



How to Start a Web Business

*As Fast and as Cheap
as possible*

A Free Step-By-Step Guide

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How to Start a Web Business Fast

Introduction

I've created this website in order to provide the information required to build a web business from scratch as quick and as cheap as possible.

A web business in today's market will give you the biggest bang for your buck. A web business is the fastest and easiest way to earn an honest living in this economy.

This step-by-step guide will show everything you need to know; from deciding on an idea for your web business to getting a domain name and web hosting as cheap and as fast as possible.

What you won't need:

- a business plan
- a prototype
- a lot of money
- programming knowledge



What you will need:

- a computer with internet access
- an idea for a website
- a few hours
- about \$5 for a domain name and hosting
- some ambition

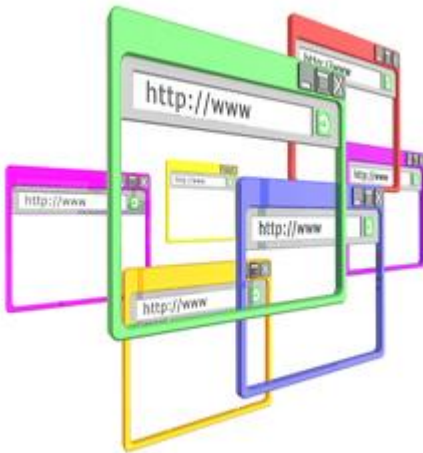
Concept

The Idea - in a nutshell:

The concept of this plan is very simple; yet it's also very effective.

It goes as follows:

- you decide on an idea for a website
 - a topic which interests you.
- you then obtain a domain name
- then a web hosting company
- then a website using a template
- then you write content onto the template
- then insert ads



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What this system gives you is a passive income.

A passive income is an income received on a steady basis and requires very little effort to maintain.

It is very quick, easy and simple to set up.

It is done using affiliate marketing.

Affiliate Marketing is a technique in which an existing business pays you for every visitor you send to their website.

The beauty of this technique is that it requires no filling orders, no shipping, no inventory, no customer service, no constant upkeep, and best of all: no face-to-face sales.



It's pretty simple: You just promote others products or services and get a percentage of the sales.

Decide on a Niche

Your first step in starting a web business is deciding on a niche. A niche is a targetable, focused slice of a market sector.

Simply pick any topic or idea that interests you and write some interesting content about it. Don't worry about it being a money making topic because you'll be putting ads on the site which relate to your niche. It's these ads which will be generating your profit.



One thing you should consider when choosing a niche is to pick something that you can later expand on. In other words, start small and work your way up. This way, you'll be able to get your web business up and running much faster.

Things to consider when choosing a niche:

- Pick a topic that interests you enough to write about
- Don't choose a niche that's too broad
- Pick something that can be expanded upon

Domain Names

What is a Domain Name?

A domain Name is an address where you can be found online. A domain name is used to identify an IP (Internet Protocol) address. An IP address identifies a computer (or other device) on a network.

thehosthunter.com is an example of a domain name.

A domain name is sometimes referred to as a web address.



In the URL <http://www.thehosthunter.com>, the domain name is thehosthunter.com.

It is your domain name that is used to identify your web site.

Your domain name is your online address where you can be found on the web.

The only way to register and begin using a domain name is through an accredited domain name registrar or a reseller of an accredited registrar.



Only a domain name registrar is permitted to access and modify the master database of domain names maintained by InterNIC. The master database contains the documentation on all of the domain names registered to date.

Choosing a Domain Name

You should always try to choose a Domain Name that contains keywords that relate to your niche.

Keywords are those words or phrases that people type into a search engine (usually Google).

I recommend getting your domain name first - before you create your website; that way you can build your site around the domain name instead of the other way around.

If you build the site first, then you may not be able to get a domain name that fits your site. You've got to keep in mind that millions of domain names have already been taken - which means that you probably won't get the name you want.

Tips on choosing a Domain Name:

- Shorter is usually preferred over longer
- Easy to remember
- Easy to understand
- Easy to type
- Try to avoid hyphens, numbers and slang
- Keyword rich



Keep in mind that these tips are not cast in stone - your first choice (and probably your 2nd, 3rd, 4th, etc.) may have already been taken; therefore you may have to settle on a domain name a bit longer than you wanted or you may have to use hyphens or numbers.

Domain Name Registrars:

Most website hosting companies are also domain name registrars or resellers.

You have the option of registering your domain name and getting your website hosting from the same company or different companies.

Free Domain Name:

Many Website Hosting companies offer a free Domain Name if you have your website hosting plan with them.



In the next step, you'll find out where to get a listing of all the major Website Hosting companies that'll give you a free Domain Name if you use them for your website hosting. And their website hosting plans are less than \$5 per month.

Obtain Web Hosting

What is Web Hosting

A Web Host is a company that stores your web site for you on their server.

Reliability is the most important thing to consider when choosing a Web Hosting company.

You want a web hosting company that has an uptime of at least 99%.

Things to consider when choosing Web Host:

- Bandwidth
- Disk Space
- eMail Accounts
- Customer Service
- Back-Up Frequency
- Upgradability
- Uptime

Web Hosting Costs:

Set-up fee

This is the fee that some web host companies charge to set up your web hosting. It's a one time charge and it's usually very **cheap or free**.

Monthly Cost

This is the cost that web hosting companies charge per month to keep your web site on there server. It's your biggest consideration when choosing a web hosting company. Monthly costs start at about \$3 and can go up into the hundreds. I wouldn't recommend paying any more than \$6 per month unless you've got a website with very special features.

Domain Name Fee

The Cost for your Domain Name. It's usually yearly (can be bi-yearly). Your domain name doesn't have to be purchased from the same company as your Website hosting. Domain Name fees are usually under \$15 per year. If your chosen domain name isn't available (someone else owns it) you'll have to pay a lot more for it.

As mentioned before, many Website Hosting companies offer a free Domain Name if you have your website hosting plan with them

Top Website Hosting Companies with free Domain Name:
(as of Feb, 2013)

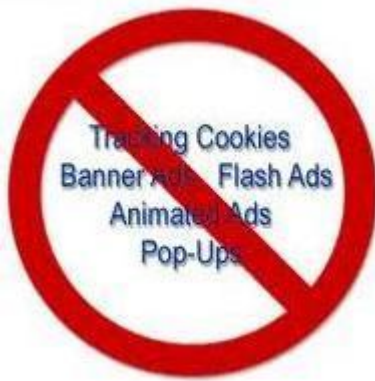
Top Website Hosting Companies:					
<u>Company</u>	<u>Price (monthly)</u>	<u>Uptime</u>	<u>Bandwidth</u>	<u>Space</u>	<u>Domain</u>
1&1	\$4.99	99.99%	unlimited	50gb	free
IX Web Hosting	\$3.95	99.90%	unlimited	unlimited	free
StartLogic	\$3.95	99.90%	600gb	60gb	free
myhosting.com	\$4.95	100.00%	unlimited	unlimited	free
iPage	\$3.50	100.00%	unlimited	unlimited	free
Web.com	\$11.95	99.50%	unlimited	unlimited	free
FatCow	\$4.58	99.90%	unlimited	unlimited	free
Omnis Network	\$5.95	99.90%	unlimited	unlimited	free
HostingPad	\$1.99	99.90%	unlimited	unlimited	free
Just Host	\$4.45	99.90%	unlimited	unlimited	free
iPower	\$3.95	99.90%	unlimited	unlimited	free
PowWeb	\$3.88	99.90%	unlimited	unlimited	free
Blue Host	\$6.95	99.90%	unlimited	unlimited	free
HostMonster	\$6.95	99.90%	unlimited	unlimited	free
Yahoo!	\$9.95	99.90%	unlimited	unlimited	free
Midphase	\$2.95	99.90%	unlimited	unlimited	free
Netfirms	\$4.45	99.90%	unlimited	unlimited	free
Cool Handle	\$3.95	99.90%	unlimited	unlimited	free
SimplyHost	\$4.99	100.00%	unlimited	unlimited	free

For a more detailed listing, visit TheHostHunter.com

For a complete, more detailed listing, visit TheHostHunter.com

Free Website Hosting

Free Website Hosting is not advised for many reasons. Free hosting is supported by advertisements which are usually inserted at the top of your web site. These ads may also be in the form of pop-ups. Also, the free website hosting companies have a very low uptime rate and very poor (usually none) customer service.



When it comes to customer service, you should definitely have 24/7 availability.

Overall, free website hosting gives a very unprofessional look to your site.

Connect to Host

Connect your Domain Name to your Hosting Account

Once you have your domain name and your website hosting company, you'll have to connect the two of them together.

This is done by "pointing" your domain name to your account at your web host.

To do this, you'll have to first get the "domain servers" (or DNS servers) used by your webhost company.

Domain servers are in the following format:

- ns1.YourWebHostCompany.com
- ns2.YourWebHostCompany.com
- ns3.YourWebHostCompany.com
- ns4.YourWebHostCompany.com



Your web host company may have 2, 3, 4 or more domain servers (DNS servers).

Once you have these domain name servers, log on to your domain name registrar and find the option that lets you add or change them.

There may be temporary DNS servers already there; replace them with those from your web host company.

There may be an option for a primary, secondary, etc, if this is the case, then use all of them:

Primary Domain Name Server: **ns1.YourWebHostCompany.com**
Secondary Domain Name Server: **ns2.YourWebHostCompany.com**
etc.

Note: If your web hosting company has spaces for more DNS servers than your Domain Name Registrar has, then just enter the ones you have and leave the rest blank.

If your Web Hosting Company doesn't have enough spaces for all your DNS servers, then just enter the ones you can. As long as you have 2 entered, all should be well.

Now that your Domain Name Servers are set, and your DNS propagation finishes, you'll be able to type your Domain Name into a browser and it should display your Website.

Propagation

OK, your Domain Name Servers are now set and you type your domain name into the browser but your site doesn't appear.

Uh-Oh!

Don't worry just yet. It's probably just the propagation delay.

All new Domain Names have to go through a DNS Propagation delay when they are first set up. It is the time it takes for all the computers around the world to see your website and can take anywhere from a few hours to a few days.



Design Your Site

Designing Your Site

Now that you've got your domain name and your website hosting, and you've connected the two of them together; you can start to create your website.

What you won't need:

- Any programming knowledge
- An expensive program
- Lots of time to devote

What you will need:

- An editing program - free !
- A website template - free!
- Some creativity - free !
- A few hours



Let's start with the editing program.

There are a number of free website editing programs out there to choose from. I recommend Kompozer: besides the fact that it is completely free (not Shareware where they'll want you to pay later), it is quick to download, quick and easy to install, easy to use (you don't have to spend hours to learn it first - it's user friendly).

You can download Kompozer free [Here](#). (I believe that kompozer-0.7.10-win32.zip is the latest stable version).

Once Kompozer is downloaded, it needs to be unzipped using an unzip or decompression program.

free decompression programs:

- [WinZip](#)
- [RarZilla](#)
- [WinRAR](#)
- [Free RAR Extract Frog](#)



Once it's unzipped, open the folder that it unzipped into and click on "kompozer.exe" to install it.

Now let's get a free website template. You shouldn't have any trouble finding one you like - there are literally thousands to choose from.

Websites offering free templates:

- [freewebtemplates.com](#) (4460 Free Website Templates)
- [oswd.org](#) (Currently 2080 free designs)
- [smashingmagazine.com](#) (high quality free templates)
- [webtemplateszone.com](#) (large quantity of free templates)



Be careful - because some websites with free templates like to mix some pay-for templates in with the free ones.

Content

Writing your Content

Your website's content is made up of text, pictures, videos, sound, etc.

For now, we'll just concentrate on the text.

Remember that niche you chose earlier? You then chose a domain name to compliment it; now you're going to write some interesting content about it.

Keep in mind that web writing is a bit different than conventional writing. Online, people tend to scan instead of reading every word.

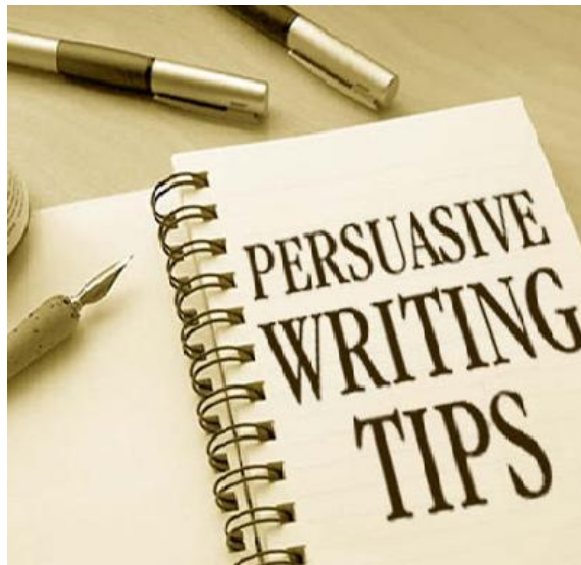
Guidelines for Website Writing:

- write short sentences
- write short paragraphs
- Avoid slang
- be concise and to the point
- be objective
- use keywords (the words you figure surfers type into Google)
- Keep all text left-aligned (not centered, right-aligned or justified)
- use bullet points
- try to write persuasively without overdoing it



Persuasive writing tips:

- Grab the reader's attention in the first line
- Relevant information
- Use action verbs to keep readers attention
- Keep sentences and paragraphs short
- Make headlines bold
- Use lists with bullet points
- Allow white space where needed



And remember; you're writing for the web; You're audience isn't reading - their scanning.

Affiliate

Choosing an Affiliate Program

The affiliate is the middleman between consumers and merchants.

Affiliate marketing is when a business rewards you for each visitor or customer they get from your marketing efforts.

It is using one website (yours) to drive traffic to another (theirs).

Your job as an affiliate is to promote others businesses on the internet and to match consumers with products. Your compensation is the commission for each sale (or lead).



Affiliates display on their Web sites:

- advertiser's ads
- advertiser's text links
- advertiser's product links

Affiliates are paid a commission by an advertiser when:

- a consumer makes a purchase (a sale)
- fills out a form (a lead)
- subscribes to a service (a lead)
- visits a company's site (a lead)



An Affiliate (or publisher):

- Promotes other people's products or services on their Web site
- Earns a commission for sales or leads that are referred
- Has a blog or Web site with other people's ads

Compensations are based on a certain value for each:

- Visit (Pay-per-click)
- Registrant (Pay-per-lead)
- Customer (Pay-per-Sale)



There are tens of thousands of Internet companies that pay commissions through affiliate programs.

A few online companies like Amazon.com run their own affiliate programs; but most use third party affiliate networks.

Top Affiliate Networks:

- Commission Junction
- Link Share
- Share A Sale



Since Commission Junction is the largest, it'll be the one used as our example.

Get started by first creating a free account at Commission Junction:

- Go to <http://www.cj.com/>
- Click "Affiliate Services" (lower left)
- Click "Join us"
- Click "Publisher"
- Click "Get Started Now"
- Check box: "I do not have a CJ Publisher account and wish to sign up"
- Enter the CAPTCHA and click "Submit"
- Enter all the required information
- You will be asked to enter your website name ([click here if you don't have one yet](#))
- Once you finish entering all your info, click "Accept Terms"
- Commission Junction will then send you an email with your password

Insert Ads

OK, you've got your niche, domain name, hosting, website, content; you're up and running; now you'll need to put some ads on your website (monetize it).

In the internet marketing industry, monetization is the buzzword used for generating revenue with your website.

In our case, we'll be generating this revenue through advertising.

Affiliate with Advertisers from Commission Junction:

- Go to <http://www.cj.com/>
- Log on (using password from Step 7)
- Click on "Get Links"
- In the "Advertiser Categories" you'll see a few hundred categories and a few thousand companies to choose from.
- Click on a category or a sub-category that you think is a match for your website's niche.
- You'll see a listing of companies (notice the "sale / lead / click" column).
- Click on a company you find "ad-worthy" for your website.
- A pop-up window comes up explaining that companies advertising policies.
- Click on the "Apply To Program" button (bottom).
- Some companies automatically accept everyone; you'll get an immediate message.
- Some want to see your website first; they'll email you on your acceptance.

Once you're affiliated with one or more advertisers, you can pick and choose which ads you want to put on your website. There are a number of different types of ads to which you should become familiar with.

Types of Ads:

Types of Ads:		
<u>Ad Type</u>	<u>Size (pixels)</u>	<u>Placement</u>
Full Banner ad	468x60	top of a webpage
Half Banner ad	234x60	top of a webpage
Verticle Banner ad	120x240	side of a webpage
Text Ad	(just words)	integrated in-line with content
Skyscraper	120x600	side of a webpage
Wide Skyscraper	160x600	side of a webpage
Button ad 1	120x90	anywhere on a webpage
Button ad 2	120x60	anywhere on a webpage
Square Button ad	125x125	anywhere on a webpage
Rectangle ad	180x150	anywhere on a webpage
Medium Rectangle ad	300x250	anywhere on a webpage
Large Rectangle ad	336x280	anywhere on a webpage
Square Pop-Up	250x250	pops up independent of site
Micro Bar	90x30	anywhere on a webpage

Placement is only a suggestion.

Note that not all companies offer every type of ad. Most of them do offer banner and text ads.

Obtain ads from Commission Junction:

- Go to <http://www.cj.com/> and log on.
- Go to "My Advertisers" (bottom of page).
- Open the drop-down and choose a company you want to advertise. Click "Go!"
- A new window opens.
- In the "Get Links" box, click "All (Except Products)".
- Pick an ad you like and click its "Get HTML" link.
- Link Type, PID, AID, Web Site and Destination URL will already be filled in.
- Leave "Encrypt link" unchecked for now.
- Checking "Open a new browser window" will keep your site active.
- Checking "Hide tracking code in link" will only affect what is seen in the browser bar.
- You can ignore "SID" (leave it blank for now).
- Click the "Update Link Code" (this will update the link so that you get credit for the visitor).
- Check "Highlight Code" button (code will "highlight").
- Right-click the highlighted code and click "copy".
- Go to your website's code with Kompozer or through your hosting company's control panel.
- Find the place you want your ad to be.
- Right-click at that place and click "paste".

You should now be able to see the ad when viewing your website.

You can test it by simply clicking on the ad.

Wrap-up

The completed Puzzle

At this point, your affiliate marketing puzzle should be completed. You choose your niche, picked a great domain name, obtained website hosting, designed your website, written your content and inserted your ads.



Now would be a good time to start looking into SEO (search engine optimization). SEO is the process of obtaining internet traffic from search engines. Google “SEO” and you’ll see countless articles on SEO.

I recommend downloading Google’s [“Search Engine Optimization Starter Guide”](#).

“How to Start a Web Business as Fast and as Cheap as Possible” is by no means completely comprehensive, but it does show you a step-by-step method of starting an online business that you can call your own without spending an arm and a leg to do it. It also leaves lots of room to expand your internet business in the future.

I hope this guide will empower you to start earning commissions right away. Good Luck and hope you succeed!



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