

How To Set Up Your Online Business in 10 Easy Steps

The learning material is a courtesy to help you to make the most of the webinar:
French and Online Business.
Its purpose is didactic.

You will receive all needed information to participate in the 4-session webinar at the email address you provided when you enrolled.

A bientôt,

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Dear Student,

Despite the appearances, I teach French -in this particular case: "French language and Online Business", I do not teach website creation or internet marketing.

The information I give in this booklet is accurate and effective, I use it daily, but it does not pretend to be an exhaustive or ground-breaking report.

But yes, such a simple roadmap is enough for you to find your way and make a living on the internet. I am not too much of a techie, nevertheless, I find -and teach- half of my students online.

Being able to set up websites in two languages will allow you to double your traffic, and thus double your income.

The webinar follows the chapters as they appear in the booklet.

I bet you already know my favorite song: "Learn, learn, learn as much as you can. Your knowledge will be your life boat."

Caring for your success,
Gabrielle Guichard

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1 - How to Choose your Business

If you do not run an offline business, chances are that you will have to choose a field to plough.

Before diving for your hobby, check it is a valuable idea.

Go to a magazine store in town and look for a publication about your passion. If there is one, you know a sizeable audience is already waving their wallets.

If not, look either for your secondary hobby, or start thinking as a manager and look at what sells best.

You have chosen your niche.

Start gathering info. For example, read carefully the headlines of the magazine you are still holding in hand. Take one of them and add “.com”.

Since you want to set up a website to make money, choose a .com extension. There is a good reason to do so: when people do not know which extension to type in, they first try the .com one.

How does it sound? (It is not about musicality!)

A keyword is a word (it can be a phrase, actually) people enter in a search engine to find what they are looking for.

Does your “headline-of-the-magazine.com” contain one or several keywords?

(By the way, avoid the dash, when possible: it is often a way to lose visitors.)

Choose your name wisely. If you brew the most famous beer but your company name is Brown and Smith Ltd, better you register: themostfamousbeer.com or whatever slogan you once used to broadcast.

The Golden Rule of the internet applies from the very first step: you work for the customer, not for polishing your ego.

Do not guess, test.

The best way: go to Google:

<https://adwords.google.com/select/KeywordToolExternal>

Make your researches: how many times people type in the keywords you are interested in?

Try several "myheadlines.com", several orders of the words, several associations of phrases.

Try some related keywords as well.

For less than \$10, you can even find what [Nichebot](#) calls a jackpot: a keyword phrase that people type in but without finding a related website.

It will take you some time, but if there is a jackpot in your niche, better you find it as soon as possible, and earn as much as possible.

You can actually look into a keyword and see whether or not it's truly a winning keyword to go after.

Keywords are what rules the online universe. They are the tool people use to find websites. You have to know which keywords you want your site about before doing anything else. They make the difference between a winning and a losing strategy.

I don't think you would leave your online business to a guess.

To take the tour: [Nichebot](#)

They allow you to find exactly what people search for.

2 - How to Register a Domain Name

You have established a list of several names, hopefully including one or two jackpots. You have to register them.

Them?

Yes! Them!

In internet, there is “net”. It is the most important part. You have to build your own net.

Since you are going to register several domain names, better you choose your registrant wisely.

If you think of some free service, think twice. It is often too late when, at the renewal period, you discover that:

- you are not the real owner of your website name, but the “free” service that owns it is ready to sell it back to you (and as you may guess, not for peanuts)
- you are the owner, but the registration is no longer free and last year, when you were in your free-is-good mood, you signed for 5 or 10 years... at the higher price.

The registrant has to be affordable and reliable.

All the more that you have several names to register.

If not, either your researches were not well conducted or your so-called niche does not exist and you are not going to make money.

If you do not plan to set up a porn site, or a gambling one, register your web names at Godaddy.com

Not only are they affordable and reliable, but they are customer-oriented. They keep things simple for the consumer.

When at Godaddy.com site, under the “Domains”, click “Bulk Register”.

It is not a candy shop! Do not go for .tv, .name, .biz, .whatever. Stick to .com, .net and .org, the last one only if you plan to set up an authoritative site to support your money sites. (Remember: it is the “net” of internet you are setting up).

3 - How to Set a Hosting Account

Now that your names are yours for true, it is time to shelter them.

If you are not a techie, you will avoid a lot of trouble by hosting your domains with the same company that registered their names.

In my example, I use Godaddy, but if you registered with others, better you go on with them.

Of course, if you want to experiment what it is to change your DNS and to make servers communicate between them, you are welcome.

Godaddy offers you a large choice.

You do NOT need a dedicated server. Things will have changed within six months, but right now, it would be a ticket for useless expenses and technical troubles.

The traditional Share Hosting system is the good choice.

The Economy Plan is what you need. It is slightly oversized to start with, but it is a good thing since it allows you to grow without having to think about it.

Of course, you choose Linux as your operating system (it is pre-checked, with good reasons!)

Whatever the length of the hosting plan you prefer, and whatever the number of site names you have to host, you should not start with more than one hosting plan at a time.

If you are a beginner in online business, to set up one site -and to learn how to run it, is enough to keep you busy a whole afternoon.

Once you have set one, it is rather easy to set the others, so then go for all the hosting accounts you need. You will save time.

Once you have purchased your hosting plan:

- Prepare the username you are going to assign to this website.
- Create a password: at least 8 signs, better 10. Don't forget that your websites are going to be your main assets. You have to protect them. To create a username and a password at the last second is the best way to make them too weak. (Not everybody is well-intentioned.)
- Go to the hosting company
- Select one of your waiting hosting accounts and assign a domain name
- Give a username for this domain
- Give a password
- (at some step of the process, agree with the rules)

Your hosting company will tell you that you may have to wait an hour or something, but usually, it is a matter of minutes.

Among your sites, you **HAVE TO** set up a blog.

Why?

Yes, it is easy to maintain.

Yes, your readers may leave comments.

Yes, you are able to establish dialogue with your visitors. Etc.

Peanuts!

Essentially, you have to set a blog because a blog-post -behind the scene- ends in a RSS feed and Google **LOVES** fresh RSS feeds the same way the ogre loves fresh flesh.

It devours RSS feeds.

The fresher the better.

Here comes the feature: "it is easy to maintain". Because it is easy, you can post every minute of the day. That's what makes so many blogs so annoying! Who has something interesting to say sixty times an hour?

Either you use one of your traditional hosting accounts to install WordPress (it is free at Godaddy, just follow the

instructions closely) or you purchase a complete Blog Hosting solution: all in one.

If you are not too much of a techie, the second solution is for you.

If you host a WordPress blog inside one of your own sites, www.mysite.com/blog/ for example, the connections between the site and the blog will be easier to establish, as you may guess.

To be successful, whatever your choice, start with the “by default” set of templates. When you are a master in technics, you will take time (and it really takes time!) to customize everything.

But start making your blog/site known first. Do not wait until everything looks like you wish: it won't, and you'll never make a dime.

You have seen all over the internet that you could set up a blog for free.

Don't even think of it.

Your blog would be called:

myblog.theirbloggingservice.com

and guess which name is listed in search engines?

Theirs, not yours.

4 - How to Create your Pages

To be or not to be a webmaster...

If you are one, no problem. Skip this part.

If you aren't:

- you can hire one (and skip this part)
- you can learn.

To start, the easiest thing to do is to download free templates and "fill in the blanks" without changing the HTML code.

You won't display the pages you dreamed of, but you will have started. That is to say: though still not having any visitor, you will be able to exist for the search engines... and begin to climb up the ranking ladder.

The earlier, the better.

Create your index page; everything else will follow.

To fill in the blanks of the templates, you will need a HTML editor.

Usually, the free ones are limited in features as well as in uses (not-for-profit uses only).

The good news is that the best professional editor is not the dearest (though not cheap either):

[XsitePro](#) does everything for you and, since you are going to run multiple sites, it will save you a good deal of precious time.

But if you know HTML, you can do without any costly software.

Your wordpad or any other text editor that allows you to save a primitive .txt will work fine. (A sophisticated .doc won't.)

5 - How to Add Images to your Website

There are thousands of cheap, even free, images available on the internet. There is no reason to take the risk of being sued for a copyright infringement.

You can get high-quality photo for small change at:

<http://istockphoto.com/index.php>

and <http://www.bigstockphoto.com/>

Of course, you can use your own photos and designs.

If you need to resize or edit them, the tool you need is already on your computer. It is primitive, but easy to use.

Then, when you need more sophisticated images, you can download an open-source image editing program.

(You may consider purchasing Photoshop®; but know that, except if you plan to create an image related business, such a software will be really and truly oversized. To say nothing of the time it takes to learn how to use it.)

Now that you have created an image, you want it to appear on your website.

The piece of code to insert in your webpage is:

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img : tells the browser it is going to display a picture

src: the place it is going to find it (.gif, .jpg are the usual extensions for images)

border: the width of the frame you want around your image

alt: the description of the image

height: the height expressed in pixels

width: the width expressed in pixels.

6 - How to Upload your Files

Now that you have created a page, inserted images in it, you want both being visible from everywhere in the world. You have to deliver them on the server of your hosting company.

You need a program called "FTP client".

At: <http://filezilla-project.org/>

you can download FileZilla Client for free.

Core FTP is free as well.

Later, you will be able to purchase Cute FTP (professional).

Open the program FTP client.

In the file menu, create a new FTP site.

Enter the username and the password (those you created when you assigned a domain name to your hosting account: Chapter 3).

Here you are: behind the scene of your website.

One side (usually, the right side) displays your site.

Create the repertories you need (at least one called: "images"), then doubleclick it to open it.

On your own computer, (left side of the FTP software) select the image you want to upload and drag it with your mouse into the repertory you have just opened.

Yes! It is that simple!

Check you did it right: type in your browser:

www.mysite.com/images/myimage.gif

it should appear (if it is a .gif picture!)

Upload your index page the same way: by dragging it from left to right.

The index page is the one that appears by default when you type in the name of a website, without any other specification.

Invoke Google!

7 - How to Build your List

To build targeted email lists must be your first, and single most important goal.

People who subscribe to your list are interested in what you offer them. It is obvious.

But being interested does not mean that they have time to check twice a day if your site displays something new! They want you to tell them.

Well ... Tell them!

In order to do so, you need to collect email addresses.

There are a lot of sites that claim a lot a things.

Among those that are reliable, two are above the crowd:

<http://www.GetResponse.com>

Their customer service is the model to follow when you set up the customer service for your own company.

<http://www.aweber.com>

They are more expensive, but offer tools for advanced email marketing... once you are able to master them. You do not need sophisticated tools to start, but you may think you will not like to have to change later.

DON'T BUY EMAIL LISTS !

Repeat: I won't buy email lists.

You will not find any loyal reader that way.

So many emails will bounce that your mail server will be clogged up; you will be at risk that your web-based email provider fires you.

Your reputation will be damaged: it will be still more difficult to build your list.

There are 2 safe ways to attract subscribers:

1 - Give them good content.

2 - Rent a slot in someone else's emailing that will introduce you to their own subscribers.

What about the Safelists?

They are said "safe" because people "opt in" to them: they agree to exchange their email address for the ability to regularly promote to the list's membership.

It looks like a good idea. But is it?

The truth is that you send your email to other internet marketers, no-one else, and receive theirs. There is little chance that any of them buy anything you are promoting.

You spend time to delete thousands of emails every day, and you guess that, at the other end of the chain, your emails are destroyed at the same speed.

Does it still look that great?

8 - How to Drive Traffic to a Website

Buy it!

I know, it does not sound that trendy, but it works. It works great and quickly.

It will work all the more great and quickly that you did your market researches seriously (read chapter 1 again).

Build it.

It takes time and efforts, but it is worth done.

First, you build a SEO-friendly site. (SEO: search engine optimization). That is the reason why I previously recommended XsitePro. The software handles that part with efficiency and accuracy.

When you know that it is essential to your online success, you understand that free softwares cost you money and time (which is money as well) since you have to do it by hand.

Keep for yourself the part that no software can handle: the second step.

Second, you build traffic by publishing fresh content on a regular basis. Fresh and original content. Do not rely on so-called content providers. If you provide your readers with stuff they can find anywhere else, they will go anywhere else. Of course, you can buy original articles specially written for you, but make sure you work with a reliable ghostwriter. Trust has its price. If you pay \$15 an article, you should not be surprized to find it on several sites.

Borrow it.

Exchange links with other websites.

NOT WITH A LINK FARM!

Search engines are more and more reluctant to take link farms into account.

There are 2 ways to piggyback other sites.

The hard one:

You have to look for sites that are not competitors, but that can complete your own offer (while you can complete theirs). Then, you have to convince them to implement your link,

with your OWN KEYWORDS.
Lately, you have to survey your link.

The easy one:

You have built your own network (chapters 2 and 3) and you can now include the links you want, with the keywords you want, where you want within your sites.

It is the wheel system: the main site is the hub and the secondary sites are the spokes. The spokes are linked to the hub, and they are linked together, let's say by the rim.

9 - How to Add RSS

If you have a blog, you already produce RSS feeds. It may not be useful to add others.

Many serious site owners do have a central blog, to publish last news about their services and products on it, and receive comments, and specialized RSS feeds.

On the other hand, you can use RSS feeds without maintaining a blog. It is what I do, but I think I am the only one.

(I am a rather unmitigated person. I sign what I write. I see no reason for allowing complete strangers to come and interfere, almost always anonymously. If someone does not trust me enough to send me her email address through the form I provide, why should I care for her opinion?)

If you want to add “independent” RSS feeds to your sites, use a XML editor. Writing XML may be incredibly painful.

My own choice: <http://www.feedforall.com>

FeedForAll allows you to create an unlimited number of feeds and podcasts, which is great. But what is better, in my opinion, is that they provide you with a php script for you to publish your feeds on your website. (XML is hardly legible for a human being.)

You can upload your RSS feed directly from the software, if you want to.

10 - How to Automate your Order Processing

If you sell on the internet, you have to implement a process that will take your customer's order, leads her to the payment page, sends the invoice, etc.

Of course, you can create dozens of scripts that will do that. You will waste a lot of time, and a lot of money. As usual, spend as little time as possible on what is not your job. Keep your forces to work on what you know.

There are companies that handle the order processing. Some are free; some are not; some are expensive.

If (when) you propose nothing to download, use <http://www.Paypal.com>

It is well-known and the form is easy to install: just copy and paste on your page the code you are given.

If you sell downloadable products, the easiest way is for you to use the services of click2sell.eu

There is nothing to pay (they make their money by taking between \$1 and \$3 on each sale you make) and you can entrust them with the digital delivery, which means that they use their bandwidth, not yours.

You set up your account, you upload your product, and you get down to business.

Of course, if you are interested in technics, the easy way will not fulfil your expectations.