. That means that your pages just "naturally" rank well in the Search Engines because you did a good job "optimizing" them. However, here's a rule of thumb: If your store is not found in the first THREE PAGES (the Top 30 listings) of Internet search results on any given search engine, forget it.

It takes a very long time and hundreds of dollars worth of software to learn how to do this properly **by yourself**. You can wait for weeks, or even MONTHS to see how your most recent On-page Optimization attempt panned out, only to find yourself ranked number 13,426 in your latest search. Been there, done that, got the T-shirt.

The way to rank well very quickly in the Search Engines is to pay for it. That's called PPC, or "Pay Per Click" advertising. You go to Google, for example, and open a PPC Account. Google calls their program "Adwords", and you can find it here: <http://Adwords.Google.com>. You create small text ads for your Internet Store, then place a daily or monthly spending limit on how much you want to pay for your ads. When your spending limit is reached, the ads stop showing up until you replenish your funds.

These text ads show up either ABOVE all the "natural" listings on Google, or on the RIGHT SIDE of the Google Search Engine pages. Just search for anything at all on Google; you'll see what I mean.

The reason this is called Pay Per Click is that you are only charged for each appearance of your ad IF someone actually CLICKS on it and goes to your store.

In recent years, Pay Per Click has turned into a HUGE business. The search engines have definitely figured out how to make THEMSELVES rich. Does that really help you? Only if you manage your money carefully when you do this. It DOES work well,

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