

Sample Title

Author Name

Copyright © 2008 by author name.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without written permission of the author.

Book Summary

As small business owner, you need to be online. Your competitors will be, so don't be left out! This book was specifically written for small businesses that want to find out what the Internet can offer them. This book contains over 200 websites. These are the sites that in-the-know web pros already know about. Now you know where to go online to improve your business. Even if you find 1 website that helps you with your business, it could quite possibly be worth the price of this book. Whether you want to launch a website, start a blog, create an online newsletter, or use an online shopping cart, this book will help you find the best websites and more. Below are some of the topics that this book covers:

CREATING A WEBSITE: Discover online website creators, tips for hiring a developer, and top web hosts.

MARKETING YOUR BUSINESS: Find websites that will help you blog, send newsletters, and connect with customers like never before.

MAKING MONEY USING ADVERTISING: Learn about the ways websites make money online – from ad networks to affiliate marketing.

SELLING PRODUCTS: Find out about tools like shopping carts that can help you sell things online.

TRACKING AND ANALYZING TRAFFIC: Learn more about the website that help track your online visitors.

USEFUL OPERATIONS TOOLS: Discover the online tools that can help you keep track of your business and help you become more efficient.

Dedication

Table of Contents

INTRODUCTION.....	13
CHAPTER 1: BEFORE YOU BEGIN.....	17
WEB BROWSERS	17
EMAIL	18
INTERNET SECURITY PACKAGES.....	19
INTERNET SECURITY RESOURCES	20
OTHER ESSENTIAL SOFTWARE	22
LAW ON THE INTERNET	23
BUYING AN EXISTING BUSINESS	26
CHAPTER 2: CREATING A WEBSITE	29
BUILDING IT YOURSELF	30
HIRING SOMEONE ELSE.....	33
DESIGNING YOUR SITE.....	37
NAVIGATION.....	41
GETTING A DOMAIN NAME	42
GENERAL DO'S AND DON'TS	43
BEFORE YOU GO LIVE.....	45
CHAPTER 3: FINDING THE BEST HOST	47
CONTRACTING OUT HOSTING SERVICES.....	48
SHARED, DEDICATED, OR VIRTUAL	52
SO WHO SHOULD I SIGN UP WITH?	53
HOST DIRECTORIES.....	54

HOSTING YOUR SITE YOURSELF	54
CHAPTER 4: MARKETING YOUR BUSINESS.....	59
FINDING YOUR BRAND.....	60
SEARCH-ENGINE AD CAMPAIGNS	63
SOCIAL WEBSITES	65
BLOGGING	68
NEWSLETTERS.....	72
REVIEWING	73
WEBINARS	75
WRITING ARTICLES	75
LOGOS.....	77
CHAPTER 5: SEARCH ENGINE OPTIMIZATION	79
SEO CHECKLIST.....	80
HOW DO SEARCH ENGINES WORK?.....	84
CHAPTER 6: MAKING MONEY USING ADVERTISING	91
GUIDELINES.....	92
OPTIONS FOR MAKING MONEY FROM ADS	94
AFFILIATE MARKETING.....	96
CHAPTER 7: SELLING PRODUCTS INDEPENDENTLY	99
ADVANTAGES OF THE SHOTGUN APPROACH.....	99
ADVANTAGES OF INDEPENDENT SELLING	100
SHOPPING CARTS	101
RECOMMENDATIONS	107
PAYMENT GATEWAYS	108
MERCHANT ACCOUNTS.....	111
ALTERNATIVE PAYMENT OPTIONS.....	112
STOREFRONTS.....	113

Introduction

If you are reading this book, you probably already have a small business, or you are considering starting one. This book can assist you in finding online tools to help you do things online to improve your business. There are no real guarantees of success for a small business, but one way to pursue success is to become familiar with what is out there to help you. Your competitors will be going online, so you shouldn't let yourself be left behind. It is in your best interest to use the Internet to its fullest potential. This is true whether you are a small storeowner, a realtor, or an insurance agent. That is where this book comes in.

This book is not a guide to getting rich quick on the Internet in your free time while doing no work. This book is particularly applicable to someone who is already an expert in their chosen profession who wants to see what the Internet has to offer them. Whatever stage you find yourself at now – scribbles on the back of a napkin, or an established, successful small

business – this book will help you gain a well-rounded knowledge base of the tools available to you. Building a successful small business is not an easy task, but the tools described in this book will make success a lot more likely. Good luck

Chapter 1: Before You Begin

Starting or running a small business is tough. Before you begin your conquest of the Internet, however, there are several tools you should know about that will make things easier in the long run. Here are some fundamental tools to understand first.

Web Browsers

The first essential piece of software you need is a web browser. You will be spending a lot of time on the Internet, so choosing a web browser is an important decision. A browser is probably already included on your computer, i.e. Internet Explorer for Windows. Internet Explorer is an adequate browser for most people. Overall, it is a perfectly acceptable browser, but if you

ONLINE TOOLS FOR SMALL BUSINESSES

would like to branch out and explore, check out the alternatives below.

Firefox – <http://mozilla.com/firefox> Mozilla's Firefox is the second most popular web browser in the world after Internet Explorer. It is developed by a group of volunteers who constantly pursue a better Internet browsing experience.

Safari – <http://www.apple.com/safari> This web browser is an Apple browser and has been released for Windows users – and it's a hit! It is considered one of the fastest browsers on the Internet, but it doesn't quite match Firefox in its set of features.

Chrome – <http://www.google.com/chrome> Chrome is Google's new browser. It only runs on Windows based computers right now. Over the long term, this will be a great browser. Right now, it is a little experimental and I recommend checking it out for yourself. Email If you're going to start a business on the Internet, you want it to look as professional as possible. One easy way to do this is to get an email account that has your business title in

EMAIL

If you're going to start a business on the Internet, you want it to look as professional as possible. One easy way to do this is to get an email account that has your business title in its name. its name. For example, if you want to start a business selling homemade garden gnomes, you could use jsmith@gardengnomes.com. One of the most popular email providers to let you do this is Google's mail program – Gmail.

INTRODUCTION

Gmail – <http://www.gmail.com> This email account allows you to store up to 25GB of information per account – one of the highest capacities available. For the organization edition, which allows you to use your company's title as the domain name, the cost is \$50 per month. Google also guarantees that your email will be available 99.9% of the time.

Thunderbird – <http://www.mozilla.com/thunderbird> Mozilla's email program allows you to organize and compose your email when you are not connected to the Internet. This can be very useful if you are flying or in a place without an Internet connection. Using Thunderbird in conjunction with Gmail is one of the best email solutions for online small business owners.

Internet Security Packages

The Internet can be a dangerous place for your computer. You need an Internet security package that will defend you from phishers, hackers, and general cyber criminals. There are dozens of products on the market, but some are better than others. Here are a few of the best.

Norton – <http://www.norton-security-store.com/> Norton Internet Security is the most popular security a better choice than the

INDEX

1

1 Shopping Cart, 108

3

37 Signals, 189

A

About.com, 152

Adobe Acrobat, 181

Adobe Reader, 22

Affiliate Fuel, 97

Affiliate Marketing, 96

Afternic, 42

Alexa, 192

AllSmallBiz, 191

Alt tags, 80

Amazines, 76

Amazon, 62, 74, 97, 99, 100, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 146, 166

Angel Investor News, 190
Apple iWork, 181
Article City, 76
Article Map, 76
Article Marketer, 76
Auction.com, 145
AuctionDrop, 146
Authorize.net, 111
Automatic Response, 77
AVG, 20
AW Stats, 168
B
Backup Software, 21
Backups, 51
Bandwidth, 50
Beamed, 85
Better Business Bureau, 192, 193
Bid a Lot, 145
Bit Defender, 20