

The Tradesman's Guide to Small Business Websites.

By Steve Hippel.

Creator of [DIY Business Website](http://www.build-sb-website.com).

<http://www.build-sb-website.com>



Brought To You By Steve Hippel

Visit sponsor's website <http://build-sb-website.com>.

Building a Simple Website For Your Small Business.

Introduction.

For many small business owners getting an online presence must seem like an impossible dream. When a small business finds itself competing with large companies with big budgets getting the website seen can be a very difficult task. So how does a small local business compete against these big companies for web presence and what chance does it have of getting seen?

The answer to the first part of the question is simply do not try to compete. Large companies targeting national or global traffic (visitors) will be using a strategy for this purpose. A small local company can adopt a strategy that is tailored to their niche. This delivers better targeted traffic and with some simple research it is possible to almost guarantee that the website gets seen regularly by the right people.

If your business is small and localised it is often very easy to land your website high on the front page of a number of the major search engines. Done correctly this can result in a steady flow of new customers. A well planned website can be nurtured into a very low cost and highly effective form of advertising for your small business. Large companies do not spend large sums on their web presence for fun. A website is an essential business aid that not only brings extra revenue, but gives the company professional credibility.

Having a website built, optimised and run correctly is often not cost effective for smaller businesses and many have websites that add little if any value to the business. This is due to a simple lack of understanding and often small business owners will opt for a low cost website built by someone else. Simply having a website built and put online is a complete waste of time as most searches return over 1 000 000 results.

A website needs to be in the top ten and preferably in the top five of those results. The chances of getting your website in the top ten may seem remote, but there is one big advantage that small localised businesses have and that is lack of competition.

Because cost is often an issue, most small businesses have a website built and put online. As we have just discussed this is a waste of time. This is a big advantage to those who are prepared to take the time to [build a website](#) and continue to commit a little time each week or two to developing it. Building a website is a very easy task with modern software as there are many programs available that require no coding skills. Many allow you to just cut, paste, type and draw a website with ease.

The poor quality of the competition among small business websites makes it possible to quickly dominate the search results for search terms that relate exactly to your business, its location, its products and its services.

Using a few free tools and services it is possible to do some simple research prior to building a website. This research can tell us information about the websites of the competition and the chances of getting a high search position can be assessed. Being able to do this makes building your site and developing it almost an exact science and a strategy can and should be put in place before even buying a domain name.

For the average person, building a website from scratch may seem like a very daunting task that is best left to the experts. With the introduction of modern [visual type software](#) it is not only possible, but is actually very easy to create a website. There is also a wealth of information, available that makes learning how to manage your site successfully a simple task. Even time is no longer an issue as there are an ever growing number of free tools and services online that make running a website a breeze.

Many professionals use content management systems and with user friendly, free platforms like WordPress available, content management is almost as good as automated. So there really is no reason why any small business should be denied their share of online success and yet most are blissfully unaware of this fact.

A website should be advertised on all of the companies stationary, sign writing and advertising. Giving people a soft way to approach the company for information, or a soft way to contact the company like email, is a big advantage also. A website can be used to enhance all other marketing efforts. It is a place where you can sing your companies praises to your hearts desire at no extra cost.

No small business should be without a website in the 21st century.

For ease of use this guide can be used in conjunction with my video course [DIY Business Website](#).

Planning a Website – Needs and Strategies.

There are some important choices that need to be made before even buying a domain name for a website. Having a solid strategy from the outset will save a great deal of time and will increase the chances of getting results. Firstly one needs to consider exactly what the purpose of the website is.

If the company has a strong local brand then it might be a good idea to build a strategy around the company itself. This gives existing customers and prospects who have heard of the company, easy access to information and a point of contact. However if the website is to attract new customers and the company brand is not well known the structure of the website will need to be quite different.

When a website is to attract new customers it is essential that one first understands how people use the internet and how the search engines determine their results. The web is still used more as a place to find information than to shop. Although many people do shop online even more go online to find information and then go out and shop as a result of their research. On the face of it this can make it difficult to fully assess the effectiveness of the website. However there are tools and techniques that can be used to take a lot of the guess work out of it. Using a good [traffic counter](#) that has analytic capabilities can help, as can running a system where a coupon can be printed from the website offering a small discount on redemption at purchase.

Getting targeted traffic to a small business website can be achieved in a number of ways, but free traffic (organic traffic) should always be the focus when planning. When planning a strategy to attract new customers it is a good idea to think about what a person would search for if they were looking for your product or service. Each time a search is carried out the search engine has the task of returning all relevant results. The results also have to be returned in order of relevance and importance to the term searched for. Search engines such as Google do this with incredible efficiency. Understanding a little about how the search engines do this allows us to set up our pages accordingly. Organic traffic should be the very first consideration when planning a website. As Google holds the largest share of the search engine market it is best to do some research and base the strategy on Googles results.

Let us now look at some simple techniques that can be adopted to research possible search terms and weigh up the strength of the competition.

Through lack of understanding most small business websites are built around the company name regardless of the company's brand strength. This is possibly the single most common mistake among small business websites.

To demonstrate why this is not good practice let us assume that we are tasked with planning and building a website for a local company that supplies and fits kitchens. The company is called Cosy kitchens and they are based in the city of Canterbury in the UK.

When a search is carried out the search engine uses a number of things to determine the relevance of a page to the term searched for. Some of the more important aspects of our page are the url or domain name, page title, description, the page content and keywords. These are all things that we have complete control over and can be carefully set up to maximise our chances of gaining a high search result position.

Knowing this we need to first consider the domain name itself. If the company brand is strong and using the example above the domain name cosykitchens.co.uk would probably be the first choice. However this is not often the case and if we take this route the only people likely to find us are people who have searched for the term “cosy kitchens”.

Looking at our company again it is likely that people living in and around Canterbury and looking for a local kitchen supplier/fitter would search a term like “kitchens Canterbury” or “Canterbury kitchens”. With that in mind it would be a good idea to choose a domain name like canterburykitchens.co.uk. This coupled with some on page optimisation (covered later) gives us a much better chance of landing on the front page of the search results.

We could have perhaps considered kitchens.com, but that is a very broad term and would put us in competition with every web page that contains the word kitchen. Adding the word Canterbury reduces our competition right down and the pages with both words will appear above those with only the word kitchen. Of course there are a number of other factors that also influence the result. Having said that a good choice of domain name and careful page optimisation have at times been enough to land websites that I have built in the top five on Google within a couple of weeks of going online.

It is a reasonable assumption that only a handful of people are likely to search “Canterbury Kitchens” each week. Of those who do maybe only one will make an enquiry and of those only a percentage may buy. Because the keyword Canterbury is included in the domain name it is possible to add pages that extend on the range of search terms that can be targeted.

Looking a little deeper into our fictitious company we can quickly identify some niche keyword terms (search terms) that relate to the business. People who are looking for a local kitchen fitter may search “Canterbury kitchen fitter”. Others might search for products like kitchen units or kitchen worktops. This can be refined still further with terms like granite kitchen worktops or maybe a particular style of kitchen unit or an appliance. Product serial numbers and part numbers can also be added to the content of pages because people often use these highly specific search terms to locate exact product matches. The list of possible search terms keeps growing and all of these terms can be attached to the businesses locality to form a niche keyword phrase.

If we were to construct a page around the phrase “Canterbury Kitchen Fitter” we would start by naming the page KitchenFitter. When the search engine crawler software indexes this page, the url will be <http://www.canterburykitchens.co.uk/KitchenFitter.html>. As you can see by the highlighted text the url contains the words Canterbury, Kitchen and Fitter.

By optimising the page title, keywords, description and content we now have two more highly relevant keyword phrases in our arsenal. Repeating this process over time grows the size and the content of the website. The search engines favour a growing website that is regularly updated. Of course the biggest benefit of all is that the number of search terms bringing visitors to the website is growing and therefore the number of visitors.

Over time the websites page rank will also grow and this will also increase the number of search terms that get results. The higher a page is in the search result the more traffic it will get. Typically the top three positions will get around 40 – 60% of all clicks for the term searched for.

Once we have established what the best 6 – 10 search terms best match our business it is necessary to establish what chance we have and how much effort will be needed to gain a position of between 1 and 5 in the Google search results. The reasons for using Google are that they are the most used search engine at present and there are a couple of free tools that we can use with Google to look at the strength of the competition. If a page is scoring high on Google it will be scoring similarly on most other major search engines.

Using the techniques described so far I built a simple 4 page website for a friend who lives in the town of Hastings in the UK. He owns a plumbing company and wanted to target supplying and fitting bathrooms.

The picture below shows that his simple 4 page website is number 3 on Google for the terms “Hastings Bathroom” and “Bathroom Hastings”. This was after being online for less than one month and with over 800 000 results returned. If he continues to gradually add new pages and content he will build a good solid presence in the local search results for a number of terms.

Stories: ? | Stumbleupon: ? | Twitter: ? | Y! Links: 6,750,000 | Y! .edu Links: 14,800 | Y! .gov Links: 319 | Y! Page Links: 0 | Y! .edu Page Links: 0 | Technorati: ? | Alexa: 22 | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sktool | Yahoo position: ? | Majestic SEO linkdomain: ?

Bathroom Fittings in **Hastings**, East Sussex UK

Bathroom Fittings in **Hastings** - business contact details, location maps and customer reviews. Search the database for East Sussex business information, ...

www.accessplace.com > ... > SOUTH EAST > EAST SUSSEX - [Cached](#) - [Similar](#)

#2 | PR: 1 | Google Cache Date: Dec 27 2009 | Traffic Value: 85,350 | Age: 10-1999 | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y! Links: 11,200 | Y! .edu Links: 25 | Y! .gov Links: 1 | Y! Page Links: 0 | Y! .edu Page Links: 0 | Technorati: ? | Alexa: 35,318 | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sktool | Yahoo position: ? | Majestic SEO linkdomain: ?

Hastings Bathroom - Bathrooms-Plumbing-Heating

Are you looking for a **Hastings Bathroom** supplier/fitter. With high quality at a low cost guaranteed and a full range of related services available you need ...

hastingsbathroom.co.uk/ - [Cached](#)

#3 | PR: 0 | Google Cache Date: Jan 18 2010 | Traffic Value: - | Age: - | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y! Links: 1 | Y! .edu Links: 0 | Y! .gov Links: 0 | Y! Page Links: 1 | Y! .edu Page Links: 0 | Technorati: ? | Alexa: - | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sktool | Yahoo position: ? | Majestic SEO linkdomain: ?

Hastings Tile & Bath Collection

home - tile products - bath products - locations - contact us - about us - employment - what's new. the source of inspiration.

[Bath products](#) - [Tile products](#) - [About us](#) - [White Wall Tile](#)

www.hastingstilebath.com/ - [Cached](#) - [Similar](#)

#4 | PR: 3 | Google Cache Date: Jan 18 2010 | Traffic Value: 9,426 | Age: 12-1998 | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y! Links: 578 | Y! .edu Links: 1 | Y! .gov Links: 0 | Y! Page Links: 412 | Y! .edu Page Links: 1 | Technorati: ? | Alexa: 4,322,772 | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sktool | Yahoo position: ? | Majestic SEO linkdomain: ?

Each search result consists of 3 elements. The title shown in blue followed by the description in black and then the url in green. The example above shows an additional section underneath each result in pale blue. This is a plug-in that gives information about the web pages returned and will be discussed shortly.

Looking at the standard elements of the search the words **Hastings** and **Bathroom** are bold in the title, description and the url. When the page was set up it was very deliberately put into these 3 elements of the page and also its keywords and the page content.

The pale blue section of information underneath each result gives us some very important information that is essential to determining the chance of a high search results position.

In the top left corner of the picture below (#4) represents the overall position of the web page in the results. Next and very important is (PR:3) this is the page rank of the page. Page rank runs from zero to ten, ten being the highest. Our example below has a page rank of 3.

The most important factors in the page rank are the content of the site and its link popularity

When a website has many incoming links it is seen as popular and important, this has a significant effect on page rank. However although the number of links is important, the quality of those links is more so. There are numerous examples of websites with hundreds of links and no page rank.

#4 | PR: 3 | Google Cache Date: Jan 18 2010 | Traffic Value: 9,426 | Age: 12-1998 | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg's: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y! Links: 578 | Y! .edu Links: 1 | Y! .gov Links: 0 | Y! Page Links: 412 | Y! .edu Page Links: 1 | Technorati: ? | Alexa: 4,322,772 | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sktool | Yahoo position: ? | Majestic SEO linkdomain: ?

The number of incoming links to the website is shown throughout the example above and shows the number of links from sites like twitter and links from the Yahoo link domain. In the example above (y! Links) shows that there are currently 578 links coming into the website from the Yahoo link domain. Some links carry a lot of weight back to a web page and others can have little if any value. Some can even be detrimental to the page, but we will look at this subject a little later.

Not all of the information returned is relevant to us, but one that we should touch on before we move on is (Alexa). The Alexa rating of a website is another important factor in the websites strength. The lower the number shown in the Alexa rating the better.

The tool described above is a plug-in for the FireFox web Browser and can be [downloaded for free here](#). The plug-in itself is called SEO Tools for FireFox. This is also a free tool and can be [downloaded here](#).

The general rule of thumb is to avoid taking on websites with a page rank higher than 3. This rule can be broken under certain conditions, but if your chosen phrase returns results that have several websites high up with a page rank higher than 3 you will have your work cut out.

There are exceptions to this rule. For instance if the number one position was held by a site with a page rank of 4, but the keyword is not present in the title you have a better chance. Understanding when and when not to take on a stronger website takes a little practice. For that reason it is better to take on sites with a page rank of 3 or less, preferably less.

If the results returned have a single site at the top with a high page rank and the rest are all very low this will be worth perusing. Although the number 1 position would be better, second or third place will still yield traffic with a well written title and description

To further explore our competitors we can also carry out advanced search techniques such as exact phrase, intitle and inurl searches.

Once armed with the information and knowledge that has been learned and established so far it is time to re consider our needs. One should take a moment to consider again who will build and manage the website. If the website is to be relatively simple, then building it will be simple. If however the business has a wide range of products that you want to sell online then you may need to think about outsourcing. Outsourcing can be done either totally or in part. There are online store set-up specialists services such as Mozey and user friendly shopping cart creators such as Coffee Cup Shopping Cart

Creator. Selling a smaller range of products can be managed easily through services such as PayPal.

Whether you build your own website or not, doing the research that has been covered so far will be of great benefit to you or your developer. A developer can obviously do this research, but no one knows a business like its owner/manager. Being able to collaborate effectively with your developer will be beneficial to them, to you and to the business.

Getting Started With Your Small Business Website.

Once you are ready to move ahead the next step is to purchase a domain. Buying a domain is a simple process, but you may not get exactly what you want.

Using our example we established that canterburykitchens.co.uk would be the best choice of domain for our needs. Finding out if this domain is available is a simple case of going to a domain providers website and carrying out an availability search. The simplest way to buy a domain is to buy it with a hosting plan This is not always the best way if you plan to host more than one website, or a separate company or personal blog.

Another factor that is important in choosing a hosting plan is the platform that you are going to use to create and manage the website and its content. Many website hosting companies offer website builders, but these can be restrictive as the website is managed online and this ties you to your hosting provider.

Building your website on low cost simple visual software is very quick and easy to master, but can make the job more complicated as the site grows in size. This is however often the best way to get started because no knowledge of code is necessary. One such program that offers low cost and simplicity is [Coffee Cup Visual Site Designer](#).

Coffee Cup Visual Site Designer is low cost and easy to use. It also has a number of plug-gins that can be purchased separately. This makes it possible to buy only the functionality that you need instead of buying an expensive platform with a lot of functions that you will never use. Because the website is built on your desktop it is highly portable and can be managed and backed up with ease.

For those who are willing to learn just a little more the benefits of using WordPress far outweigh the freedom of a low cost desktop platform.

WordPress is a content management system/blogging platform that has extensive functionality for search engine optimisation and a host of other excellent features. WordPress is widely used among the internet marketing community and is favoured for its ease of use and extended functionality. Although easy to use there is a little more to mastering it than Visual Site Designer, but even the most armature web-master can quickly and easily turn out an impressive and professional website/blog.

As WordPress is open source software it is 100% free. There are a range of plug-gins available for just about everything that you can think of. These include auto responders, video players, membership site set up, search engine optimisation and many more plug-gins and widgets. There are also a number of excellent [learning resources](#) available in the form of e-books and courses.

Learning to use WordPress may take a little time, but in my opinion it is the best way forward in most cases. One good way to have the best of both worlds is to use both platforms. You can get a website up and running quickly with a visual website designer. Doing this will give you a grounding in basic design and the mechanics of a website.

Once online you can build a second website using WordPress and this will be the one that you develop and build upon. This may seem like a lot of work, but it actually makes a lot of sense. Having a small website built around the company name or brand will give a second easy point of contact for existing customers and will help to strengthen the company brand. This website may only be four or five pages and should take no more than a day or so to put together. The WordPress website/blog can then be set up and developed over time.

Using Cosy Kitchens as an example we would build coseykitchens.co.uk on a 30 day free trial of Coffee Cup Visual Site designer. We would then build and develop canterburykitchens.co.uk on WordPress.

Assuming that canterburykitchens.co.uk was not available, we can make a slight change, but still keep our keyword intact. We might take the initials of the company and use it as a prefix. For example ck-canterburykitchens.co.uk. Of course our first choice would be an exact match, but there is always an alternative e.g canterburykitchens-4u.co.uk. The main thing is to keep the keyword intact and not break it up e.g canterbury-kitchens.co.uk. Although both words are in the previous example putting (-) between the two words means that we no longer have an exact match to the phrase. This makes our url just slightly less relevant.

Choosing the right hosting provider is essential and like everything else you get what you pay for. Having said that web hosting is a highly competitive business and you can get a really good package at a very low cost. If you plan to use WordPress it is a good idea to choose a provider that has automated WordPress installation as manual installation can be complicated. One such provider is [Hostgator](#)

Hostgator also offers a package that enables an individual to host unlimited websites for a low set monthly fee (\$7.95 per month at the time of writing 02/2010). For this and other reasons I tend to recommend them. Hostgator has a wealth of website and e-mail tools that come as standard features. WordPress installation is a simple matter of filling in a few options and clicking install. If you want to add multiple domains to Hostgator these can be purchased from [Hostgator](#) or from a third party provider like [Proud Domains](#)

Building The Website.

The creation of the website itself should remain firmly focused around the search terms that you have chosen to target. These should all be terms that people are likely to type in a search, that are highly relevant to the company, its product, services and location.

We have already established that the two main keywords that we want to target for Cosy Kitchens are “Canterbury Kitchens” and “Kitchens Canterbury”. These two phrases will be the main focus of the page. We also want to increase our chances on this page with a few more broad terms. These can be changed and experimented with once the website is online. We will be able to see what words are bringing traffic in the searches and how frequently using tools like statcounter. We need a starting point so for our example I will choose the following:-

canterbury kitchens, Kitchens canterbury, canterbury kitchen, kitchen canerbury, cosy kitchens, kitchen fitting services, kitchen suppliers, kitchen planners, kitchen repairs, kitchen parts, kitchen services.

All of these are possible search terms that people might combine with the word Canterbury.

All website creation platforms have some method that allows the input of a title, a description and some keywords (Meta Tags) to each page that is created. These are not all seen on the page itself by the user, but are extremely important elements of the page. These elements of the page can be thought of as our place to tell the search engines what terms are relevant to the page. The only drawback is that the search engine will read the page and decide to what extent it agrees with you. It will use many factors to decide the placement of your page, but there is a lot that we can do to gain its favour.

For Cosy kitchens home page we will want to include our main keywords in the title and description. We also need to introduce them several times in the page content.

The page title needs to catch the eye of the person searching as well as have our keywords present.

Our title could read as follows:-

Title.

[Canterbury Kitchens – Kitchen fitting products & services in the Canterbury area.](#)

The title has a number of keyword phrases that can be formed as well as an exact match on “canterbury kitchens” (our Main Keyword).

We also have kitchen fitting, kitchen products, kitchen services, kitchen fitting services, fitting kitchens and more. All of them are possible search terms and all can be added to Canterbury to create a niche keyword phrase. Once we get online we will be able to see which of these keywords are working and improve on those that are not. The main keyword is also right at the front of the title and we will do this in the description and page content also.

The description for the page must now be set up to capitalise on the keywords in the title. Once again the main keyword should be close to the opening statement. At the same time this is your chance to get the searchers attention. The keyword richness of the description needs to be balanced with something that reads well and encourages the prospect to click. This is also necessary throughout the page content and will need some careful thought.

Our title and description might look something like the one below.

[Canterbury Kitchens – Kitchen fitting products & services in the Canterbury area.](#)

Visit canterburykitchens.com for great prices on kitchens, kitchen products & services. Our kitchen supply and fitting services cover Canterbury and the surrounding areas. Free planning and quotation services and all the benefits of a small local company.

[Http://canterburykitchens.co.uk/](http://canterburykitchens.co.uk/)

Our keywords are now in the title, description and the url for the home page.

If our next keyword was kitchen fitter and the page name or ID was kitchenfitter. We would repeat what we have just done using phrases like kitchen fitter, fitted kitchens, kitchen fitting services, kitchen design and so on. Because the domain name has the word Canterbury in it, all subsequent pages will have it in the url.

Example:-

[Http://canterburykitchens.co.uk/kitchenfitter.html](http://canterburykitchens.co.uk/kitchenfitter.html)

The content of the pages will also be formed around the keywords and once again it needs to be balanced with the need to generate enquiries. Google likes text rich pages that give lots of good and relevant information about the page subject. People like pretty things and pictures so we need to take striking a balance one step further. This isn't as challenging as it sounds as the subject matter is relevant to the page. All that we need to is to not get carried away with graphics, but instead just use them to make the page pleasing to the eye and balanced. Overdoing the page with graphics will also slow the loading speed, another dislike of Google's.

Once a home page, a contact page and one or two other pages have been created the website should be put online. Websites page rank is also effected by age, so it is a good idea to start maturing your website as early as possible. A resources or links page will also be needed to allow you to place links to related products and services. This is extremely important as you will want people to link to your website, thus helping to improve your page rank.

Developing The Website.

Once the website is online it is more a question of little and often than pedal to the metal. By adding new pages and working on getting incoming links, google will see a website that is growing steadily in size and popularity, with rich and unique content. These are all good scoring points that will help to improve page rank.

Incoming links can be from a number of sources and some are better than others. When you first put a website online none of the search engines even know it exists. You can submit the website to the search engines, but this guarantees nothing. The website may take months or even years to get found if it has no incoming links. Until Google has indexed the website no one will find it in the search results. The fastest way to get indexed by the major search engines is to get some good incoming links and quickly.

One quick and easy way to get some incoming links is to join a [link exchange](#). There are many link exchanges online like U.K Link Exchange and Link Market. These are websites where you can contact and exchange links with like minded users. When exchanging links in this way it is far better to go for quality rather than quantity.

Incoming links should also be at least broadly relevant to the subject of the website. In our case, Cosy Kitchens will want links from pages that are kitchen and home improvement related. Initially getting some links is important, but as the strength of

our own website grows it pays to be a little bit fussy about who you exchange links with.

Links from strong websites with a higher page rank are very good and more so if the page that links back to us is a relevant one. We can capitalise on this by actually creating our own relevant content, placing it on someone else's website and linking from it back to our own.

There are many websites that will allow you to submit articles and most will allow you to link back from them. By writing a short article (e.g. in our case it could be about tips when fitting kitchen units) and pointing links back we get the value of a strong link or two. There are other benefits to be gained from writing articles and commenting on blogs in that it also generates some extra free traffic. This traffic is going to be less relevant in that the article readers will be dotted about the planet. There are however, ways to make additional income from a small business website from these and other visitors who come across our website.

The fact that these visitors were reading an kitchen article and have followed a link to a kitchen website means that they have some sort of interest in kitchens. If our article was about fitting kitchen units the chances are they are thinking of fitting their own kitchen. There are many thousands of electronic information products available online and people are willing to pay you a healthy commission to promote them. This is also the case for a growing number of physical products. The ability to make additional income from a website is another good reason for creating your own. We will come back to this shortly when we have taken a deeper look at developing the website.

Some article directories have very strong page rank and I will list the top 6 or so in the resources section at the end of this guide. For the vast majority of small businesses, writing and submitting articles will only need to be done from time to time. If the competition within the company's niche is poor, getting a high position will be quite easy. The great thing about articles is that they can be directed at specific pages that you choose.

If our would be kitchen fitter has come to a page on our website devoted to kitchen fitting tips, we might be able to guide them towards a useful related product. Let us say we are promoting a downloadable video course on kitchen fitting (and there is one I checked). Our would be kitchen fitter is struggling and frustrated the shops are closed and he is looking for some answers. We can guide him towards a quick solution to his problem. We don't have to handle the sale we simply supply the potential customer and get paid if he makes a purchase. With companies like [ClickBank](#) & [Commission junction](#) the process of tracking the transaction are automated. All that the website owner has to do is place a special type of link on their website and the rest is handled for them.

Posting comments on blogs and forums used to be a popular way to get links back to a website. Most blogs now have no follow links and posting on them is a waste of time. The same can be said for forums. They may still produce a little free traffic, but the link will carry no weight. Links from some of the big social networking websites like twitter and YouTube carry good weight because once again these are popular, high ranking websites.

As you can join an affiliate program to promote other people product for a commission, you can have other people promote yours. This not only gives you a chance to boost your online sales, but can bring huge numbers of links to your website from affiliates websites.

Another way to bring in revenue and visitors is pay per click advertising. Pay per click advertising is as the name suggests advertising whereby you have an advert and pay only if someone clicks on it and visits your site. Pay per click advertising can be fruitless if you do not know what you are doing and requires a little research and understanding. There are numerous e-books covering the subject and a little education on the subject will probably save time and money in the long run. As well as paying for an advert you can display one, in this case when someone clicks on it you get paid. This like affiliate advertising is another way of earning additional income from a website and will be covered later.

As a small business operating in a tiny niche against poor competition it is unlikely that a huge number of links are going to be needed. A spread of links using the methods described so far will be sufficient in most cases. For good effect around 50% of the incoming links should point at the home page and the other 50% at pages throughout the website.

An important part of the processes of developing the website is traffic analysis. This is made easy with free services like [StatCounter](#). StatCounter is easily incorporated into a websites pages and is a powerful tool that can help us fine tune our efforts.

[StatCounter](#) not only counts the number of visitors to the website, but returns a great deal of very important data. It is possible to see how many unique and returning visitors, what they searched for or how they arrived at your site. As well as this it shows what pages they looked at, how long for, where they exited the website, even their screen resolution and location. Most of all it tells us our most popular search terms and most visited pages. Using this data in the development of the website is of massive benefit when it comes to fine tuning it.

The objective is to build and develop the website over time and it is important that we aim to have over thirty pages. The more content rich pages the better, but at least thirty will give a good chance of achieving a page rank of 3. A page rank of 3 will often be sufficient to dominate your niche if you have done your research and chosen your keywords well. Of course if you continue to just give a little of your time on an ongoing basis it is possible to improve page rank still further. This would give you a chance of scoring some results on the broader terms like kitchen and can bring a lot of

traffic. That in turn increases the websites capacity to earn additional passive income from affiliate and pay per click advertising.

Additional Passive Income.

When you incorporate advertising into your website, some care must be taken to avoid sending the relevant visitors that would buy from you away. It is possible to adopt a simple strategy that not only helps to avoid this, but also helps to monetise the efforts of writing articles.

Using Cosy kitchens as an example, we could create a section on our website devoted to tips. A number of pages could be created giving tips and information, for those who might want to fit there own kitchen. This has two advantages in that people who are visiting the website but thinking of fitting a new kitchen, may value that information and approach the company, regarding supply. Also it gives us pages to link back to from our articles.

By incorporating relevant affiliate advertising into these pages, it is possible to earn additional, passive income, from the website. This is a common practice within the internet marketing community. Many people have built websites specifically around high traffic keywords to develop huge passive incomes this way.

Monetising your website should not be the main focus of your efforts. The small business website has been structured for a different purpose. Earning an additional income from your website should be seen only as a way to get a return on the time invested in writing your articles, other than the benefit of strong incoming links. If the prospect of earning passive income online excites you, then you should consider adding another domain to your website specifically for this purpose. Building a website of this nature will require [training](#) outside of that, which is available in this guide.

Pay per click advertising can easily be added to your website and this alone can often cover the cost of hosting fees. [Google Adsense](#) is the most common form of PPC advertising. These adverts can be created online, once you have set up a free account. Setting up Google Adsense is a simple case of choosing your advert type and designing it using a number of options. Once you have made your choice a piece of code is created which can be copied into your web pages. The amount you get paid per click, varies considerably and will depend on the subject of your web page.

Below is a snap shot taken from a website showing how Google Adsense can be incorporated. As you can see, in this case the links are green, rather than the more commonly seen blue. This is because the website owner has set the colour scheme to match the theme of the website.

The North Face Camping
2010 Range in Stock. Shop Online! Main UK Dealer - Winter Sale -
www.Ellis-brigham.com/thenorthface

Disaster Relief Floors
Tent Flooring for Disaster Relief All sizes & styles. Immediate ship
www.militaryshelterflooring.com

Vango Family Tents
A great range of family tents at low, low clearance prices
www.marshallleisure.co.uk

Glastonbury Festival
Make Glastonbury truly Memorable by staying at Tangerine Fields
www.tangerinefields.co.uk

Ads by Google

Tent Camping world is a resource where camping enthusiasts can find information, tips, other camping related websites.

We want you to share your camping knowledge with our users. If you own a campsite feel free to leave your link so that our users can find you.

Google provides a handy free tool that can be used for keyword research. The [Google Adwords keyword tool](#) can be used to gather information such as the highest cost per click being paid for a particular search term and the average number of people searching for that term.

Below is a snap shot taken from researching the keyword kitchen.

Across the top of the picture in blue text is a description of each column for the data returned. As you can see in the left hand column, (keyword), the tool has returned a large number of keyword phrases that contain the word kitchen. This is useful when carrying out keyword research from planning the website and also throughout building and development.

The next column “estimated Avg CPC”, is the estimated cost per click being paid for each of those keywords and phrases. This can vary from just a few pennies to several pounds. There is no set amount that you will be paid for each click but a reasonable estimation would be around 25% of the average CPC.

The next two columns, local and global, speak for themselves and simply show the number of searches, monthly, that are being carried out for each term.

Keywords	Estimated Avg. CPC	Local Search Volume: January	Global Monthly Search Volume	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance				
kitchens	£1.19	1,830,000	2,240,000	Add
kitchen design	£1.01	246,000	550,000	Add
kitchen designs	£1.18	40,500	201,000	Add
kitchen cabinet	£1.19	110,000	550,000	Add
kitchen cabinets	£1.08	110,000	1,000,000	Add
designer kitchen	£1.20	40,500	74,000	Add
kitchen ideas	£0.92	49,500	165,000	Add
kitchen cupboards	£1.00	74,000	110,000	Add
kitchen doors	£1.77	246,000	201,000	Add
kitchen units	£1.45	1,220,000	823,000	Add
fitted kitchen	£1.78	90,500	60,500	Add
kitchen appliances	£1.00	550,000	1,000,000	Add

As with affiliate advertising, using cost per click advertising should be given some thought. Google does however, allow you the option to block websites of your choice from advertising on your website. If your business is localised competitive advertising appearing on your website is unlikely to be a problem. If you have doubts as to whether it may take business away from you it is best placed only on the help or tips section of the site where it can do little harm.

The website will most likely generate more irrelevant visitors than relevant as it grows in strength. After all there are only going to be so many people in a locality searching terms that are relevant to our niche. Ultimately as the website grows the number of visitors can be substantial. It is not unusual for a website to receive several thousand hits a month and a strong site in a competitive market can receive tens or even hundreds of thousands.

When these levels of traffic are coming through your website, affiliate and pay per click advertising can be very lucrative. This income is also pretty much pure profit and is earned almost passively. It is easy to see why so many people are attracted to internet marketing and how many have made large fortunes this way.

Promoting the website.

My personal opinion is that you should promote your small business website everywhere that you can. A small business website is a very low cost collection of powerful adverts for every aspect of your business. People who see the company literature, advertising, sign writing and anything else you can paste your web address on may well use it as a soft way to make their first assessment of your business. This statement is not to be taken lightly. People can often be cautious in their initial

approach to making a purchase for many different reasons. They may fear embarrassing themselves, they may not be ready to deal with salesmen, they may just be testing the water. What ever their reason for not wanting to approach you in person, your website allows the opportunity to sing the company's praises and entice that person to make a step forward. If we can make him feel comfortable about asking us the answers to his problems we have a chance to take things further or to close a sale.

A website is itself advertising and it might seem a little odd to advertise your advertising but this is not the case at all. Traditional forms of advertising like newspaper advertising and such have a considerable restriction. Newspaper advertising for example has limitations in that the more you say about the company, the more you pay. You pay for space in the newspaper and a large advert will have a large price tag. If you already run a cost effective marketing campaign it can be seriously enhanced with a good website.

A website helps to give a business professional credibility. How often do you see a newspaper advert and tucked down at the bottom you will find the company web address. Clever stuff? No not really.

A newspaper advert should have the website address right at the top in big bold letters and you should tell readers to visit it now. You have a lot to tell them about your products and services and a place where you can. Do not allow them to flick past your advert and call the next guy give them a reason to contact you even if they do it indirectly.

Put your web address on every business card, estimate, letter, flyer, company vehicle and every other way that you can get it under peoples noses. Remember that if your site is monetised all traffic has the potential to bring revenue. Generally it is best to keep to forms of advertising that are already working for the company and add the website to them. Anyone who has a business website will tell you that they get their fair share of sales calls offering website promotion.

It is not my intention to put these services down but some research should be done before paying for additional advertising. Companies like Yell.com are still widely used and can generate good leads but there are hundreds of would be directories that offer similar paid services. By doing our research and creating our site with a solid strategy there is a good chance that within a few short months our site will beat these directories in the search results anyway.

Pay per click advertising works both ways and can be very cost effective. The problem is that if done without thought it can be costly and ineffective. Creating a successful pay per click campaign is a subject on its own and cannot be covered in full here. Once again it needs some thought because if you are scoring high on your chosen terms, you may end up paying to compete against yourself. If you do use pay per click advertising you should be prepared to do a lot of split testing an analysis to refine your campaigns.

Resources.

DIY Business website.

DIY Business Website is my own video course, a members only website designed to visually demonstrate the methods discussed in this guide. The videos offer a step by step, easy to follow guide in which I research, plan, and build a small business website for a local plumber. The course contains a set of **17 short videos** showing each stage of the process and allows the user to copy the techniques, applying the methods to their own business type. Extended material is added to the course periodically and it is intended that the course will grow and evolve with the changing trends in internet marketing. DIY Business Website is a great way to avoid the mishaps and frustration that can occur when trying to get your first website up and running. Membership is exceptional value at a one off payment of \$29 and a full no quibble 60 day money back guarantee offers peace of mind to the user.

Coffee Cup.

As well as Visual Site Designer, Coffee Cup software offer a wide range of other web authoring tools for both the beginner and more advanced user. The coffee cup software range offers simplicity and functionality. This makes it a good choice of desktop platform for the complete beginner to learn a little about the design and structure of a website.

All Coffee Cup software is available on a 30 day free trial and this is ample time to get a simple website online if you only want to test the water.

Coffee Cup have also created a platform that makes light work of creating an online store.

Hostgator

Hostgator have rapidly grown and now have an impressive share of the hosting market. This is not surprising as they are everything that you would want a hosting provider to be. Very low cost, user friendly, unlimited web space, unlimited websites, unlimited bandwidth and with more web tools than you will possibly ever need.

Hostgator are extremely good at what they do and continue to grow rapidly.

UK Link Exchange.

Another free service, free is best if it is good and UK Link Exchange is good. Free membership allows you to search through related category's and find people who are looking for link exchanges. Contacting individuals for an exchange is semi automated and this make the time consuming process of finding and exchanging links far less of a burden.

WordPress.

Available through [Hostgator](#) and a number of other hosting services.

WordPress is an awesome piece of kit for a freebie and free is good. It would be impossible to even scratch the surface of its functionality in a few short paragraphs. Extended functionality for search engine optimisation is a major feature. WordPress is a content management system/blogging platform and has tag functionality. Tag functionality can be used to create huge amounts of content quickly. This takes a bit of explaining but can be summed up by saying that each page of content that you create is worth several from the search engines point of view. This makes it possible to get several hundred pages indexed by Google even though you have only produced a fraction of that number. There are endless plug-gins widgets and features that can be added to WordPress and this gives it almost limitless capabilities.

[WordPress Queen.](#)

A comprehensive guide showing how to build business and money making websites on the WordPress CMS. A massive 950 page e-book covering WordPress in some detail. WordPress is a little harder to master than your average visual website design software but is worth the extra effort. For those that do not want to try to work WordPress out for themselves WordPress Queen is a wise investment.

[Statcounter.](#)

Statcounter is another must have free service. Statcounter allows you to gather in depth and essential information about the websites visitors. Again I could go on for ever about all the features but its free. Go along there, sign up for a free account and check it out for your self. Click on your project once you have created it and check out the links down the left hand side of the screen.

Articles.

Articles with a high page rank allow you to get one way incoming links to your site. One way link have more value to your site than reciprocal links (two way links). Because you have not linked back no juice is carried back through your link.

Here are a few popular high ranking article directories that you should check out. You should check the rules of the article directories before submitting articles as they are often manually approved. Do not be put off article writing it is productive and adds professional credibility to your name. If you fell uneasy about writing articles, visit some of the links below and read some. You will quickly realise that everyone is doing it and mostly for the same reason, links!

[Ezine Articles.](#)

[Article Base.](#)

[GoArticles.](#)

There are many more article directories but as a small business with generally poor competition occasional submissions to just a few should be enough. You can always step it up if the need arises but there is no point in creating work.

