

# The Internet Business Resource Kit

Written by Australia's lead authority

Kerry Plowright

Everything you  
need to make  
money online

Kerry Plowright has helped thousands of small and medium business go online to generate hundreds of millions of dollars in revenue

## Table of Contents

<b>TABLE OF CONTENTS</b> .....	<b>2</b>
<b>LET US BUILD YOUR WEBSITE FOR YOU. JUST \$250.00</b> .....	<b>6</b>
<b>INTRODUCTION</b> .....	<b>7</b>
ABOUT THE AUTHOR. ....	8
<i>Who is this Kit Designed For?</i> .....	8
<i>What are you hoping to achieve?</i> .....	8
<b>OVERVIEW OF SETTING UP YOUR ONLINE BUSINESS.</b> .....	<b>10</b>
<i>Step 1. The basic equipment and services you need.</i> .....	10
<i>Step 2. Your product or service, the start of the road to online success.</i> .....	10
<i>Step 3. Registering a business and domain name</i> .....	10
<i>Step 4. How to accept money online?</i> .....	10
<i>Step 5. Building your website</i> .....	11
GENERAL CONSIDERATIONS.....	11
<i>Is the Timing Right for an Online Business in Your Area of Interest?</i> .....	11
<b>REMEMBER. SETUP YOUR HOSTING AND HOME PAGE FIRST!</b>	
.....	11
STEP 1. THE HARDWARE, SOFTWARE AND SERVICES YOU WILL NEED TO START AND RUN YOUR BUSINESS.	
.....	12
STEP 2. WHAT ARE YOU GOING TO SELL AND CAN YOU SELL WHAT YOU HAVE? .....	13
<i>How to finding a new product to sell.</i> .....	14
STEP 3. REGISTERING YOUR BUSINESS AND DOMAIN NAME. ....	14
Business Entry Point.....	14
<i>Registering a Business Name</i> .....	14
<i>Registering a Company</i> .....	15
GETTING AN EMAIL ADDRESS AND DOMAIN NAME .....	15
<i>What is a Domain Name?</i> .....	17
<i>What Domain Name Can I Register?</i> .....	17
<i>Where Can I Buy a Domain Name?</i> .....	18
<i>What Do I Need to Register an Australian Domain Name (.com.au)?</i> .....	18
<b>PLANNING THE BUSINESS.</b> .....	<b>19</b>
BENEFITS OF CREATING A BUSINESS PLAN.....	19
APPROACH TO ONLINE BUSINESS PLANNING.....	19
DESCRIBING PRODUCTS AND SERVICES .....	20
BRANDING ON THE INTERNET: “LOOK AND FEEL” .....	20
FACTS ABOUT ONLINE BUSINESSES.....	21
<b>ONLINE BUSINESS ESSENTIALS</b> .....	<b>23</b>
HOSTING YOUR WEBSITE.....	23
SETTING UP A MERCHANT ACCOUNT .....	23
<i>Why Do I Need a Merchant Account?</i> .....	23
<i>Which Bank?</i> .....	23
<i>Payment Gateways</i> .....	23
CONSTRUCT AND LAUNCH YOUR ONLINE BUSINESS.....	24

<b>BUILDING YOUR WEBSITE.....</b>	<b>25</b>
<b>FREE WYSIWYG WEB PAGE EDITORS .....</b>	<b>26</b>
<b>IMAGE MANAGEMENT – 7 FREE PHOTO EDITORS.....</b>	<b>27</b>
TOP 7 FREE PHOTO EDITORS FOR WINDOWS .....	27
1) GIMP for Windows <a href="http://www.gimp.org/">http://www.gimp.org/</a> .....	27
2) Serif PhotoPlus <a href="http://www.freeserifsoftware.com/">http://www.freeserifsoftware.com/</a> .....	27
3) Pixia: <a href="http://park18.wakwak.com/~pixia">http://park18.wakwak.com/~pixia</a> .....	27
4) Ultimate Paint <a href="http://www.ultimatepaint.com">www.ultimatepaint.com</a> .....	27
5) PhotoFiltre.....	27
6) VCW VicMan's Photo Editor <a href="http://www.vicman.net">www.vicman.net</a> .....	27
7) ImageForge <a href="http://www.cursorarts.com">www.cursorarts.com</a> .....	28
<b>FREE FTP CLIENTS. (WHAT YOU NEED TO UPLOAD YOUR WEBSITE) .....</b>	<b>29</b>
<b>FIVE STEPS TO ONLINE SUCCESS FOR SMALL AND MEDIUM BUSINESS.....</b>	<b>31</b>
<i>Take These Steps and Succeed! It works!</i> .....	31
STEP 1: ESTABLISH YOUR PRODUCT IN A NICHE OR VERTICAL MARKET .....	31
<i>Does Your Website Target a Particular Market?</i> .....	33
STEP 2. YOUR UNIQUE SELLING PROPOSITION .....	34
<i>What is a USP or Unique Selling Proposition?</i> .....	34
<i>Coming up with a Killer USP</i> .....	34
<i>Creating Your USP</i> .....	35
<i>Special Offers, Free Shipping, A Contest, Great Customer Support</i> .....	35
<i>Buyers Need to Feel They Can Trust You. You Can Assure Them With:</i> .....	37
STEP 3: GETTING FOUND ON THE INTERNET .....	37
<i>Get Ranked on the Search Engines</i> .....	37
<i>The Importance of Search Engine Optimisation and Promotion</i> .....	38
<i>Submission and Optimisation</i> .....	38
<i>Search Engine Placement &amp; Positioning: Ranking Well</i> .....	38
<i>Search Engine Marketing &amp; Promotion: The Overall Process</i> .....	38
<i>Automatic Submission Software – Beware</i> .....	38
<i>So What is a Search Engine?</i> .....	39
<i>What is a directory?</i> .....	39
<i>The Top Search Engines:</i> .....	39
<i>Website Optimisation Basics</i> .....	39
<i>Keywords. Spiders and Crawlers</i> .....	40
<i>Keyword Selection</i> .....	40
<i>Counting Keywords</i> .....	41
<i>Get Your Keywords into the Title Tags</i> .....	41
<i>Creating Meta Tags</i> .....	42
<i>Extra Tips to Improve Your Ranking</i> .....	42
<i>Don't expect quick results. Getting high rankings takes time; there's no getting around that fact</i> .....	42
<i>Analysing Your Position</i> .....	42
<i>Check How Many Pages are Linked to You</i> .....	43
<i>Building Your Link Popularity</i> .....	43
STEP 4: CUSTOMER ACQUISITION AND MANAGEMENT.....	44
<i>Email Marketing and Customer Lists</i> .....	44
<i>Your Most Valuable email Asset: An In-house, Opt-in List</i> .....	44
<i>Make the Most from Your Email Campaign</i> .....	44
OTHER IMPORTANT CONSIDERATIONS .....	45
<i>Site Meters</i> .....	45

STEP FIVE – BE PATIENT.....	46
<b>ADVERTISING ON THE INTERNET - PAY FOR INCLUSION .....</b>	<b>46</b>
SECOND TIER PPC OPERATORS.....	46
OTHER SERVICES .....	47
PAY PER CLICK RESOURCES.....	47
<b>SAMPLE DOCUMENTS .....</b>	<b>48</b>
WHAT EVER YOU ARE SELLING ONLINE YOU WILL NEED TO DETAIL YOUR RETURN POLICIES AND PRIVACY ISSUES. DETAILED BELOW ARE TWO DOCUMENTS YOU ARE FREE TO USE, EDIT AND ADD TO YOUR SITE.	48
SAMPLE PRIVACY STATEMENT.....	48
13.2 SAMPLE RETURN POLICY .....	50
<b>THE BUSINESS PLAN .....</b>	<b>52</b>
INTRODUCTION .....	52
ASSUMPTIONS:.....	52
METHOD: .....	52
MAJOR TOPICS.....	53
<b>WRITING THE INTERNET BUSINESS PLAN .....</b>	<b>55</b>
EXECUTIVE SUMMARY .....	55
TABLE OF CONTENTS.....	55
<b>SECTION 1. COMPANY DESCRIPTION.....</b>	<b>55</b>
COMPANY DESCRIPTION.....	55
PURPOSE OF THE BUSINESS. ....	56
ACTIVITIES AND RESPONSIBILITIES.....	56
MAJOR CUSTOMERS .....	57
FUTURE BUSINESS PROFILE.....	58
<b>SECTION 2. PRODUCTS .....</b>	<b>59</b>
RANGE OF PRODUCTS AND/OR SERVICES .....	59
FORMS OF PAYMENT.....	59
CATALOGUING OF PRODUCTS.....	60
SERVICES, QUOTATIONS AND PAYMENT .....	61
GUARANTEES AND WARRANTIES .....	61
PREMISES .....	62
<b>SECTION 3. THE MARKET.....</b>	<b>63</b>
DEFINING THE TARGET MARKET FOR THE BUSINESS.....	63
CHARACTERISTICS OF THE TARGET MARKET .....	66
<i>Price Sensitivity</i> .....	66
<i>How are Your Products Normally Found</i> .....	66
<i>How do Your Prospective Customers Currently use the Internet?</i> .....	66
<i>What are the Usual Payment Methods?</i> .....	67
<i>Where are the Major Costs and Savings?</i> .....	67
<i>Are You a Market Leader or Follower?</i> .....	68
<i>Product Delivery</i> .....	68
<i>Fulfilment</i> .....	69
<b>SECTION 4. COMPETITORS .....</b>	<b>69</b>
CHARACTERISTICS OF YOUR COMPETITORS .....	69
FUTURE COMPETITORS .....	70

CATEGORISE YOUR COMPETITORS.....	70
<b>SECTION 5. MARKETING AND SALES PLAN .....</b>	<b>71</b>
SEARCH ENGINES.....	71
<i>Search Engine Strategies</i> .....	71
<i>Site Optimisation</i> .....	72
<i>Branding and First Impressions</i> .....	72
<i>Web Savvy Customers?</i> .....	73
<i>Initial Prospect List</i> .....	74
<i>Marketing Channels</i> .....	74
<b>SECTION 6. RISKS.....</b>	<b>75</b>
RISKS INCLUDE: .....	75
RISK MITIGATION .....	76
<b>SECTION 7. OPERATIONAL PLAN.....</b>	<b>77</b>
START WITHIN YOUR LIMITS!.....	77
ORDER MANAGEMENT AND FULFILMENT:.....	77
CUSTOMER MANAGEMENT .....	78
<b>SECTION 8. FINANCIAL PLAN COSTS AND PROJECTIONS.....</b>	<b>79</b>
<b>SECTION 9. EXIT STRATEGY .....</b>	<b>80</b>
DISCLAIMER.....	81
<b>LIST AND LINKS TO SUBMIT TO INTERNET DIRECTORIES.....</b>	<b>82</b>
BUSINESS AND INDUSTRY.....	85
OIL, GAS, MINING AND GEOLOGY .....	85
CHEMICAL .....	85
FOOF AND FILTRATION .....	86
HERE ARE SOME FOR THOSE OF YOU IN ADVERTISING AGENCIES .....	86
INDUSTRIAL MACHINERY MANUFACTURER TYPE DIRECTORIES .....	86
UK SHOPPING DIRECTORIES.....	87
UK WEBSITE DIRECTORIES.....	87
CANADIAN DIRECTORIES.....	88
<b>OTHER USEFUL LINKS WHEN ESTABLISHING A BUSINESS.....</b>	<b>91</b>
AUSTRALIAN GOVERNMENT .....	91
COPYRIGHT .....	92
GST RELATED SITES .....	92
BAS / ANTS TRAINING GST STARTUP OFFICE NEAREST VENUE AND DATE IS AVAILABLE BY ENTERING STATE & CITY/TOWN GST START UP GST SUPPORT OZ TAX AUSTRALIA'S GST RESOURCE SITE ASCPA TAXATION REFERENCE ATO THE NEW TAX SYSTEM TAX REFORM AND THE TAX PRACTITIONERS A GUIDE TO REGISTERING FOR THE NEW TAX SYSTEM TOOLS TO SEARCH FOR INTERNATIONAL BUSINESSES.....	92
<b>ADDITIONAL READING:.....</b>	<b>94</b>
<b>ADDITIONAL READING:.....</b>	<b>94</b>
GOOD SEO COPY.....	94
KEYWORDS .....	95
Does the order of key phrases in your copy make a difference?.....	97
Keywords by Page or Site, Google, and Keyword "Density" .....	98
What is the quickest way to get indexed well for a given keyword?.....	99

POWER LINKING STRATEGIES AND WEBSITE PROMOTION SECRETS - SMART THINKING .....	100
FIX THOSE DARN TITLE TAGS .....	102
MOST WEBSITES ARE DESIGNED TO FAIL! IS YOURS? .....	105
LINK OR PERISH!.....	108

## A Key Element to Success.

Whatever you do and whatever services you might buy to start your online business, **SERVICE** is the keyword. At this stage of your business you need **HELP** and good support. Not an automated response system that cares little whether you succeed or fail.

This is why I have helped create the myshophosting service. Everything you need to start on your road to online success, as well as professional advice just a phone call away and personal support. We **ARE** here to help you.

As a reader of this book you can receive:

1. Three months **FREE** hosting
2. Free support
3. **FREE** consulting
4. Three months **FREE** 'realtime' transaction services
5. **HELP** to quickly organise your merchant account

Email: [support@myshophosting.com.au](mailto:support@myshophosting.com.au) or call 0755 904173 NOW!

**Let us build your website for you. JUST \$250.00**

Phone: 0755904173 or email [kp@awp.com.au](mailto:kp@awp.com.au)

## Introduction



*It's here at last, and it's easy! Everything you needed to make money online.*

The Australian Internet Business Resource Kit, is a step-by-step guide on how to make money online. This publication is designed for both startup and established businesses. The Guide shows you how to be successful online, provides the tools and makes it ezi! The AIBR Guide to establishing an online business and making it successful is the most comprehensive in Australia.

The online retail industry is booming and set for record growth, statistics from Australian research companies and the U.S. Department of Commerce readily support that. Regardless of where they are located geographically, online businesses, and especially online sales operations, are making money. Primary markets such as the EU and U.S. are recording phenomenal growth in online sales, compounding over 22% per annum and much more, depending on the country. But I'm sure you don't need these numbers to realise this. If you look around in the Australian market it is all too visible. More people are doing more and more of their shopping online.

There has never been a better time to establish a business online and to benefit from this massive growth. Nor has it ever been cheaper or easier. Over the past decade my staff and I have helped to personally nurture thousands of businesses to go online. My own business and subsequent ventures relied entirely on customers generated from the Internet. A business I recently sold had all of its search terms ranked on the front page of ALL the major search engines internationally. This is more remarkable because it was competing against the toughest players in the field. I could sleep at night knowing customers and orders were flowing through my digital doors without me paying one cent in advertising.

There are few companies or individuals in Australia better qualified to instruct you on how you can achieve success online. Our experience, acquired through helping thousands build successful online businesses, allows us to put into print everything you need to know to make money online. Whether you are starting from scratch, have an already existing website, or are placing an existing business on the web, this is the authoritative manual that you need to survive.

Do you know a little bit about the internet? Do you know enough to be dangerous? Or are you ambitious, eager to earn some cash through the web, but think that when it comes to computers you're more "idiot" than "intelligent"? Doesn't matter, we take the cautious approach to ensuring your education by laying out the facts in a clear, easily understandable way for the beginner, while at the same time allowing easy navigation for those that think they know it all. Either way, brilliant or stupid, this is what you need.

### **FREE HOSTING OFFER**

To setup your website now at no cost, go to [www.awp.com.au/hosting](http://www.awp.com.au/hosting). Get three months FREE hosting and personal service.

**Phone 0755 904173**

## About the Author.



Myself and my AWP management team have been providing software and support services to help micro, small and medium businesses establish a web presence and to trade online for more than ten years. The management team's services and products are the most widely used ecommerce solutions in Australia. Fostering thousands of ecommerce users has resulted in the installation of solutions into thousands of businesses worldwide in several different languages. Some of these entrepreneurs have created solid businesses while others have failed to reach expectations. I am confident that the advice in this book is pragmatic, driven from enormous experience as a leader in this field, and will assist in bringing success and minimising the risk in moving to internet sales and order management.

I have put in writing the critical pathway of activities that my team and I and have found lead to the generation of wealth. We also provide you tools and the means to achieve this. This approach is both detailed and specific and will guide and direct you at each step. In other words, we give you the car and map to where the gold is, all you have to do is step on the gas.

My ecommerce and Internet applications were the first in Australia to offer an affordable, packaged ecommerce solution to small and medium business. Since then I've helped thousands of businesses make hundreds of millions of dollars on the Internet and would argue that I am probably Australia's leading authority on small business and the Internet. I recently sold my software business, which is now the most widely used ecommerce solution in Australia, in addition to being sold in Japan, the USA and UK. Now, I'm turning my attention to any business desiring to establish or improve its online presence.

## Who is this Kit Designed For?

This publication is aimed at the small and medium market space. If you are a micro (1-2 people), small (3-12) or medium (13-50) business, this Kit is for you. The Kit suits new start-ups, or established businesses that are intending to create or improve an online business.

We also assume you:

- Wish to be conservative or have limited funds, but still want results;
- Do not want to go into debt (or, if so, risking as little as possible);
- Want to create a solid foundation;
- Desire to be positioned for growth if the early stages go well; and
- Can pull-out easily if things do NOT go according to plan.

## What are you hoping to achieve?

What are your objectives in going online? Before going any further you need to decide where it is you actually wanted to go. In other words, what do you want from your new business and its website? (Looking at other websites can be helpful.) It is most important that the objectives for the business are clear and that you have an understanding of how a website will help achieve your overall business goals. Some objectives, among



others, are:

- Creating an income
- Passing on information about your products and services;
- Improving your operational efficiency through better communications with your customers, suppliers and government;
- Building/increasing your current revenues through online sales.

## **URGENT! Why you need to act today to register your online business.**

Google recently announced the contents of their filing of United States Patent Application 20050071741, March 31 2005. This revealed the search giants secret ranking criteria, which makes very interesting reading.

**“How soon your site appears near the top of the rankings and you receive free qualified customers (assuming you follow the rest of the advice provided here) is related to how old the site is. This appears to be evident for sites between six and twenty four months. It looks the Google 'sandbox' or aging delay, begins count down the minute links to a new site are discovered.”**

Myshophosting is prepared to list your site, optimise the code on the front page, create a link to the site and register it with the search engines. So don't waste time. There is more on this great offer below.

### **Key Elements to Success – Get listed and hosted Now!**

Whatever you do and whatever services you might buy to start your online business, **SERVICE** is the keyword. At this stage of your business you need **HELP** and good support. Not an automated response system that cares little whether you succeed or fail.

This is why I have helped create the myshophosting service. Everything you need to start on your road to online success as well as professional advice just a phone call away, as well as personal support. We **ARE** here to help you.

**As a reader of the 2005 IBRK you can receive:**

- 1. Three months FREE hosting**
- 2. Free support**
- 3. FREE consulting**
- 4. Three months FREE 'realtime' transaction services**
- 5. HELP to quickly organise your merchant account**

**To claim this offer contact:**

Email: [support@myshophosting.com.au](mailto:support@myshophosting.com.au) or call 0755 904173

General hosting information which starts at just \$14.95mth after the FREE period is available at:

Website: <http://www.myshophosting.com.au/plans/plans.htm>

## Overview of Setting Up Your Online Business.

The overview describes five simple steps to setting up your online business. But before we even look at anything, if you are serious about this, skip-read to the part about registering a domain name. After registering the name immediately arrange to have a website established and a single page with optimised code and text uploaded, create a single link and submit to google only. Myshophosting have offered to do all this for you, at no charge(except domain name), plus you get three months free hosting. (Phone 0755904173 or email [support@myshophosting.com.au](mailto:support@myshophosting.com.au) )

### Step 1. The basic equipment and services you need.

Some of you are starting off with nothing, while others may already be part way there. This section describes the equipment and services available that are essential to starting or running an online business. We provide a simple description of what you need at home hardware and software and detail selected dial up/broadband services as well as the ins and outs of setting up email accounts, domain names and hosting services.



### Step 2. Your product or service, the start of the road to online success.

You either have a product or service already, or are deciding on them. This decision point, or review of your offering, is the beginning of the process to spinning dollars from your online business. Here we analyse the offering and its online opportunity.

1. Can your product/service succeed online, how to find out.
2. Who is your market? This directly influences your approach to product strategy or selection.
3. Selecting an online strategy to sell your product/service.
4. Selecting a product/service and how to test its viability online in just minutes
5. Competitive analysis of your current or proposed business

### Step 3. Registering a business and domain name

This is all about how to register your business, select and register domain names and protect your Intellectual property. Even if you are already in business. these processes will influence or improve your prospects of success. It further explains the cheapest options, what it means and how to do it.

How to register a business

1. Types of businesses and appropriate type of registration. (What it means to you).
2. What domain name to register, how and who's cheapest and most reliable.
3. Selecting a hosting provider
4. Setup your own email account.

### Step 4. How to accept money online?

If you cannot accept money online your business is doomed to be a cost exercise or digital brochure. Good for some, but we assume you want to make money.

1. The options
2. The quick and easy setup and accept credit cards online. Get a merchant account fast and easily. We show you how and help you.

## Step 5. Building your website

There are a whole lot of ways of building your website. In this section

1. Overview. Simple description of types of websites, capabilities, cost and maintenance issues
2. Solutions. Description of current solutions.
3. How to do it yourself and what tools you can use.
4. Get someone else to do it for. Illustrates costs, maintenance issues and technologies.
5. Content

### Marketing your website without spending any money.

After establishing your online business, we are getting ready to turn the Internet presence into a money spinner. This part of the Guide covers:

- Five Easy Steps To Online success
- SEO (Search Engine Optimisation, attracting qualified customers without spending a cent.)
- Ranking your site on search engines, link strategies and more.

## General Considerations.

Who is Your Customer? You also need to decide who is the target audience for your website. You may wish to target new customers or provide additional service to your existing customers. You should also decide the area for your potential market; it could be global, limited to Australia, or a particular town or city.

### Is the Timing Right for an Online Business in Your Area of Interest?

There are a few basic questions and items that you need to think through.

- Do your intended customers currently have access to, or use, the internet? If not, then take-up may be slow.
- If your customers or prospects only like doing business face-to-face at their premises, then it's unlikely that filling out a form on a screen is going to be very attractive to them.
- If your customers or prospects are required to do business in certain ways, then you had better be sure that you understand what they are and that what you will be offering will meet those requirements.
- Check out what your competitors are doing, or have done.
  - If they have introduced a webstore, has it been successful? How much did they pay? What does it cost to maintain the information? These are all important questions for your own business.
  - If your competitors have not gone online, why not? Maybe they do not have the foresight and skills of your organisation so you will be able gain an advantage over them.

If others have tried what you are thinking of in a different geographical area or in a similar business setting and have succeeded, check out what worked for them; if their efforts did not succeed, find out why.

**Remember. Setup your hosting and home page first!**

## Step 1. The hardware, software and services you will need to start and run your business.

Depending on how you approach this business venture, you can either spend hundreds of dollars, or blow thousands on products and services you do not need.

1. **Computer/laptop.** (Brands are not always the best. If something goes wrong you have to send the machine to the manufacturer...not very useful. Locally made are often cheaper as long as good parts and good service go with them. You don't need the best computer on the block for this job. I have several, and my golden oldies are still as good as ever. You should buy some local magazines like Personal Computer to compare. For less than \$15000, basics if you are buying today:
  1. 3.0 GB Intel Pentium 4
  2. 512 MB RAM
  3. CD Burner
  4. ADSL wireless card.
  5. USB ports. (That are easy to get to.)
  6. Flash card port. (for digital camera cards)
  7. Options-DVD burner
2. **Internet connection.** This can differ from area to area, so ask around for user experience. The best Internet connection at the cheapest price is ADSL. Better still if you can make that a wireless connection. Look at Dodo, Optus, and as alst resort Telstra. The bigger they get the worse the service it seems.
3. **Hosting.** Hosting is a separate service to your Internet connection, but like your connection, the bigger they are the worse the service. This is too important for you not to be able to pick up the phone and be able to talk to some one easily. Instead of wasting my breath here, go with the three-month free offer. That way you can investigate other services while you establish your business without spending one cent!
4. **Email.** You will get email accounts with your Internet connection as well as your hosting service. The better email address will be with your hosted service. Why? The email address, instead of being a generic hotmail or bigpond address, will be personal, like [dave@yourbusinessname.com.au](mailto:dave@yourbusinessname.com.au)
5. **Website building software.** You have to build your website somehow. If you are starting an online store, the most capable and easiest solution is [ezimerchant](#). Try out the thirty day trial It has won numerous awards and is my chosen solution. However, if you feel your needs may differ as does happen, give me a call or email me at [kerry@waspz.com](mailto:kerry@waspz.com) and I can help in searching for a practical solution. I have also listed seven FREE HTML editing applications in this Guide you can download and use.
6. **Ecommerce capability.** Solutions like ezimerchant come pre-packaged with ecommerce. Look outside of the box and you start talking big dollars or to a university student that builds your site and leaves you holding the baby. While you want to be Amazon online, make sure you are not paying the same bill as they do.
7. **Merchant Account.** If you want to accept money online you need a merchant account. Go to St George or Westpac or read the detailed instructions later on in this Guide.
8. Image manipulation
9. **FTP Software.** In the event you are using software that does not automatically upload files to your website, you will need FTP software. Essentially it allows you to look at the folders on your website the same way you do on your own PC. You can then upload, update files as required.
10. **Image manipulation.** The ideal is Photoshop. If you cannot afford this I have listed seven Free image manipulation applications. Ezimerchant comes packaged with a great-automated image resizer. You have to try that out.

## Step 2. What are you going to sell and can you sell what you have?

You will be selling either a product or a service, lets keep it simple and call your offering a product. Will you be selling locally or internationally and are you able to compete with others. At this stage, without going into too much detail, we need to do a quick competitive analysis to see whether you can obtain traffic off the Internet and succeed.

Who ranks, how they use the keywords and how many other sites link to them determines your ability to compete. How many other sites link to a website is called Link Popularity. Your Page Rank, which we will explain in a minute, your ability to succeed is strongly influenced by Link Popularity.

If you have an established customer base and don't care about free internet traffic looking for your business, the following does not apply. Otherwise read carefully.

### 1. Do people search for your product and how often?

Pointless picking a product or service no one searches for. So imagine what words a person might use to search for your product. These are called keywords or phrases. Go to <http://searchmarketing.yahoo.com/rc/srch/?mkt=us> This is found on the [www.overture.com](http://www.overture.com) website now part of the Yahoo stable. Click on the Key Word Selector link normally found under a title called tools. Now paste into the box the keyword you think people will use. The result shows you how many people on the overture search engine search for that word and variations of it in a month. This only shows what happens on the overture search engine, multiply that by several factors and you will have a rough idea of how many search for that keyword each month all over the world. Play around with this, it is an important tool for your business and you will use it a lot as we progress in the marketing phase.

### 2. Using the keyword or phrase to conduct a search and see who ranks.

Using some of these keywords or phrases, conduct a search on either Google or Yahoo. If you wish to sell internationally use [www.google.com](http://www.google.com) and if you wish to sell locally, conduct the test on [www.google.com.au](http://www.google.com.au) The result page will list the websites that the search engine thinks are most relevant to the keyword.. The page you are looking at is a Search Engine Result Page, which is referred to as a SERP. Whether a Website appears at the top of the page, the bottom, or is the 100<sup>th</sup> listing, is called ranking. To successfully utilise the internet you need to rank well, to be either on the first or second Search Engine Result Page (SERP).

I got the result below from searching for books. Not surprising this was listed at the top of the Search Engine Result Page (SERP). The top heading is drawn from the title tag of the web page it links to. (More about that later.) Like wise the description is drawn from the web pages description tag. These are lines of text hidden in the HTML code that make up a web page. The bottom link is the URL to the page followed by the date it was visited by the search engine. When the search engine visits it takes a copy of the page. You can view this by looking at the Cache, it will highlight the keywords and how they are placed on that page. Useful for later on.

[Amazon.com: Online shopping for electronics, apparel, music, books ...](#)

Online shopping from the earth's biggest selection of **books**, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes, ...

[www.amazon.com/exec/obidos/subst/home/home.html](http://www.amazon.com/exec/obidos/subst/home/home.html) - 57k - 18 Jul 2005 - [Cached](#) - [Similar pages](#)

### 3. Check competitors Link Poularity

Keeping this Search engine Result Page (SERP) open, open a new Internet Explorer Window, go to <http://www.marketleap.com/publinkpop/default.htm> . We are going to see how many other sites link

back to the ones you picked. Pick three of the listings on the page and copy the URL's and paste them into any of the four entry holes and generate the report. The resulting report tells you how many links go back to the websites as listed in different search engines. You can click on these and see who they are.

Now, if like Amazon, there are a zillion links, you are not going to be able to compete with them. But if number ten on the SERP is not so good, perhaps you have a chance of getting on the first SERP. If all this doesn't work. Conduct the same exercise with a another keyword or phrase. If you have been trying [www.yahoo.com](http://www.yahoo.com) try [www.yahoo.com.au](http://www.yahoo.com.au) the search engines will rank .com.au websites higher in a search done [www.yahoo.com.au](http://www.yahoo.com.au) Which is why its important whether you use a .com.au address or just .com for your domain name.

### **How to finding a new product to sell**

Going back to the beginning of the previous exercise, utilise the keyword selection tool to identify potentially interesting products. The results do not have to be high, in otherwords you might recognise a growing market or a Niche market to sell into and rank easily. Then have a look a who ranks and if you can compete.

### **Step 3. Registering Your Business and Domain Name.**

If you are going to conduct a business, you will need a business name. To check and see whether a name is available that you like, you can visit [www.asic.gov.au](http://www.asic.gov.au) - this site has pretty much everything you need to know about registering and operating new businesses. Look under "Starting Your Company" and then "How to Register a Company."

### **Business Entry Point**

For all other forms and links go to the Business Entry Point: <http://www.business.gov.au> This is an excellent site and absolutely recommended to anyone starting out. This is a Federal Government initiative offering a range of value-added features that will assist business to discover, manage and complete Federal, State and Local government transactions through a single entry point.

If you are starting out there are generally two alternatives to registering a business: establishing a Proprietary Limited (Pty Ltd) company, or registering and trading under a business name. A Proprietary Limited company costs between \$800 - \$1000 and protects the name of the company in Australia. Registering a business name costs approx \$125 and only protects the name in the state in which you register; however it does allow you to register a domain name.

### **Registering a Business Name**

If you just want to register a business name or your company carries on a business in a name, which is different to its company name, it must register the business name with the appropriate State/Territory authority. These are:

- Registrar-General of Business Names (Australian Capital Territory),
- Department of Consumer Affairs (New South Wales),
- Office of Business Affairs (Northern Territory),

- Office of Consumer Affairs (Queensland),
- State Business and Corporate Affairs Office (South Australia),
- Corporate Affairs Office (Tasmania),
- Office of Fair Trading and Business Affairs (Victoria), and
- Business Names Registration Office (Western Australia).

Businesses that are not companies (e.g., sole traders and partnerships) are required to register their business name. The exception to this is if they conduct their activity only under the name of the person or persons involved (i.e., first name and surname, or initials and surname).

Registration or use of a business name does not create a legal entity (whereas registration of a company does) and does not allow the use of privileges to which a company is entitled, such as a corporate tax rate or limited liability. A business name has no legal status.

While the requirement to register business names is not under the Act, business names are still recorded by ASIC's index, and the register against which proposed new company names are checked includes business names. ASIC may refuse to register names, which are offensive or suggestive of illegal activity.

### **Registering a Company**

To register a company you will need to lodge a form 201 (Attached) 'Application for registration as a company' together with the prescribed fee. Prescribed fees are listed in the Fees for Commonly Lodged Documents information sheet. This can be lodged in person at any ASIC Service Centre or with a Local ASIC Representative or by mail to:

Australian Securities and Investments Commission  
PO Box 4000  
Gippsland Mail Centre VIC 3841

The form will require you to state:

- the proposed company name (if the company does not have a proposed company name, the name on registration will be its Australian Company Number or ACN);
- the class and type of company;
- the registered office details;
- the principal business office details;
- director and secretary details; and
- members and share details.

After the application, form 201, has been received, fully paid and successfully processed, ASIC gives the company an ACN or ABN, registers the company and issues a Certificate of Registration.

### **Getting an email Address and Domain Name**

When you get your dial up account established, you will be allocated one or more email addresses. This will normally be in the format of yourname@yourdomainname.com. By the way, most often your hosting account will not be the same company as your dial up account, this is a separate service once you have setup your domain name. Detailed below is a description of how a domain name is made up.

When you buy your domain name, you do NOT have to host with the company you purchased from. Shop around for hosting. When you have purchased a domain name you will be issued a domain name key. Print

this off and keep it in a safe place. This gives you control over your domain. Make sure your email stays valid, or update the details with the domain name company. A lot of people let their domain name lapse because they used an old email address and do not receive the notification to update.

Setup: \$40.00  
Monthly fee: \$20.00 to \$30.00

### Statistics

Make sure your selected hosting service provides statistics! This is often provided in the form of what is called a Cpanel. Nothing beats being able to measure traffic, terms that people find the site with, your emails and a whole host of other important functions. I will go into more of that later.



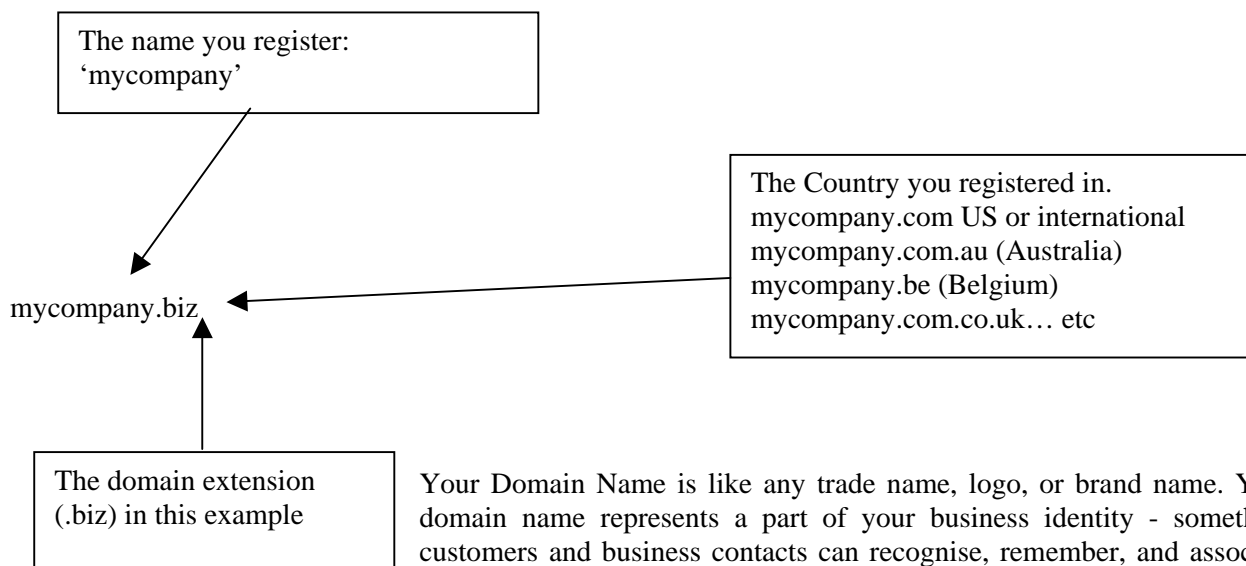
**myshoposting** SITE STATISTICS THAT WORK

Site Statistics are essential in building your online business. They tell you how many unique visitors you get each day, what pages they visit, where they are from, what key words they used to find you, plus a whole lot more.

**The AIBR recommends the myshoposting statistical package, provided free as part of its service To you. With three months free hosting, monthly packages start at just \$14.95Mth. This is an obligation free offer.**

[www.myshoposting.com.au](http://www.myshoposting.com.au)

## What is a Domain Name?



Your Domain Name is like any trade name, logo, or brand name. Your domain name represents a part of your business identity - something customers and business contacts can recognise, remember, and associate with your services or products. A well-chosen name can also make a big

difference to your rankings on the search engines. Registering your domain name will, at the very least, prevent someone else from using it. More important, however, is that with your own domain you have the opportunity to reach an audience worldwide.

A domain name also represents your "address" on the internet. It is a phrase containing several components separated by a full stop ("dot"). The domain name is linked directly to a set of numbers that consist of two pieces of information:

- An IP address, such as 123.123.123.123
- A domain name in the Domain Name Service (DNS)

An IP address is similar to the co-ordinates on a map whilst the domain name is similar to a street address. Most people would find it much easier therefore to remember a street address (domain name) than to try and remember the co-ordinates (IP Address).

These names and numbers are stored on several large server operations in the U.S. and elsewhere in the world in the same fashion phone numbers are. Unlike a phone number you have the opportunity to register the name you desire.

## What Domain Name Can I Register?

In the past, people were discouraged from registering more than one domain name. Now however, domain authorities have bowed to the demands of internet users and are willing to register as many domain names as you require. Indeed it is quite commonplace for people to register several different variants of a domain name – e.g. number.co.uk/numbers.co.uk/thenumber.co.uk. Some people register many different domain names in the hope that some will be saleable. Basically, it is up to the individual to decide how many names to purchase.

The domain names that are most appropriate for Australian small/medium businesses are .com, .com.au and .net.au If you wish to sell products to Australians it is essential you purchase a .com.au web address.

## **Where Can I Buy a Domain Name?**

There are a lot of companies selling/registering domains on the internet. Many of them charge way too much or are difficult to deal with when you need to re-delegate your domain. In Australia I have found Netregistry to be fairly priced on the .com.au extension.

## **What Do I Need to Register an Australian Domain Name (.com.au)?**

Anyone can register a .com domain name.

To be eligible for a .com.au or .net.au domain name, you must be:

- (a) an Australian registered company; or
- (b) trading under a registered business name in any Australian State or Territory; or
- (c) an Australian partnership or sole trader; or
- (d) a foreign company licensed to trade in Australia; or
- (e) an owner of an Australian registered trademark; or
- (f) an applicant for an Australian registered trade mark; or
- (g) an association incorporated in any Australian State or Territory; or
- (h) an Australian commercial statutory body.

Domain names have to be an exact match, abbreviation or acronym of your businesses commercial name or trade mark, or "closely or substantially connected" to the registrant because the domain name refers to:

- (a) a product that you manufacture or sell;
- (b) a service that you provide;
- (c) an event that you sponsor;
- (d) an activity that you facilitate, teach or train;
- (e) a venue that you operate; or
- (f) a profession that your employees practice.

Obscene and offensive words and words considered "contrary to public policy" cannot be used in a licensed domain name. The administering body has the discretion to decide which names fall into those categories.

When you register a domain name, check to see whether the name has been registered elsewhere. In other words, if you are registering Mycompany.com.au maybe someone has registered Mycompany.com already. You can check to see who owns a domain name if it is already taken by looking up what we call a 'whois' search.

Another business may object to the name you choose. Your domain name may breach the trade mark rights of a third party where the complaining party has registered their name as a trademark, or it may constitute misleading and deceptive conduct under trade practices legislation. See fact sheets on Trade Marks, Domain Names and Passing Off and Domain Names.

Subject to the requirements set out above, .com.au and .net.au domain names are licensed on a "first-come, first-served" basis. Where a domain name is already licensed or there is an application pending for that name, no further application is accepted for that name until the existing licence is revoked or the pending application is refused.

Domain names in the .com.au and .net.au spaces are licensed for a set period of two years, on expiration of which the licence may be renewed.

## Planning the Business.

Starting any business is a risk. The more we do to mitigate that the better. Business planning is essential in maximising success opportunity and reducing the prospect of failure.

What seems like a good idea for a business will take on a new light as the issues are worked through – BEFORE you start spending money. NEVER get anyone else to write a business plan for you if you are going to own and run the business. It is not what is written down that is necessarily important, but it is thinking through all the issues in the first place. Thinking through the issues, testing them out, realising new ones and changing your mind are an essential part of the process.

The highest risk is spending too much money without the income to pay it off. The basis for the risk is promising yourself too much and delivering too little.

One of the greatest advantages of the Internet is that you can start a business with very little capital, test the waters and allow the business to grow. Some companies have spent millions of dollars and have lower revenues than individual stores paying less than \$500 getting started with something like Ezimerchant.

## Benefits of Creating a Business Plan

The benefits of creating a business plan are to:

- force a clear definition of the outcomes that the business is seeking to achieve
- understand different ways of realising the outcomes
- define the levels of effort, cost and time frames
- provide a basis for evaluating different approaches to deliver the outcomes
- gain an insight as to the likely consequences for the outcomes and whether they can:
  - deliver on time and within a realistic budget
  - define the initial levels of investment
  - project when a break-even position is reached
  - identify when the business will have reached a point where it is sustainable and likely to succeed
- create a scenario in which there are “no surprises” – i.e. critical issues that might impact the viability of the business
- make sure that you can communicate your ideas to others, get the appropriate advice from the right people at the right time and empower the business owners to work out which is good advice and which is not, and
- obtain a merchant account from one of the banks.

## Approach to Online Business Planning

We have assumed that you are being pragmatic about the business plan.

The standard approach for a business plan is to define the market, how the business addresses, or will address, the market; competition; risks and opportunities; operational plan; and financial plan.

This outline is different in that many of the people who I have worked with already knew what they wanted to do, but just needed to work things through beforehand.

Many internet businesses are started and operate while the principal(s) are in other jobs and only become a full time occupation when there is sufficient profit to support the principal's requirements.

The Infomedia approach is to propose what is seen as a more logical approach and to outline a plan which:

- describes the products or services sold, or to be sold;
- describes the market and its growth potential;
- discusses the competitors;
- outlines the business's approach to its target market sector and target customers;
- checks on the risks;
- outlines how the business will operate;
- details the financial plan; and then
- considers a Dilution or exit strategy. In other words, under what terms and conditions do you intend to involve others in the ownership of the business?

The second part of this book includes a number of checklists for each of the aspects or stages for the description or development of the business.

Remember:

- A business plan is not a static document. It needs to be changed to reflect your experience and aspirations for the business.
- The Business Plan is a document which can be given to the Bank Manager, a prospective partner or to someone joining the company; it shows the business is organised.
- The Plan is the way in which the owner keeps track of how the business is performing in relation to what was expected and is a way of identifying that things are not going to plan, or are changing direction.
- It is also a document in which ideas for future development, or reminders about things to change, are kept.

## **Describing Products and Services**

Compelling, well-written product copy is essential for successful e-commerce, and the reason is obvious: four of the five senses go offline when a customer goes online. Product descriptions should create a tangible image in your customer's mind and concisely explain the virtues and benefits of your product or service – even if you are including a product photo. That's because what's in a customer's imagination is far more powerful than a mere image on a screen. It's your text - not the picture.

It also pays to conduct a little competitive research by visiting some commerce retailers dealing in merchandise similar to your own.

## **Branding on the Internet: “look and feel”**

So what exactly is branding? Isn't that just big ad agency stuff? There is a terrible misconception that branding is about the creative side of business. About the logo, advertising, copy or "look and feel." This is partly true. However, branding is, quite simply, the entire user experience - the "relationship" between the company and the customer. How a company makes a customer feel. This applies to all companies, great and small. In both online and offline branding, it's about:

- how the customer is treated at the door (your home page)

- how your product is packaged, what it looks like and how it's positioned on a shelf (website)
- how the sales process and staff treat the customer (navigation, online support, online orders)
- how the company handles complaints (returns, ease of contact)
- how a company positions itself as "trustful" and "credible" (a combination of the above, media treatment, etc.)

In the internet world, if you can make your product different from a commodity, you can get the pricing differentiation. Branding should therefore be a key aspect of every business website.

Without the differentiation for the product you are selling, the consumer will view it as homogenous, thus a commodity and consumers will be driven solely on the price factor. By offering a differentiated product, you will create pricing power even over the transparency of the internet. This is also very much part of your USP – or “Unique Selling Proposition” (much more on this later).

By employing a direct branding strategy from your website, you will be able to get out in front of the profit-siphoning discount websites. You can make a pitch directly to people viewing websites for information on your product or geographic region, and offer them the information, differentiation and comparisons necessary to influence their purchasing decisions.

Every form of contact that a company has with a customer is part of branding. Because the Web is a more "user-driven" experience it poses some interesting branding challenges and opportunities. It has the potential to deliver the company's identity, products, service - the whole box and dice - in the space of a few screens and within seconds. Your website is where the entire experience comes together for the user - or maybe not. Make no mistake: the number of consumers who make purchasing decisions online is growing exponentially, and the launch of so many free internet service providers will only fertilise that growth. If you provide a positive experience for these users, they'll talk. And that language translates into dollars.

## **Facts About Online Businesses**

Unless you are an established business with a customer base you can market to now, your MARKET is the SEARCH ENGINES. Most people will find your store through a search engine. Unless your website is designed to be found by the search engines you will not get anywhere.

Once a prospective customer gets to your site, the site must be OBVIOUS to use and FAST – no “heavy” slow graphics requiring plug-ins. However “cute” the presentation might be PEOPLE WILL NOT WAIT and WILL NOT COME BACK.

ORGANISE your information so that products can be found easily. USE CATEGORIES to group products logically. Enter the same product in different categories if it sensibly belongs in more than one category.

Look at other sites and see what catches your own eye about whether something works, or not. It's as important to make a list of what you do NOT like about other sites as it is to list GOOD features.

KEEP thumbnail images of products clear and small for quick loading; detailed images can be slower to load – customers expect that.

TEST your site on a 64K dial up line to make sure that it is still responsive.

CREATE a simple BOOKMARK or FAVOURITES button which allows someone who has found your site to easily add it to their favourites and, as such, to FIND the site again.

STAY in touch with your customers by sending e-mail acknowledgements and follow-up e-mails.

TREAT YOUR CUSTOMERS THE WAY YOU WOULD LIKE TO TREATED.



**myshophosting** SITE STATISTICS THAT WORK

Remember! Get started today. Everyday that slips by is a day longer that you will wait to receive your first real customers.

**The AIBR recommends myshophosting. This is a small-dedicated hosting company with the most experience in the industry helping SME's make money online. The best part is you get to talk to the people that know all about it, not a machine.**

[www.myshophosting.com.au](http://www.myshophosting.com.au)

## Online Business Essentials

### Hosting Your Website

The internet backbone is made up of many large networks which interconnect with each other. These large networks are known as **Network Service Providers** or **NSPs**. Some of the large NSPs are UUNet, CerfNet, IBM, BBN Planet, SprintNet, PSINet, as well as others. Think of them as the main telephone exchanges. These networks have listed all the other smaller networks, service providers, your website and yourself when you are surfing the web. You are all allocated numbers.

In order for your website to be seen on the Internet, it needs to be hosted on an Internet server to get you listed with the larger NSPs. You can do this from home but it gets pretty complicated. Instead you go to a service provider, of which there are thousands. The objective is to make sure you get a good service at the right price with the right tools.

The biggest differentiation in service providers today, is just that 'Service'. This has been lost with the big players who make it impossible for you to speak to a 'person'. Boutique providers like myshophosting, not only give you cheap hosting, but a personal service, someone you can speak to when things go wrong. It may not be the fault of the service provider, but at least with their knowledge they can either fix the problem, or identify what it might be! The fact is none of us a total gurus and a helping hand can save hundreds.

We strongly recommend these types of services to avoid the frustration of days of lost downtime and chasing wrong leads in pin pointing problems. If you can't speak to a REAL person, avoid the service like a plague.

### Setting up a Merchant Account

#### Why Do I Need a Merchant Account?

While there are many ways to accept money over the internet, if you are going to accept credit cards you will need a merchant account with a bank.

#### Which Bank?

You may wish to use your own bank. However, we have substantial experience going through this process with our customers. A lot of banks are not interested in the merchant business of small and medium businesses. This is where many potentially successful enterprises give up because of what can only be described as nightmare experiences. Hence we strongly recommend two banks that have provided excellent service to new online businesses. WestPac (WestPac online application ) and St George. (To find out about St George Manual Facilities, call 133 800 9am to 5pm, Monday to Friday or contact St George online.)

Westpac URL: <http://www.westpac.com.au/forms/forms.nsf/merchAppl?OpenForm>

### Payment Gateways

If you desire Real-time payment processing or a web interface, detailed below are some Australian real-time payment partners.

- Epayment
- DirectOne
- Eway

- St George

## **Construct and Launch Your Online Business**

At this stage you should have:

- a registered business,
- dial up account
- email account
- domain name.

Now you need to refine online business strategies and construction of the website. Let's step back and examine what you are doing. In simple terms you are establishing an internet presence. Establishing an internet presence involves presenting some of your own information on the internet. This is typically done by developing one or more "web pages".

You can use your web pages to convey information about your business, what it sells, and contact and sales information. By registering your web pages with internet search engines, people all over the world can find your web pages when they are searching for the types of things your business offers.

You are most probably using ezimerchant to construct your website. ezimerchant removes most of the construction effort and allows you to focus on equally important tasks such as the collation of the content. For those importing data from another data source, please refer to the relevant references in the ezimerchant manual. Regardless of your information source, you need good product descriptions and images to produce a meaningful website. Collate these into one location for easy management and keep good backups!

Boy, you should be hot to trot now. You have a registered business name, domain name, web space, dial-up, merchant account and all your content and product data ready to go. Time now to build your website. Please refer to the ezimerchant manual to take you through this process. Also read forward in this document as you construct the site. The content (text) that you place on the home, category and product pages can help secure your site a better ranking with the search engines.

## Building Your Website

You can either build your own website, or get someone else to do it for you. In this section we will provide you the answers and solution to both these questions. Saving you time and an awful lot of money.

The first part of this exercise is understanding exactly what sort of website it is that you want, and what features you desire. One part is the look and the other the capability. When you start, don't go stupid and try to emulate Amazon. If you have a few million bucks up your sleeve, great, but this is reality time. More important, is that whatever you create, you need to control it, and if necessary maintain it yourself, or have it built in standard industry products that makes it easy for you to hire someone to look after it.

The process of creating a website goes like this:

- Register a domain name
- Organise hosting
- Build the website
- Upload the website

You can build a great website with very little expense, the most important part of the puzzle is content, the more the better. You should aim to have 350 words on your home page spiced with your keywords and phrases. I have listed in the next page some free HTML editors to help you build a website. The following are industry standard applications.

- Frontpage (Microsoft) Excellent HTML editor
- Dreamweaver. HTML editor.
- Ezimerchant [www.ezimerchant.com](http://www.ezimerchant.com) (**Recommended online store software**)
- Shopfactory [www.shopfactory.com](http://www.shopfactory.com) (store software)
- Oscommerce (Open source, shopping cart, catalogue application, needs a programmer)
- Actinic [www.actinic.co.uk](http://www.actinic.co.uk) Good features but hard to use.
- Xcart Good cart but needs a programmer.

### **Recommendation:**

My personal recommendation, a product I use a lot, is ezimerchant. If you want to build a capable online store quickly and easily there is nothing on the market that compares. The fully working trial version is on the attached CD or you can download it from here. <http://www.ezimerchant.com/download/trial.asp> The proof is in the pudding.

## FREE WYSIWYG WEB PAGE EDITORS

[Nvu - Complete Web Authoring System](http://nvu.com/) <http://nvu.com/>

Nvu is a WYSIWYG editor that is designed to make the creation of web sites as easy for novices as it is using commercial web editors like [FrontPage](#) and [DreamWeaver](#). It is based on the Mozilla Composer web editor and includes new features that will eventually make its way back into Mozilla Composer. This open source editor is available for Linux and Windows.

[Mozilla Composer](http://www.mozilla.org/) <http://www.mozilla.org/>

Mozilla, the web browser, comes with a WYSIWYG web editor that allows you to quickly code web pages using a wordprocessor-like interface.

[Trellian WebPAGE](http://webpage.vendercom.com/) <http://webpage.vendercom.com/>

Trellian WebPAGE is a free WYSIWYG web editor with a drag and drop interface, a preview screen that allows you to see your page under three common screen widths (640, 800 and 1024), built-in FTP uploader, table creation wizard, form creation tool, etc. It also has a syntax highlighting HTML editor for people who may want to switch to the HTML mode for some fine tuning.

[Amaya Web Browsing and Authoring](http://www.w3.org/Amaya/Amaya.html) <http://www.w3.org/Amaya/Amaya.html>

Amaya is an open source browser and WYSIWYG web authoring environment that purports to allow its users to develop web pages without knowing anything about HTML or CSS. You can create your pages, view them, and upload them to your website using this software. It supports CSS (including CSS 2), HTML, XHTML, MathML 2.0 (which allows you to browse and write web pages containing mathematical symbols), etc. There are versions for Windows (a separate one for NT/2000/XP and 95/98/98SE/ME), Linux and Sparc Solaris.

[Netscape Composer](http://home.netscape.com/computing/download/index.html) <http://home.netscape.com/computing/download/index.html>

Netscape (yes, the browser) comes with an easy WYSIWYG web editor that allows you to get started with your own web page quickly and easily. It supports the usual text and graphics and is generally adequate for the beginning webmaster. To get it, simply download the full Netscape package. Note that Netscape Composer is probably just an older version of Mozilla Composer (also listed on this page). For more information about Netscape Composer see the [detailed review of the Mozilla Composer](#) on [thesitewizard.com](http://thesitewizard.com). You can also find a comprehensive tutorial on [How to Design and Publish Your Website with Mozilla Composer](#) there.

## Image Management – 7 Free Photo Editors

Good imagery on a website sells. If you are lucky you already have Photoshop or something similar. If not I detail below some free image manipulation applications:

### Top 7 Free Photo Editors for Windows

If you can't afford to purchase software, you can still find free software to create and edit images. Some of this software is developed by individuals, and some is feature limited or an earlier version of a more advanced program. In some rare instances, there are no strings attached, but most often you will need to provide information to the company by registering, or endure ads or "nag" screens. (Last Updated: Nov. 2004)

#### 1) GIMP for Windows <http://www.gimp.org/>

GIMP is a popular open-source image editor originally developed for Unix/Linux. Often lauded as the "free Photoshop," it does have an interface and features similar to Photoshop. Because it's volunteer-developed beta software, stability and frequency of updates could be an issue; however, many happy users report using GIMP for Windows without significant problems. It doesn't support GIF format.

#### 2) Serif PhotoPlus <http://www.freerisefsoftware.com/>

Serif has long been giving away previous versions of their software to entice users to purchase the current version. Currently you can download a completely free, fully-functional version of PhotoPlus 5.5, or order a CD and pay only shipping costs. PhotoPlus 5.5 features an export optimizer, editable text, image slicing and image maps, selection tools, smart shapes, and image enhancement tools.

#### 3) Pixia: <http://park18.wakwak.com/~pixia>

This is the English version of a popular free painting and retouching software that originated in Japan. It features custom brush tips, multiple layers, masking, vector- and bitmap-based drawing tools, color, tone, and lighting adjustments, and multiple undo/redo. Like many freeware editors, there is no support for saving GIF format. Also available for many other languages.

Download: <http://park18.wakwak.com/~pixia/download.htm>

#### 4) Ultimate Paint [www.ultimatepaint.com](http://www.ultimatepaint.com)

Ultimate Paint is available in both shareware and freeware versions for image creation, viewing, and manipulation. It has been designed to be fast and compact, and if you're familiar with the old Deluxe Paint program from Electronic Arts, Ultimate Paint is said to be very similar. The freeware version is an older release of the full-featured shareware product.

#### 5) PhotoFiltre

Although it's fairly limited in features, PhotoFiltre offers a simple, but elegant user interface and a lot of one-click image adjustments, filters, and effects. There is a built in image explorer panel for visually navigating your file system, basic drawing, painting, retouching and selection tools, and batch processing capabilities. Unfortunately, without layers or transparency support, it's not very useful for much more than playing around with filters and simple adjustments.

[Publisher's Site](#)

#### 6) VCW VicMan's Photo Editor [www.vicman.net](http://www.vicman.net)

This award-winning graphic editor offers a variety of painting and editing tools and features including a text tool, gradients, selections by color or region, color replacement, editing in any scale, special effects and so

on. This free version is an enticement to upgrade to the Pro version for \$29.95 US, so you can expect to put up with nag screens.

[Publisher's Site](#)

**7) ImageForge [www.cursorarts.com](http://www.cursorarts.com)**

ImageForge is a freeware image editor with painting and editing tools. Allows you to import images from scanners and digital cameras, apply special effects filters, and create photo albums and slideshows. Although this is teaser program for the shareware ImageForge PRO, it's probably a few steps above Microsoft Paint.

## Free FTP Clients. (What you need to upload your website)

This page lists some free FTP programs (clients) that you can use to upload your website and files as well as download files and web pages. There are a few here that are also designed to be download managers, and some clients can handle HTTP downloads as well.

### [Core FTP Lite](#)

Core FTP Lite is a Windows FTP client that supports uploading/downloading/deletion of directories (folders) and files, browser integration, SFTP (or secure FTP), SSL/TLS, handling of file permissions, transfer bandwidth control, etc.

### [FileZilla Open Source FTP / SFTP Client](#)

FileZilla is a free, open source FTP client for Windows distributed under the GNU General Public License. You can do the usual stuff, upload and download files, as well as resume uploads or downloads, works with firewalls, supports SFTP (Secure FTP) and SSL secured connections, handle queues of files to be uploaded/downloaded, etc.

### [EFTP Encrypted File Transfer Protocol](#)

EFTP is a free portable Windows FTP client that does not leave traces of itself in the registry. It saves its settings in an INI file, and may be carried around in a floppy disk or one of those [encrypted file systems](#). It is also able to do encrypted FTP if you're connecting to an EFTP server (ie, it does not use the standard Secure FTP protocol).

### [FTP Commander](#)

Like other FTP clients, FTP Commander can upload or download files, create and delete directories, rename files, activate multiple downloads, and keep a session log. It is a Windows program.

### [FTP Surfer](#)

FTP Surfer is a Windows FTP client that uses an Internet Explorer user interface. It supports both FTP and HTTP downloads, FTP uploads, handles multiple server connections (ie, you can download many files simultaneously), handles reconnection for poor connections, supports remote file editing, supports ftp chmod, etc.

### [WS\\_FTP LE](#)

WS\_FTP LE is a Windows FTP program with the usual uploading and downloading features. It is free for non-commercial home users, students and staff of educational institutions and governmental employees. The program has not been updated since March 14, 2000.

### [AceFTP 2 Freeware](#)

This is a freeware version of the commercial FTP client. It has the usual FTP features that allow you to upload and download files and manage your website.

### SmartFTP

This FTP program is free only for personal and educational use. It appears to be highly configurable and useful for both downloading of files as well as maintaining your website.

### Haysoft FTP Explorer

This free FTP program appears to be an ad-ware product. It supports the usual features of an FTP client.

### LeechFTP

LeechFTP is a free FTP program with the usual features. It is no longer under development.



**myshophosting** SITE STATISTICS THAT WORK

Remember! Get started today. Everyday that slips by is a day longer that you will wait to receive your first real customers.

**The AIBR recommends myshophosting. This is a small-dedicated hosting company with the most experience in the industry helping SME's make money online. The best part is you get to talk to the people that know all about it, not a machine.**

[www.myshophosting.com.au](http://www.myshophosting.com.au)

## Five Steps to Online Success for Small and Medium Business

After building and uploading your new website you have finally arrived at the starter's gate! That's right. It's only the beginning of your new venture. What you have is a great store without any customers. Now it's time to attract customers, keep them and make some money. It is at this point we utilise all the knowledge we can resource to make your start successful.

With more online sales operations than any other company in Australia we have the unique advantage of having helped more people in this space than any other provider. As a result we have greater hands-on experience, watching and helping these businesses for more than five years. We know what works and does not. We have clearly identified the online roadmap to success.

### Take These Steps and Succeed! It works!

1. **Establish your product in a niche or vertical market.**  
If you are planning or already have a product, we show you how to pick and/or position your product to SELL!
2. **Formulate a Great USP.**  
Develop a unique selling proposition that can make you succeed in markets where others fail.
3. **Get found on the Internet.**  
We show you how. Watch while thousands of people visit your website.
4. **Manage your customer/email list.**  
We show you how to build, manage and make money from an email list.
5. **Be patient and budget 6-18months.**  
It can happen relatively quickly... But be prepared to wait.

### Step 1: Establish Your Product in a Niche or Vertical Market

If you already have product in a competitive market and you are not yet getting any results maybe you need to specialise. The biggest mistake many companies make is trying to be everything to everybody. Find an obvious void in the marketplace and fill it! Adjust your company or product to meet a specific need and then specialize! We will give you some examples.

A niche market is a focused, targetable portion of a market frequently not addressed by mainstream providers.

Why should you bother to establish a niche market? Because of the great advantage of being alone there; other small businesses may not be aware of your particular niche market, and large businesses won't want to bother with it.

The trick to capitalising on a niche market is to find or develop a niche that has customers who are accessible, that is growing fast enough, and that is not already owned by one established vendor.

The biggest mistake an online business can make is being everything to everyone. Look at the Pet category. Why bother competing with [pets.com](#) when you could focus on, and attract, every parakeet owner in the world with [parakeets.com](#) (Interestingly, this has been taken as a domain but not used!)

The truth is, running two or three websites that each target a specific niche market is the **EASIEST WAY TO MAKE MONEY** on the internet. Everyone is looking for the big money-maker. So, all too often, niche markets are ignored. We have merchants that operate over 30 separate online stores each. And guess what? They are still adding new ones!

So the objective is to:

- Find a niche market.
- Figure out what they want.
- Develop the product.
- Offer it to them.
- Automate the business.
- Then start another and diversify.

There is a lot of money to be made this way. Focusing on a distinct, well-defined niche market is a powerful key to online success. A unique niche reduces competition and provides your online business with a clearly-defined market.

Bookstores on the internet are common; many, such as [Amazon.com](#), already dominate a major online consumer share. However, focusing on a niche means you can isolate and spotlight a single book category – a specialised discipline – and exploit the exclusivity and uniqueness of that vertical market.

What happens when you move into a niche market and specialise? First, you immediately turn a commodity into an oddity – a unique, differentiated product with a defined target demographic. Instead of just ‘books,’ you now become the online authority for, say, ‘dieting books’ with a defined audience and clear picture on where that audience gravitates – to health news groups, body and fitness related sites and portals, weight loss e-zines, content sites, newsletters, and so forth. Also, you are now a manager and supplier of rare or specialty products that may be difficult to locate offline through traditional brick-and-mortar outlets.

With a specialised product, your broad-spectrum competition is no longer directly competing for your target market, and having ‘the lowest price’ is less of an issue. Understanding what makes your customers tick, because you know exactly who they are and what they want, also enables you to communicate with them in a way that they will respond to.

Regardless of whatever marketing technique you employ, you’ve already leveraged your opportunities for generating meaningful traffic by narrowing in on a qualitatively distinct audience with predictable consumer needs.

In a niche market, you can achieve higher search rankings by optimising URL’s, titles, tags and content with the niche keywords unique to your business. With your keyword competition greatly reduced, your customers will have no difficulty finding you at the top of search queries.

The bottom line question is this: can your business sell more by specialising, differentiating, and locking onto various niche markets? But beware: concentrating too closely on an isolated niche can also be a liability if the market for your product is quite small or if there is little online demand for such a limited item. This is what a business plan and market analysis is for.

Once you have discovered a lucrative niche market, you can build around a core product vertically and enhance overall value.

## Does Your Website Target a Particular Market?

Well, does it? Is it geographic or demographic? Male or female? Young or old? Business or consumer?

With a little planning, you can determine exactly who visits your site and who doesn't. You achieve this by using search terms throughout your site that are geared specifically towards your own niche markets.

Follow us through this process. Write down the specific markets your products and services are aimed at and then drill down even further. Do you service only one state, country or city? Are you mainly targeting men in their thirties, parents of young children or teenage girls?

Let's use this example: a fictional florist located in Sydney who specialises in wedding bouquets. Their target markets probably would be:

- women in their early-to-late twenties
- people living in Sydney and surrounding suburbs
- brides-to-be living in Sydney and surrounding suburbs
- dating males
- couples (especially around Valentine's Day)

There are probably more potential markets than this, but this will do for the moment. Now that we have narrowed down our target market, let's get inside their heads.

Let's say you were a mum helping with your daughter's wedding preparation. What would YOU type in to the search engines to find the goods and services offered on your own site?

Write down these search terms as they come to mind. Using our florist example again, relevant search terms could include:

- Flowers
- Weddings
- wedding flowers
- roses
- bouquets
- florists
- gifts

Having defined these, add qualifying terms that will help define your market even more. Choose terms that are relevant to your geographic region, or specific product /service offering. Unless our fictional Sydney florist sends flowers outside of Sydney, they wouldn't want to attract any website visitors from outside the city, right? Also, if somebody searches the web looking for flower fertilizer, our Sydney florist wouldn't want them visiting either.

Adding qualifying terms reduces the likelihood of these visitors. For example, let's add the following terms to our original list:

- Send, deliver, flowers Sydney
- Send wedding flowers, NSW
- Wedding bouquets, Sydney
- Sydney, roses for weddings
- rose bouquets, Sydney
- Florists, Sydney

A few selective terms can narrow down the searches considerably. Your visitors will arrive at your site already highly qualified.

Now you have narrowed down your search terms to reach your markets; scatter these search terms throughout your web pages.

Replace keywords in your existing tags with your new target terms and use the most important ones, if possible, within your URL, title tag and description. If you're not confident enough to do this yourself, give the terms to your web designer or a SEO and ask them to do it.

Once you've dominated one niche market with this strategy, you can start to expand your focus... or go after a completely different niche.

## **Step 2. Your Unique Selling Proposition**

### **What is a USP or Unique Selling Proposition?**

The USP is your single, most marketable and competitive edge and is why people should buy from you instead of someone else.

Most businesses don't have a USP, only a "me too," vague, unexciting presence that just feeds off the sheer momentum of the marketplace. There's nothing unique or distinct. They promise no great value, benefit, or service -- just "buy from us" for no justifiable, rational reason.

Would you bother buying from a business that's just "there" with no unique benefit, no great prices, selection, service or guarantee? Or would you prefer a business that offers you the greatest selection in the country, or one with every product discounted to less than what competitors charge, or one that sells just top-of-the-shelf products with the same quality guarantee of service.

The reality is that your visitors don't give a hoot about you, your product, or how hard you have worked to make it available. The simple fact is that they don't think about you at all. They have only one question when they hit your site: What's in this for me? You have only seconds in which to provide an appropriate answer.

Talk of you, your company, or your product, regardless of uniqueness, will only bring a click on the Back button. Soul-searched words about the benefits your company or product offers will also bring immediate exit.

Without carefully creating a clear, strong and appealing USP you will lose potential customers.

### **Coming up with a Killer USP**

Can't think of a good USP for your business? Don't worry, the possibilities for USPs are endless. It's best, however, to adopt a USP that addresses an obvious void in the marketplace that you can fill.

The objective is to focus on the one niche, need or gap that is most sorely lacking, provided you can keep the promise you make.

After defining your USP, make sure it is included in every written communication to clients, on every advertisement, newsletter, invoice, brochure and business card. Naturally, it should be clearly spelled out on your website.

The USP is something you can build your business around and can lead you to success, and wealth, so you better be able to state it. If you can't, your prospects won't see it or understand it. Whenever a potential customer of yours needs the type of product or service you sell, your USP should bring your business immediately to mind.

### **Creating Your USP**

Write down a one-paragraph statement of your new USP. Remember this is your single most competitive edge that differentiates you from the rest and gives you a market edge. When I say single, I mean single statement. It is one or more reasons why prospects should work with you, or buy from you, or do business with you, instead of your competitors, period. The USP might incorporate two core elements such as 'the widest range of gadgets on the planet with the fastest delivery.'

You also need to know what your competitors offer. You can't compete if you don't know what you're up against. Take the time to check out what they are doing. Do some research; you'd be surprised what you might or might not find.

### **Special Offers, Free Shipping, A Contest, Great Customer Support**

At first, you might struggle expressing the USP tightly and specifically. It may take a few tries. That's okay. Ruthlessly edit away the generalities and aggressively hone the shortest, crispest and most specific promise you could possibly hold out. Then, rework it and cull any excess verbiage or hazy statements until you have a clearly defined and easily apparent Unique Selling Proposition that a customer can immediately grasp. And then, integrate your USP into every marketing aspect of your business, such as display advertising, direct mail and field selling.

USPs work a lot like logos. "It's finger-lickin' good," says Kentucky Fried Chicken's USP. "Melts in your mouth, not in your hands," promises M&M's. A USP shapes and reinforces your company's brand and identity. It says what's different about you from all the rest.

As an example, let's assume your USP is that you have better selection and follow-up service than any other competitor. There are several ways to integrate these qualities into your mail, communications and website. For example you can state the selection USP on the main page:

"We Always Have 2000 or more different products available with no Less than 56 different models and 13 attractive formats, in prices ranging from \$21 to \$2100."

Or, if good service at an affordable price is your USP, use this as a model:

" 'Try Hard' Car Detailers will wash and detail your vehicles twelve times a year, once a month, and all it costs you is \$21 a month, billed quarterly."

Also remember, like a niche market, you will not appeal to everybody. Indeed, some USPs are designed to appeal to only one segment of a larger market. There is a big difference between the upmarket 'premium' client and the bargain hunters. It's unlikely you can reach both.

How can you ensure that you are in the hearts and minds of your customers after the sale? Here are a few good approaches. Go back to the five ingredients of success on Page 16. One of these is the employment of excellent customer relationship management skills immediately following a sale. Call or email your customer. Make the customer feel important and special. Repeat your USP and remind the customers why they purchased from you and reassure them about their wise decision.

This post-purchase follow-up is essential, regardless of how frequently you resell to that customer. You enhance the customer's loyalty and value to your business by following up after the sale. At the very least, a follow-up call or email drastically reduces or eliminates cancellations, returns, refunds, complaints, adjustments and disputes.

As a web surfer yourself, you will know that other internet surfers, like you, have the attention span of Homer Simpson after a few Duffs. You have just seconds to capture their interest before they hit that dreaded 'back' button and have a beer instead.

Believing you can capture attention or sales through elaborate use of graphics and animation is a mistake. A large number of ezimerchant sites use some pretty plain templates but are enormously successful. So, don't slow your business down by aggravating with the graphics.

Another popular internet faux pas is to make your visitor dig into your site to figure out what your USP is. I love the saying 'give the monkey the banana.' Why make your customer go hunting for the product or your USP? Make it as easy as possible for them and that consists of good navigation to easily find the product and the USP right up front.

Visitors to your site want benefits and solutions. The goal of your home page should be to define that as quickly as possible. That would include a headline that stimulates a response followed by one or more short paragraphs that define your benefits.

To help create your USP, answer these three questions:

1. What benefit is unique to your offering, and what is the basis of this claim?
2. Who is the target market for whom this benefit is of compelling interest?
3. What USP has been claimed by significant competitors for this target market?

Some common attributes around which the USP can be created are:

- Quality
- Selection
- Fashion/styling
- Price
- Service
- Location

### ***Challenged? Consider These Examples to Help You in Your Strategy for Uncovering a Unique Benefit:***

1. Years back, Avis strongly challenged Hertz in car rentals with, "We're second, so we try harder." This captures attention. While many cheer the underdog, most go for the favourite when they reach for their wallet. But this worked for Avis. That they tried harder implied to many that Avis would thus make life easier for them.
2. When soft-drink leaders Coke and Seven-Up butted heads, Seven-Up promoted its "Un-cola" status to set itself apart from the whole category of cola beverages.
3. When Tylenol took on aspirin, it did so with "Aspirin can irritate the stomach lining.... Fortunately, there is Tylenol."
4. "Fresh, hot pizza delivered in 30 minutes or less, guaranteed"? Dominos virtually took over the delivered pizza market with that USP. They didn't even promise the pizza tasted good.

### **Buyers Need to Feel They Can Trust You. You Can Assure Them With:**

- Giving them what they want. Don't make them hunt all over your website for the product. Let them find it easily. Put your leading product on the front page.
- A good site presentation (good quality imagery etc.). Dodgy looking sites belong to dodgy business people. This doesn't mean you have to have a website to compete with Adobe or Kodak. You do however need to look professional or look like you belong to the industry in which your buyer is involved.
- A return and privacy policy statements (sample attached).
- A Security statement (sample attached).
- Contact numbers and information.

### **Step 3: Getting Found on the Internet**

Aside from using real-world marketing tools, there are three essential strategies that can be deployed in attracting visitors and sales to your website. These are:

- Search Engine Submission, Optimisation and Ranking
- Pay for Inclusion Services
- Pay Per Click Search Engines

### **Get Ranked on the Search Engines**

More than likely you recently used a search engine to find either product, services or information. 81% of internet users find their products and services through the likes of Yahoo, Google, NineMSN, AltaVista and others to name a few.

So how easy is it going to be to find your site? Let's use Google as an example. Google has over 3 billion files to sort through every time you do a search. Each day it lists more than 6,500,000 new pages. It has to use more than 3,000 PCs to manage this process and adds 30 new ones each day! So finding your site among all of that is near on impossible. Unless, of course, you are ranked and when someone searches for your keywords you are listed on the first or second page.

## The Importance of Search Engine Optimisation and Promotion

When running an online store on the internet, either selling a product or service, nothing is more important than having a highly ranked site in search engines. The beauty of having your customers find you in search engines is that they are qualified leads. Your potential customers are actually searching for your goods and services.

### Submission and Optimisation

Submission and Optimisation are two separate elements in the “art” of search engine promotion. “Search engine submission” refers to the act of getting your website listed with search engines. Another term for this is search engine registration. Getting listed does not mean that you will necessarily rank well for particular terms. It simply means that the search engine knows your pages exist. Think of it like buying a scratch lotto. Having a ticket doesn’t mean that you will win, but you must have a ticket to have any chance at all.

“Search engine optimisation” refers to the act of altering your site so that it may rank well for particular terms, especially with crawler-based search engines. Returning to the scratch lotto model, let’s assume there was a way to increase the odds of winning by picking your lotto numbers carefully. Search engine optimisation is like this. It’s making sure that the numbers you select are more likely to win than purchasing a set of numbers at random.

### Search Engine Placement & Positioning: Ranking Well

Terms such as “search engine placement,” “search engine positioning” and “search engine ranking” refer to a site actually doing well for particular terms or for a range of terms at search engines. This is the ultimate goal for many people — to get that “top ten” ranking for a particular keyword or search terms.

### Search Engine Marketing & Promotion: The Overall Process

Terms such as “search engine marketing” or “search engine promotion” refer to the overall process of marketing a site on search engines. This includes submission, optimisation, managing paid listings and more.

These terms also highlight the fact that doing well with search engines is not just about submitting right, optimising well or getting a good rank for a particular term. It’s about the overall job of improving how your site interacts with search engines, so that the audience you seek can find you

### Automatic Submission Software – Beware

Beware of automatic submission software that claims to submit your website to thousands of search engines. This cheap software plagues the internet and boasts that you will be listed in all of those search engines around the world. The simple fact of the matter is that over 90% of searches made on the internet are made in 10 major search engines. So why are the auto-submission claims so misleading? Well, the software actually submits to all the “Free for All” lists (FFAs). Submitting to FFAs (or Link Farms) used to be done to increase link popularity, therefore increasing your ranking. Search engines used link popularity to improve rankings and some still do. However, the search engine companies believed that people who submitted to FFAs were “cheating” their rankings. So, links from FFAs are no longer allowed. As far as *submitting* to the major search engines, sure, they do it. However, some of the major search engines now will not list sites that have used automatic submission software. The main reason is because that software “spams” the search engines (submits too many times).

## So What is a Search Engine?

Search engines such as Google are comprised of a database that is constructed by “Spiders” or “Robots” that travel the internet that return and store website addresses in its database. Because search engines “travel” the internet, finding websites, it is possible to get listed without submitting.

## What is a directory?

Directories such as Yahoo! don’t have “spiders” and Robots” to build their database. Instead, Yahoo! uses its staff to manually review and categorise your website for inclusion in the directory once submitted.

## The Top Search Engines:

1. <http://www.alltheweb.com/>
2. Altavista [www.altavista.com](http://www.altavista.com)
3. AOL [www.aol.com](http://www.aol.com)
4. Ask Jeeves [www.askjeeves.com](http://www.askjeeves.com)
5. **Google** [www.google.com](http://www.google.com)
6. HotBot [www.hotbot.com](http://www.hotbot.com)
7. Lycos [www.lycos.com](http://www.lycos.com)
8. **MSN** [www.msn.com](http://www.msn.com)
9. Teoma [www.teoma.com](http://www.teoma.com)
10. Overture [www.overture.com](http://www.overture.com)
11. Looksmart [www.looksmart.com](http://www.looksmart.com)
12. ODP <http://dmoz.org/>
13. **Yahoo** [www.yahoo.com](http://www.yahoo.com)

## Website Optimisation Basics

As your website evolves over a period of time, it pays to stop and analyse the site’s optimisation and whether or not it has slipped. It’s a good strategy to apply fundamental optimisation techniques that work with most search engines.

Let’s quickly cover the essentials:

1. **Title tag** – Begin your Title tag with the keyword you are optimising for and keep this tag short and meaningful. The Title tag is part of the source code of the website, which, if you know a little HTML, can be edited manually. Programs like ezimerchant make this process simple and provide easy entry points to enter this data.
2. **Meta Description** – This is very similar to the Title tag but the description can be a little lengthier and more descriptive.
3. **Meta Keywords** – Include the keywords that you are targeting. Remember though, you should not fill this tag with too many keywords nor should you write similar keywords one beside the other.

4. **Headings** – Make sure you use the keyword phrase as the first heading in an H1 tag on your main page. Follow this by writing down well-drafted keyword-rich content on the page in the Body of the document. The first few lines (approximately 50-150 words) are all important as this content is frequently used instead of the Meta Description tag that some search engines have stopped using.
5. **Content is still king** – Create good original content with at least 250-300 words per page.
6. **Links** – Link to the internal pages of your website from all other pages with the keywords used as the link text. Start exchanging links with other websites that fall within the same theme or category. Again use your keyword phrase in those links that other webmasters will have on their websites.

## Keywords. Spiders and Crawlers

So how do you get found on the internet? The answer to this is spiders and crawlers. Basically you are throwing yourself on the web to allow these little creepy software critters to crawl your site. The objective of search engines is to deliver to their customers – that is, those searching for a product or service – a quality result. These results, ideally, would be websites that are relevant and have good content. These sites have not been viewed or ranked by a person at the search engine company and instead have been indexed and listed after being ‘crawled’ by what we call a spider. This spider is a piece of software that, after finding your site, crawls through each page, following links. Then according to an algorithm built in to the spider, it ranks your site in its importance.

The reason for this is that there are so many sites it is impossible to physically review each one, let alone review each site on a regular basis. However, searchspiders or metacrawlers can do this job automatically.

Your ranking dictates where your listing will appear when people search for your primary keyword or term. Ideally you need to be on the first page of results.

So how do you get a good ranking? The very first part of this step is determining how people search for your product or service. With search engines this is based upon what people type into the search query. This is called a keyword or keyword phrase. Therefore the next step in the journey is determining what your keyword and keyword phrases are. We will then describe how to use these to rank your site.

## Keyword Selection

It’s pointless picking keywords where you have to compete with larger players. For example, if you picked a keyword in the music industry that the likes of Sony and other large players use, you will not be able to match their link popularity. Therefore, regardless of the effort you put into your optimisation, all these companies will rank ahead of you.

One way to determine the competitiveness of a keyword is to use a tool that evaluates how much companies are actually paying a PPC (Pay Per Click) for a visitor. A good tool is:  
<http://uv.bidtool.overture.com/d/search/tools/bidtool/>

When you search the internet through a search engine, you use a word or combination of words to find what you want. We refer to these as keywords and keyword phrases and terms. One of the most important assessments a spider makes is the amount of times specific phrases and words appear on your pages. This is what we call keyword density.

Naturally some terms are searched for more than others. It is pointless having a word or term that no one searches for. This Overture site contains a great tool to evaluate how many times a word or term is searched: <http://inventory.overture.com/d/searchinventory/suggestion/>

As always, have a good look at your competitors and look at what keywords and phrases they focus on.

1. Include your keyword and phrase in your page title.
2. Include your keyword and phrase in your description
3. Have an H1 heading at the top of the page that includes the keywords and phrase.
4. Include your keyword and phrase several times throughout the body text.
5. If possible link keywords to a relevant page.

Choose keywords wisely. The keywords you think might be perfect for your site may not be what people are actually searching for. To find the optimal keywords for your site, use tools such as WordTracker.

Write at least 200 - 250 words of visible text copy based on your chosen keywords. This is a crucial component to high rankings and a successful website. The search engines need to "read" keyword-rich copy on your pages so they can successfully classify your site. Use each keyword phrase numerous times within your copy for best results.

### **Counting Keywords**

To count the keywords on a page go to: <http://www.keywordcount.com/> This free web-based service will report back on the number of times and percentages various keywords appear within it. To check Keyword Density go to <http://www.keyworddensity.com/> and specify a keyword or search phrase; this free service will show you how often it appears on any two web pages that you select. On the results page, selecting the "Search Engine Profiles" option and rerunning the analysis shows you the estimated percentage for each major search engine, rather than for a generic search engine.

Having a website that gets found in Google isn't hard to do, but it can be difficult to know where to begin. Here are some tips.

### **Get Your Keywords into the Title Tags**

The majority of engines place considerable relevance on the HTML title tag, making it generally the most important tag on your page.

The title tag also appears in the search results for most of the major engines, making the tags even more important. Having made the point on why you want a title tag, I now want to show you how you can improve traffic by creating REALLY GOOD title tags.

Let's look at some tips for creating title tags that work, and then some mistakes that will cause your site to be passed over in the search results.

- Make sure to include your most important keyword or phrase at the beginning of the title. This is what the spiders will look at when they visit your site
- Create some sense of urgency
- Offer something free
- Use powerful language that is compelling and exciting
- Ask a question
- Include a title tag on every page of your website

While utilising keywords or phrases in your titles to help rank well, remember that titles also are going to be read by human beings. Make sure your titles read well and do not use endless strings of keywords or 'AAA' methodologies. If the title tag is boring, unprofessional or does not make sense, guess what? Your prospect will not visit you.

Create your title tags in such a way that they will serve as an online marketing campaign for your site. Remember that a well-written and effective title can make up for a lower search engine ranking.

### **Creating Meta Tags**

Meta tags are less important than they used to be but still can be valuable. Create descriptions that use your keywords and also describe your site. The information in this tag often appears under your Title in the search engine results pages.

### **Extra Tips to Improve Your Ranking**

Use extra "goodies" to boost rankings. Things like headlines, image alt tags, header tags (<H1><H2>, etc.), links from other pages, keywords in file names, and keywords in hyperlinks can cumulatively boost search engine rankings. Use any or all of these where they make sense for your site.

### **Don't expect quick results. Getting high rankings takes time; there's no getting around that fact**

If after working through the optimisation processes and submitting your site, you still can't find your site in the engines, the first place to look will be your page copy. If you added less than 250 words of visible text on your pages, this is probably your problem. Double check your keyword density, and make sure that you only targeted two or three phrases per page.

### **Analysing Your Position**

After selecting your keyword and keyword terms, it's now time to check out the potential of the market space you have selected and what the competition is going to be like.

**Step One.** Go to the tools page in Overture and click on the Terms suggestion link. Type in the keywords and terms you have selected. This will tell you how many times each month that a term is searched for in the Overture Network. Naturally you can multiply the number to count similar searches in Google and other engines not supplied by the Overture network.

**Step Two.** Type the keyword/phrases into the Google Search engine. The first page of results you see is the page you want to be on. Now let's see how competitive these sites are. On a search for a term "lead generation", I landed the following result:

#### **Internet Life Insurance Leads for Agents**

Since then we've grown into the largest insurance lead generation firm on the internet servicing professionals from AXA, MetLife, Mass Mutual, New York Life  
[www.lifeinsurance-leads.com](http://www.lifeinsurance-leads.com) - 26k - Cached - Similar Pages

The title or heading is drawn from the title tag on the page and the description either from the description tag or first paragraph on the page. Click on the 'Cached' page link. This will show the page that Google has cached and will highlight the keywords you selected in this search.

From viewing this you can see whether they have spent any effort in optimising. If they have, it should conform to the basics described previously. Go back to the search page and then click on the title to go to the main page. Then, from the main explorer task bar select View and then Source. From here you can see whether and what they have inserted into the title and metatags.

**Step three.** Link Popularity. Now it's time to check your competitor's link popularity. Can you beat him? Do you need to? Make sure to review both the top listing and last from the first page of results from a search. Just because the top listing might be a heavy hitter, it does not mean you won't have a chance. Go to MarketLeap.com and select the link popularity.

Link popularity plays a critical role in the ranking of your website with search engines. Without other sites linking to you, your website is simply not going to rank and is not going to be found by search engines. In fact, some engines require at least one or more links coming to your website or they will drop you from their index.

### ***So What is Link Popularity?***

Link popularity is how many external links on the Web point to your own website. Therefore, if 217 Web pages on other website domains point to your domain, then your link popularity is 217. Your link popularity will vary on each search engine because each engine has a different set of pages in its index.

### **Check How Many Pages are Linked to You**

There are tools available online that measure Link Popularity – Marketleap Visibility Index (<http://www.marketleap.com>) being one of them. This service will quickly compare your link popularity across four major search engines. It will also compare your site to up to three other websites that you designate. This is a handy feature to see how you stack up against your competition. It's also great to find out who is linking to you. The link service displays coloured graphs so that you can visually compare your popularity scores for different search engines or different websites. In addition, you can have your link popularity report e-mailed to you weekly, twice a month, or monthly if you want.

The more sites that link to you the better. Some of the major engines, like Google, favour links from popular sites. A few links from websites with a high link popularity can be better than a larger number of links from less popular sites. Also some engines boost rankings for a keyword when they find links to a site that include the targeted keywords in the linking text.

It is also important to understand that generally speaking, link popularity is based on the number of links from a domain or website, not from each page within the website.

### **Building Your Link Popularity**

1. Trade Links. This is the oldest method of improving link popularity and requires a lot of effort. However it can pay off. You simply email or contact the Webmaster of a site that is complementary but generally not competitive to your own. You then ask them to link to your site, hopefully with a little dialogue attached explaining your site. In turn you offer a link back to them.
2. Visit related sites and check whether they offer guest books or forums. If they do, post a message, and include your URL in your signature.

3. List your site on the major directories such as Yahoo!, Looksmart, and Open Directory Project. Open Directory is free and a good place to start. Also, see if your site is relevant to a particular About.com area, and submit it to the guide.
4. Visit Link Popularity Check and search for your competitors. Visit the sites that are linked to your competitors, and write to see if they'll consider linking to your site.
5. Consider setting up separate domains and link all of these together.
6. Offer a discount on your goods or services for anyone who agrees to post a small graphic on their site that links back to your site. Create a testimonial page, and write a brief testimonial about any website that you'd like to get linked to your site. Inform the site of the testimonial, and encourage them to link to the page.
7. Or, write testimonials of particular products, and sign the testimonial with your name and URL. Send the testimonials out to the individual companies, and tell them how much you've enjoyed using their products. Many companies will place testimonials in particular areas of their site, and they're delighted to get rave reviews about their products.
8. Offer awards on your site, and give out little graphics that link back to your site.

## **Step 4: Customer Acquisition and Management**

### **Email Marketing and Customer Lists**

A common theme among successful online businesses is great customer management. Most of these businesses spend considerable effort in acquiring, managing and servicing growing email lists. From slow beginnings they have worked at it and built lists that are worth rivers of gold to their business.

#### **Your Most Valuable email Asset: An In-house, Opt-in List**

If you are online and you are not building an email list of customers and prospects, you may be making a costly mistake. Why? Because the opportunity to build opt-in lists will become more limited in the future as the volume of email rises. Now is the time to build trust and start an email relationship with your clients and customers. You'll need to make the collection of email addresses a top priority for every contact with customers or prospects.

If we have done your job well in optimising the website for search engines, the website and online ads will be primary drivers in an acquisition campaign designed to build your list. You must have on each page of your website an email subscription form to capture addresses.

There are also other ways to acquire subscribers. Consider as well offline media, especially direct mail; onsite promotions and events; print and broadcast ads.

Of all the components needed to successfully build an effective email list, the most important is the value proposition to the consumer. If you are forthright with regard to what you plan to give the consumer, you will build a list of interested prospects. Don't just mail boring price lists and sales slogans. Give them something of value at the same time. This could be important information or something entertaining. This way they will stay on the list and give you opportunities to continue to sell to them.

The best email lists concentrate on quality, not quantity. It's better to have a list of 5,000 prospects who want to hear from you on a regular basis than a list of 20,000 who are only marginally committed. Good email lists deliver as much value to a subscriber as the product or service it promotes.

### **Make the Most from Your Email Campaign**

Some important tips:

### **1. Deliver your most important information first**

The key benefits and sales points must be communicated in the first screen people read.

### **2. Continuously test your campaigns**

Gauge response by testing one element of your email at a time. Start with the subject line. Test headlines, body copy, layout, etc. Successful marketing copy is always tested, one element at a time.

### **3. Make the subject line your headline**

This is what people see first. If it's strong, crisp, and compelling, they'll open your email. Concentrate on this all-important element. Don't use tacky and misleading headlines. If you can help them recognise the source of the email...you. Place that into the title.

### **4. Personalise your message.**

Whenever you email your customers you should always personalise the message. When "John" sees Dear John, he is likely to recognise the mail as something directed specifically to him and probably coming from someone he knows.

### **5. Your message needs to benefit the customer.**

Customers will always ask "What's in it for me?" Your message should include a benefit, solve a problem, contain newsworthy information, offer something special – anything that represents a reason why the reader would be interested.

## **Other Important Considerations**

### **Site Meters**

"If it can't be measured, it can't be managed" - a basic rule of marketing, both in online business and in the physical world.

Site development and search engine optimisation is an ongoing process. Generally speaking you will make some edits and alterations and then post the updates. Certainly I would recommend this to allow you the opportunity to evaluate individual modifications. So how do you evaluate this? By measuring the traffic on your website.

It is essential that you are able to monitor traffic to your site. This will help you develop the site to generate revenue. You might be successful at attracting traffic to your site, but not at converting that traffic to sales or visa versa. Monitoring is the only way to identify those parts of your strategy that are working and those that need more work.

How do you know what your internet visitors are looking at when they hit your site? Having a better understanding of the popular pages on your site assists in planning future development and increasing website traffic.

Do you know how long internet visitors are there for, how they entered your site or what country they are from? You might be receiving hundreds or thousands of hits a day, but if the visitors were only on your site for 15 seconds each, that would indicate there's a problem.

There are many paid services, however we recommend the following free web tracking services:

- [www.extreme-dm.com](http://www.extreme-dm.com)
- [www.statcounter.com](http://www.statcounter.com)
- <http://freestats.com/>
- <http://sitetracker.com/>
- [www.pstats.com](http://www.pstats.com)

## Step five – be patient.

Search Engines now feature an ‘aging factor’. This means even after they have looked at your site and evaluated it, they WILL not necessarily rank it until a certain time passes. That period of time is a secret part of the search engine algorithm. It might be weeks or months, but it is there. So be prepared to wait. While you wait, work your ass off and get the realtive links in and the content built up.

## Advertising on the Internet - Pay for Inclusion

### Major Pay Per Click Search Engines

The services listed below sell paid listings on a cost-per-click or CPC basis. They are also sometimes called PPC or pay per click search engines. Advertisers pay for every click the search engine sends them, and those who pay the most generally get listed higher.

#### Google AdWords

<https://adwords.google.com>

The Google AdWords program places paid listings within Google's search results, as well as on some other sites that carry its listings.

#### Overture

<http://www.overture.com/>

Overture is the oldest major paid placement search engine. It distributes its listings to a wide-range of search engines, including that of its owner, Yahoo. Overture launched as GoTo in 1997 and incorporated the former University of Colorado-based World Wide Web Worm. In February 1998, it shifted to its pay-for-placement model. The company changed its name from GoTo to Overture in October 2001. It was [purchased](#) by Yahoo in October 2003.

### Second Tier PPC Operators

#### Espotting.com

<http://www.espotting.com/>

Major paid placement service with wide distribution in the United Kingdom and Europe. It merged with FindWhat (below) in July 2004 and operates as a division of that company.

#### FindWhat.com

<http://www.findwhat.com/>

FindWhat is an important paid placement service in particular because the company has distribution on many major meta search engines.

### LookSmart LookListings

<http://listings.looksmart.com/>

Provides both PPC-based paid inclusion listings and more traditional PPC-based paid placement listings that have wide distribution on second tier search engines and meta search engines

### Other Services

- [Enhance](#)
- [ePilot.com](#)
- [Kanoodle](#)
- [Lycos Insite AdBuyer](#)
- [Mirago](#): Serves the UK/Europe.
- [Search123](#)

### Pay Per Click Resources

- [PayPerClickAnalyst.com](#): Long-standing site with reviews of major pay-per-click search engines, along with news about changes to them.
- [PayPerClickSearchEngines.com](#): Another long-standing guide to paid placement search engines, with links to articles and resources about dealing with them.



**myshophosting** SITE STATISTICS THAT WORK

Remember! Get started today. Everyday that slips by is a day longer that you will wait to receive your first real customers.

**The AIBR recommends myshophosting. Myshophosting will help you from when you first start with an idea for an online business and will stick with you through to a successful finish. Who else provides that type of service?**

[www.myshophosting.com.au](http://www.myshophosting.com.au)

**Phone0755 904173**

## Sample Documents

What ever you are selling online you will need to detail your return policies and privacy issues. Detailed below are two documents you are free to use, edit and add to your site.

### Sample Privacy Statement

#### **Company Privacy Statement**

My Company Pty Limited is committed to the new Australian privacy legislation in the way it collects, uses, secures and discloses personal information.

The Commonwealth Privacy Act 1988 requires companies to comply with the National Privacy Principles (NPPs). This document describes My Company Pty Ltd Privacy Policy.

#### **The information we collect**

We lawfully collect personal information that is necessary for our business to function. The information we collect and hold will depend upon the products and services you request from us and may include:

Information you provide us when you purchase goods or services. This information will include your name, address and contact details.

#### **Information derived from communications between us and you**

We also collect information about you when you download trials from our website [www.mycompany.com](http://www.mycompany.com).

The use of the facilities and services available through our website will determine the amount and type of information we collect. The only personal information we collect when you use our website is what you tell us about yourself; for example, by completing an online form when you request product information, or when you send us email we will record your mail address.

#### **How we use your information**

We use the information we collect for the purpose disclosed at the time of collection, or otherwise as set out in this Privacy Statement. We will not use your personal information for any other purpose without first seeking your consent, unless authorized or required by law. Generally we will only use and disclose your personal information:

1. To establish and maintain your relationship as a customer of My Company Pty Ltd.
2. To provide the products and services you have requested from My Company Pty Ltd.
3. To administer and manage those products and services.
4. To answer your inquiry.
5. For direct marketing by email, specials on products or services you have shown interest in.
6. If we contact you in this way without obtaining your prior consent, we will provide you with the opportunity to decline any further marketing communications. If you at any time receive

any communication from My Company Pty Ltd which you would not like to receive, please contact us and we will remove your name from our mailing list.

### **Access to your personal information**

In most cases, you can gain access to the personal information that My Company Pty Ltd holds about you, subject to some exceptions allowed by law.

If you would like to check or amend your contact details, please contact us. We will deal with all requests for access to personal information as quickly as possible.

### **Security**

My Company Pty Ltd will take reasonable steps to keep secure any personal information which we hold and to keep this information accurate and up to date. Personal information is stored in a secure server or secure files.

The internet is not always a secure method of transmitting information. Accordingly, My Company Pty Ltd cannot accept responsibility for the security of information you send to, or receive from us over the internet or for any unauthorized access or use of that information

### **Changes to this Privacy Policy**

It may be necessary for us to review and revise our Privacy Policy from time to time. An amended version will be posted on our website at [www.mycompany.com](http://www.mycompany.com). We suggest that you visit our website regularly to keep up to date with any changes.

### **Contact Us**

If you would like any further information, or have any queries, problems or complaints in relation to this Privacy Policy or our information handling practices in general, please contact us on [support@mycompany.com](mailto:support@mycompany.com)

## 13.2 Sample Return Policy

### REFUNDS

If for any reason you are not satisfied with any purchases you make from this site, simply return your purchase within 14 days for a full refund - no questions asked. Sorry we cannot refund freight charges on delivery and return of goods.

### GOODS DAMAGED IN TRANSIT

If your purchase is damaged in transit we will send you a "no charge" replacement, freight free. You will need to return the damaged product (or fragments which demonstrate reasonable evidence of breakage in the case of international orders) to us for assessment.

### METHOD OF REFUNDS

My Company Pty Ltd will refund to your credit card, or we can post a cheque or international money order.

### HOW TO MAKE A RETURN

All we ask is that you print and fill in the Returns Form below, and return the product in its original condition with its packaging. We will also need a copy of your order confirmation record and goods receipt.

### RETURNS INFORMATION

Please provide us with the information outlined below. This information must accompany all returns.

Personal Details.....

Name:.....

Company:.....

Street Address:.....

Town/Suburb:.....

State:.....

Postcode:.....

Country:.....

Email Address:.....

Contact Phone: (\_\_\_\_)\_\_\_\_\_

Preferred Contact Time:.....

Product Details.....

Returned Item:.....

Code # :.....

Receipt # :.....

Order Date:.....

Reason for return:.....

**What would you like us to do?**

1. Replace with another of the same product
2. Refund my credit card (if you paid by credit card only)
3. Refund by posting me a cheque or international money order.

# - Part 2 -

## **The Business Plan**

### **Introduction**

Creating your business plan is one of those tasks, which seems like a chore, but is important to the successful development of your business. As the process is worked through, questions will be asked which might not have been thought of, or issues will be raised, which, if not considered, could cause real problems in the future. Being able to talk about ideas is one thing and writing them down in logical order is often hard. But organising your thoughts allows you to see if something might be missing, which could be the difference between the business being successful, or failing.

When the plan is developed you will understand more of the opportunities and potential “pot holes” for the business. The following plan is not a fail-safe method for success; if it was we would be out playing golf or something and not sitting at a computer. However, I believe that by going through these steps your business will have a better chance of success.

### **Assumptions:**

Assumptions are that you:

- have access to and have read Part One – the resource kit – which will help answer questions which arise, and
- are funding the business yourself and every dollar counts.

### **Method:**

The approach starts by outlining the Major Topics, then adding the finer points for each of the Major Topics. It's important that the topics are treated as well-defined “categories” into which specific information or thoughts are placed so that they can be found again and included in the plan for the business.

## Major Topics

Section	Major Topic	Summary
	Executive Summary	2-3 pages to summarise the business, objectives, assumptions, approach, factors for success, cost and revenue summaries. The “excitement” section.
	Table of Contents	To navigate the document
1.0	Company Description	Overview, line of business, ownership, governance, objectives, location, image
2.0	Product	Online products and services to be delivered, pricing models – delivery mechanisms, customer services
3.0	The Market	Search Engines, target market and why, market expansion, current state of the market, future of the market
4.0	Competitors	Who are the competitors now and in future i.e. who might be looking at the same approach to the same market
5.0	Marketing and sales plan	Reaching the target market and generating revenue
6.0	Risks	Vulnerabilities of the business, what would make it not work, what will be outside your control
7.0	Operational Plan including Personnel	Infrastructure, product selection processes, delivery processes, accounting methods and practices, auditing, customer management.
8.0	Financial Plan costs and projections	Establishment costs, on-going costs, expansion costs and revenue projections
9.0	Exit strategy	Future plans e.g. expand by bringing in a partner, transfer control to a relative, or sell the business.
	Appendices	
1	Supporting Documents	Privacy Statement, Returns Policy, Terms and Conditions, warranty
2	Checklists of Activities	Such as checklists to: <ul style="list-style-type: none"> <li>• Optimise the site for search engines</li> <li>• bring business online</li> <li>• begin trading, search engines</li> <li>• monitor site activity</li> <li>• monitor trading activities</li> <li>• track feedback from customers</li> <li>• define key performance indicators</li> <li>• triggers for product enhancement/diversification</li> <li>• triggers for further development</li> </ul>

3	Milestones	A plan of what should be happening by when for activities, costs and revenues – a chart to go on the wall to be a constant reminder
---	------------	---

## Writing the Internet Business Plan

The following document is both a guide and a template for writing your business plan. If you are reading the pdf version of this, a word document is available at [www.awp.com.au/plantemplate.doc](http://www.awp.com.au/plantemplate.doc) After filling in the form, simply delete the descriptions and suggestions we have added to create your own internet business plan.

### Executive Summary

This heading is what appears first in your plan, but the Executive Summary is also written last. It should be one page, or two at most, which pulls together the essence of your business, why it will succeed and where it will be in three-years time. After reading this summary you should have a clear picture in your mind about the business.

### Table of Contents

A Table of Contents is essential for you and others to easily refer to sections of interest within the document. Creating a document with a Table of Contents is straightforward. AWP will provide a sample document of this business plan outline as a Microsoft Word document.

## Section 1. Company Description

### Company Description

The first part of the Guide describes the various types of business registration. Is your business name registered? Have you registered the domain name? After being satisfied you have completed all the necessary actions:

#### Company Description:

Name:.....

Address:.....

Registered  
Name:.....

ABN:.....

Phone  
number:.....

Domain  
name:.....

ISP:.....

Bank:.....

Credit Card Facility:.....

Description of business.....

.....

### **Purpose of the Business.**

Definition of the Purpose of the Business:, a clear few words on why the business exists, which market it is in, the target audience, and what aspect of the market it is addressing. For example, home or business buyers, adults or youth, males or females.

Purpose of Business:.....

.....

.....

.....

.....

Target Audience:.....

.....

.....

### **Activities and Responsibilities**

This panel describes how the business works in meeting the Purpose for the Business. If there are two or three of you (probably part-time), who does what? How do you manage the company so that it does, or will, run smoothly? Who backs up if someone is away?

<b>Internal Activities and Responsibilities</b>		
<b>Name</b>	<b>Activity/Responsibilities</b>	<b>Backup person</b>



## Future Business Profile

What do you expect the profile of the business to be in 1, 2 and 3 years?

Profile of Business:.....  
.....  
.....  
.....  
.....

One year .....:  
.....  
.....  
.....  
.....

Two years.....:  
.....  
.....  
.....  
.....

Three years.....  
.....  
.....  
.....  
.....

## Section 2. Products

### Range of Products and/or Services

Which ranges of products and/or services does, or will the business provide?

Range of Products and/or services:.....

.....

.....

.....

### Forms of Payment

What forms of payment are you going to accept for the products and/or services?

Forms of payment:

Cash:.....

Cheque:.....

Credit Cards (which ones).....

COD:.....

## Cataloguing of Products

Briefly describe the system for cataloguing products with unique product numbers and consistent descriptions.

Categories of products: <i>Example</i>		
<i>Level 1</i>	<i>Level 2</i>	<i>Level 3</i>
<i>Wines</i>	<i>Red Wines</i>	<i>Shiraz</i> <i>Merlot</i>
	<i>White Wines</i>	<i>Semillon</i> <i>Savignon Blanc</i>
<i>Merchandise</i>	<i>Polo Shirts</i> <i>Baseball style hats</i> <i>Wine bottle stands</i>	<i>Wood</i> <i>Stainless Steel</i> <i>Fibre Glass</i>

Product Coding System:.....

.....

.....

## Services, Quotations and Payment

If your business provides services, describe:

- the way in which the services are defined and booked,
- how quotations are prepared, terms described in a contract or letter of engagement and
- schedule for payment(s).

How services are booked:.....

Quotations, acceptance and engagement:.....

Schedule of payments:.....

## Guarantees and Warranties

Describe in principle the guarantees, warranties, returns, re-supply (replacements) and other Customer support services which the business will provide.

Guarantees and Warranties:.....

.....

Returns Policy:.....

.....

Replacement:.....

.....

Types of Customer Support:.....

.....

## Premises

Briefly describe the premises for the business – will it be run from home? An office?

**Requirements for premises:**

.....

.....

.....

.....

.....

.....

## Section 3. The Market

### Defining the Target Market for the Business

The business must be focused. An analysis of the market is necessary to understanding that there is the opportunity for the business to succeed.

Define the market that the business is involved with now, or in the future; how the market is segmented into different major activities or services; and which of these are the target for the current or planned business.

**Briefly describe the market in terms of its size (local, national, international):**

.....  
.....

**What are your keywords and terms? .....**

.....  
.....

**How many times are your keywords/products searched for?**

.....  
.....

**Using your keywords, who are your competitors?**

.....  
.....

**How well are your competitors optimised?**

.....  
.....

**What would be an average value for orders placed in this market?**

.....

.....  
**the area of interest growing quickly or is it to a community of interest which is quite constant?**  
.....  
.....

**Estimate the current level of uptake of the internet in the sector?**  
.....  
.....

**Is the internet in common use in the sector?**  
.....  
.....

**Are there established major businesses that you would target?**  
.....  
.....

**Indicate the number of new businesses opening up in the sector:**  
.....  
.....

Define the target market for business and any special characteristics.

Number of potential customers

.....

.....

.....

.....

.....

What makes your understanding and offerings new or different?

.....

.....

.....

.....

.....

Will the business use a model which has worked well elsewhere (external model)?

- Compare the market focus of the external model to that for the business
- Compare market size
- Compare market value
- Market readiness for acceptance

## Characteristics of the Target Market

### Price Sensitivity

The costs of the goods and/or services the business delivers will affect the market segment and the target customers within that segment. For example, if the market segment is highly price competitive then the business must operate within that constraint.

How price sensitive are the intended products and/or services?

.....

.....

.....

.....

### How are Your Products Normally Found

Describe how the market sector of interest finds out about new products and services in your service area. Is it through local newspapers? mail drops? trade magazines? journals? radio or TV advertisements? Through a website most people look at? e-mail notifications? trade shows? club meets? word of mouth? internet search engine(s)?

How do your prospective customers usually find out about new products or services?

.....

.....

.....

.....

### How do Your Prospective Customers Currently use the Internet?

How does the sector use the internet? – for example, for information, products, pricing, subscriptions, service level agreements, confirming the credibility of the company, part of background check on potential buyers or suppliers?

.....

How do your prospective customers currently use the internet?

.....

.....

.....

.....

**What are the Usual Payment Methods?**

Which forms of financial settlement does the market use? – for example, account charging, credit cards, COD, cash? Describe how the accepted forms of “doing business” will fit with the availability of e-commerce online options.

What are the usual payment methods?

.....

.....

.....

**Where are the Major Costs and Savings?**

Where are the major costs in the sector? Are the costs of sale high relative to the value of the products and/or services? Will a web presence enable reduction of costs in the market sector? Are other businesses using such an online approach? How accepting is the sector of the internet and in relation to which business activities?

What are the major costs in the supply of the products or services?

.....

.....

.....

Where are savings to be made?

.....

.....

.....  
What are companies like yours doing on the internet?  
.....  
.....  
.....

### Are You a Market Leader or Follower?

You need to describe market-leading issues, such as whether the business will be pioneering a new approach, improving an accepted approach, or leveraging off known “success” stories in the sector which might not be available in your service area or known to your customer base.

.....  
If you are providing something new to the market – what is it?  
.....  
.....  
.....

### Product Delivery

Inventory management affects the market’s expectations for delivery times. If the target market for the business expects same-day delivery, then the business must be able to deliver on that basis. Delivery would be either from its own stock or by having the goods delivered from a supplier’s warehouse in the accepted time frame. If the market sector for the business is in the sandwich or fast food sector, then delivery might be more in terms of 30 minutes. In other sectors, such as retail goods, delivery within a week might be the accepted standard; for holiday bookings the time frame could be months.

.....  
How quickly do customers expect to receive the products or services?  
.....  
.....  
.....

## Fulfilment

Fulfilment (handling, shipping and insurance) is the term used for how the goods are to be delivered to the customer. These activities can be a major cost in relation to the value of the product. Describe briefly which mechanisms the business will use for fulfilment. (More detail will be added in Section 7 on the operations plan of the business.)

How are you going to meet the delivery expectations of your customers?

.....

.....

.....

## Section 4. Competitors

When thinking about competitors it is useful to think about a situation where if you were to set up a company to compete with the business, how would you do it? If the business is to be a new enterprise, when the plan is finished, leave it for a few days and then re-read the plan, or get someone else to read it, and consider how a competitor might view the business.

### Characteristics of Your Competitors

What are the characteristics of your current competitors and/or the characteristics of the companies against which the business will compete?

Characteristics of your competitors?

.....

.....

.....

## Future Competitors

Are there other organisations which are positioned to move into your market sector or mount an aggressive campaign to your customers or prospects? These companies should be checked out to discover their time frames and what their approaches might be.

Who might my future competitors be?

.....

.....

.....

## Categorise Your Competitors

Categorise your competitors into those which might be aggressive, those which are looking to maintain the status quo, and those which might be weak and open to a challenge from your business.

Aggressive competitors:

.....

.....

.....

Weak competitors, open to a challenge

.....

.....

.....

## Section 5. Marketing and Sales Plan

The business is being created to respond to a problem, create an efficiency, or provide an opportunity – and, of course, to make you money. It is necessary to define how you are going to market and sell the benefits of the new business.

### Search Engines

For an online business, the “Market” is actually the Search Engines, first and foremost.

If the internet is to be your sole marketing and sales environment, detail how the business will help prospects find the site. If your target market is internet literate, Search Engines will be used to trawl the internet; therefore, the business website has to be designed to be highly visible to the search engines.

### Search Engine Strategies

Using the Search Engine optimisation notes in this document, provide a list of the search engines that are to be targeted and the keywords and tags that will be used throughout your site to maximise chances of being discovered.

Search Engine Strategies:

Which Search Engine(s):

.....  
.....  
.....

Keywords:

.....  
.....  
.....  
.....  
.....  
.....

Meta Tags:

.....



Describe the “first impression” that you want a person to get when the site is displayed on the screen:

.....

.....

.....

.....

.....

### Web Savvy Customers?

Describe how the marketing aims will be aligned with the presentation. The marketing and presentation need to match not only the target market, communications infrastructure in the service area, but also the skill levels of the target audience. If the audience is not used to the internet, browsing web pages and conducting e-commerce, then the presentation style and site navigation will be very straightforward and intuitive. Remember that your audience will be impatient, and work under the assumption that the customers or prospects will be “working out” how to use the site on their own. The business might get a call for support, but that would only occur when the customer or prospect is already “confused” and probably exasperated by the experience so far.

What are your assumptions about the skill levels of the targeted customers?

.....

.....

.....

.....

.....

What factors are being taken into account when the website is designed?

.....

.....

.....

.....

.....





## Section 6. Risks

### Risks include:

Exposure:

- No one finds your site

Interaction with site:

- Site is not always online
- When they do find it they do not “stay” and look around
- When they do look around they do not purchase
- Site is “stale” and does not encourage return visits

Doing business with you:

- The business is unresponsive to questions or orders
- Products are not updated and kept current
- Prices and shipping costs are not kept up to date
- Slow shipping (especially if time-critical, like for Christmas)
- Customers are not kept informed as to the “status” of the order
- Returns and warranties are not handled effectively

Privacy and Security:

- Payments cannot be abused
- Customer information cannot be abused

Briefly describe which risks are most applicable to your business?

.....

.....

.....

.....

.....

## Risk Mitigation

Risks, once recognised, can be lessened by:

- a) recognising the risks and
- b) planning what to do if they arise

How are you going to reduce the risks that are most likely to apply to the business?

.....

.....

.....

.....

.....

## Section 7. Operational Plan

### Start Within Your Limits!

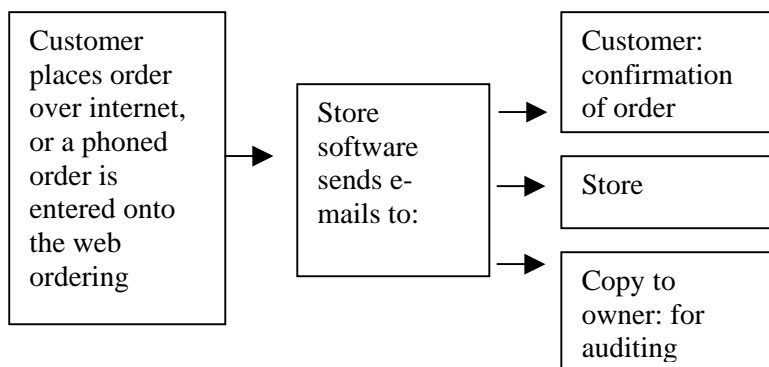
After set-up how are you going to run the business? Rather than writing too much, the idea here is to enter the names of the people with specific responsibilities, including people or companies outside the business, as a check that the major essentials are covered.

### Order Management and Fulfilment:

Who is going to answer inquiries received from, or about, the site?

Define the processes which will be used to manage an order. It is assumed that the software you use for the site will provide designated people with notification that an order has been placed on the site.

For example:



Who will receive e-mail notifications of orders and/or check the site and with what frequency?

When an order is received who is responsible for making sure that the products are available and ready for shipping?

If a product is not available, or if there are not enough to meet the requirements of the order, who is going to contact the purchaser, let them know and adjust the credit card payments?

Are you going to manage “backorders” and if so how?

What are your processes going to be for returned items?

What are the processes for honouring warranties?

*Dishonesty:*

What are the processes for managing Repudiation?

What are your processes for managing people using stolen credit cards?

*Website maintenance:*

Who is going to maintain the website?

What is your strategy for adding products?

What is your strategy for “promotions” (sales, discounts)? How long will they run for?

Who can change products, prices and/or shipping (freight costs) on the website?

## **Customer Management**

Apart from looking after customers when inquiries are received, or orders placed, it is essential that customers’ references are maintained and used to continue promoting the site and your products and/or services. There are just two major questions here:

Who will be responsible for maintaining your customer lists?

If you are going to build lists of prospects, who is going to be responsible and how are you going to manage customer contacts in light of the Privacy Laws?

## Section 8. Financial Plan Costs and Projections

To give you a head start on your budget planning, we have created table with typical costs. These of course will vary. As you get quotes from different service you can update the table.

	One off costs	Monthly costs	Annual costs	Transaction costs
<b>Set-up Costs</b>				
Registering Business Name (e.g. in NSW)	120.00			
Setting up Pty Company (optional)	800.00			
Domain Name Registration (.au)			120.00	
Domain Name Registration (.com)			40.00	
<b>ISP Services</b>				
Dial-up		19.95	239.40	
Broadband (Cable or ADSL)		89.95	1079.40	
Hosting fee (usually incl. in ISP costs)				
e-mail accounts (usually incl. in ISP costs)				
website and e-Commerce Software	450.00			
Secure Server for order and settlement management		23.95	287.40	
Merchant Account (manual credit card)		50.00	600.00	0.40
Merchant Account online settlement		30.00	360.00	0.02
website design and Search Engine Strategy	DIY			
Computer (basic set-up with standard peripherals)	1900.00			
Initial build of Website	DIY			
Registration with search engine(s)	DIY			
Maintenance of website	DIY			
Maintenance of store content	DIY			

	Set-Up Costs	Base Annual Costs
Scenario 1 (.au, ads and manual credit card)	3270.00	2086.80
Scenario 2 (.com, dialup and manual credit card)	3270.00	1166.80

## Section 9. Exit Strategy

The Exit Strategy is the next major step in the development of the business. This could include:

- a) building the business so it can become a full-time job
  - b) develop and sell part of the business i.e. take on a financial partner
  - c) develop and sell
  - d) close down if a set of criteria are not met.
- 
- a) when building the business to a point that a “hobby” can become a primary source of income, the critical decision is for the sustainability of the enterprise in the long term. It is still important to outline whether the business is to provide long-term employment or whether it is a step towards selling part of the business and taking on a financial partner, or selling completely. Either way, additional diligence is required for accounting and also keeping track of your own time and effort; without documenting the hours that are put in there is no formal basis for establishing the “value” of that effort.
  - b) If the objective is to sell part of the ownership in the business to an investor, remember to decide whether the investor will have an operational role in the business, or just be a provider of capital.
  - c) Developing to sell the business that evolves will be based on the quality of the records that are kept about the business and the performance figures which those records tell.
  - d) It is also important to have a “conscience” scenario in which certain criteria are set and, if they are not met, will require a serious re-think about the viability of the business. The viability might be in relation to the products being sold, the “way” the business is being run and/or the market that was thought to be there is just not materialising.

## **Disclaimer**

This document is published for the information of clients of Australian Windows Publishing Pty Ltd, to assist in creating a web presence. The contents of this document are provided "As is" except as required by applicable law. Reasonable care has been taken to ensure the veracity of the information provided, but no warranty of any kind, express or implied, is made in relation to the accuracy, reliability or content of this document.

## List and Links to Submit to Internet Directories

Listed below are links to search directories. This is a work in progress. Submitting and being listed on these websites will improve your back links and increase. Many more will be added.

### [www.aussie.com.au](http://www.aussie.com.au)

**Submission Page:** <http://www.aussie.com.au/Pages/AddListing.shtml>

**Notes:** Dedicated Australian directory. Arkward interface and tacky submit. Gets confused if you add more than one site and use the same email address. Make sure you have your ABN number available.

**Listing Fee:** Free.

### [www.aaa.com.au](http://www.aaa.com.au)

**Submission Page:** [http://www.aaa.com.au/link\\_submit.php#annual](http://www.aaa.com.au/link_submit.php#annual)

**Notes:** Seems slow. I kept getting blank pages after submitting, so I don't know whether they were successful. The AAA Smart search directory offers 2 types of listing, free reciprocal listings (Link Exchange) and low cost annual paid listings. The site is dedicated to online shopping.

**Listing Fee:** Free or \$29.00 USD for Annual Listing Subscription

### [www.directory.com.au](http://www.directory.com.au)

**Submission Page:** [https://brilcf.webmetrix.net.au/secure\\_cn23016/signup1.asp](https://brilcf.webmetrix.net.au/secure_cn23016/signup1.asp)

**Notes:** Dedicated Australian directory. Tacky submit, requires double entry of some info, worse, you fill in the details to find you have to look for the category listing on another page, then return and your input data has been wiped!

**Listing Fee:** Free or \$38.50 AUD for detailed listing. \$780 AUD for priority listing.

### [www.jayde.com](http://www.jayde.com)

**Submission Page:** <http://www.jayde.com/cgi-bin/submit.cgi>

**Notes:** Jayde is an internet B2B Search Engine and one of the web's oldest business directories. Jayde was founded in 1996. Jayde is an entirely human reviewed directory. An easy submission for the free category. They won't accept paid 'submit' listings from outside the USA. Shame, looked good.

**Listing Fee:** Free

### [www.pedsters-planet.co.uk](http://www.pedsters-planet.co.uk)

**Submission Page:** <http://www.pedsters-planet.co.uk/search/add.php>

**Notes:** Nice little UK directory but doesn't seem quite ready to accept submissions. Submission process is confusing.

**Listing Fee:** Free

### [www.url.biz](http://www.url.biz)

**Submission Page:** <http://www.url.biz/signup.html>

**Notes:** URL.biz is a directory of businesses and services

**Listing Fee:** Free

### [www.searchsite.com](http://www.searchsite.com)

**Submission Page:** Submit a site, located bottom right of home page

**Notes:** A paid listing directory

**Listing Fee:** Pay per click, pay per call and Adrevenue Express. Paid listings.

### [www.ctrade.com](http://www.ctrade.com)

**Submission Page:** <http://www.ctrade.com/bin/addurl/addurl.pl?language=en>

**Notes:** Professional channel designed to serve overseas buyers interested in quality goods made in China.

**Listing Fee:** Free

[www.maxpromo.com](http://www.maxpromo.com)

**Submission Page:** <http://www.maxpromo.com/cgi-bin/add.cgi>

Notes: Part of the ExactSeek Search Network

**Listing Fee:** Free

<http://searchwarp.com>

**Submission Page:** <http://searchwarp.com/AddURL.asp>

Notes: Accepts article submission that can contain links back to your site. Useful!

**Listing Fee:** Free

<http://www.subjex.net/>

**Submission Page:** [http://www.subjex.net/submit\\_url.html](http://www.subjex.net/submit_url.html)

Notes: Subjex.Net uses a new approach to internet searching, Dialogue. What was once called a "search box" on a web site, is quickly becoming a "Dialogue Interface", that conducts a chat-like conversation with users, to extract exactly what the user is looking for or trying to accomplish.

**Listing Fee:** Free

[www.aesop.com](http://www.aesop.com)

**Submission Page:** <http://www.aesop.com/cgi-bin/aesopadd.cgi>

Notes: Aesop.com is a new Spider Search Engine. Our engine uses new search technology that allows you to search smarter and find information faster.

**Listing Fee:** Free or top 10 ranking for \$12 USD.

<http://www.possumpages.com.au>

**Submission Page:** Has a link to email a suggested site.

Notes: Pretty untidy listing, hard to follow.

**Listing Fee:** Free and paid. (I think)

<http://au.zeal.com/>

**Submission Page:** Top right 'Add URL' link from home page.

Notes: Additions to Zeal reach Internet users worldwide through the LookSmart network of top portals, ISPs, and search services including Lycos, InfoSpace, RoadRunner, CNET, Inktomi, and LookSmart.com.

**Listing Fee:** Free

[www.goguides.org](http://www.goguides.org)

**Submission Page:**

<http://www.goguides.org/easysubmit.html>

**Listing Fee:** \$69.95 per submission

<http://dmoz.org/>

**Submission Page:** <http://dmoz.org/add.html>

Notes: The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.

**Listing Fee:** None

[www.yahoo.com](http://www.yahoo.com)

**Submission Page:** <https://ecom.yahoo.com/dir/submit/intro/>

Notes: If you afford it, it's worth while. Make sure your site is up to scratch. Sites are physically reviewed.

**Listing Fee:** US \$299.00

[www.joeant.com](http://www.joeant.com)

**Submission Page:** <http://www.joeant.com/suggest.html>

**Notes:** JoeAnt.com is about providing a directory of quality sites for Internet users. Our goal is to list the best sites for a wide variety of topics giving our users the most relevant results for their searches.

**Listing Fee:** Free

**[www.zeal.com](http://www.zeal.com)**

**Submission Page:** <http://www.zeal.com/>

**Notes:** Zeal is a platform that allows people to share their favorite sites and improve search results for their fellow Internet users worldwide. Additions to Zeal reach Internet users worldwide through the LookSmart network of top portals, ISPs, and search services including Lycos, InfoSpace, RoadRunner, CNET, Inktomi, and LookSmart.com

**Listing Fee:** Free

**[www.gimpsy.org](http://www.gimpsy.org)**

**Submission Page:** <http://www.gimpsy.org>

**Notes:** *Gimpsy* is an Internet directory that categorizes sites in a new and unique way. Unlike other Internet directories, which categorize sites according to their *subject*, *Gimpsy* is concerned first and foremost with the *service* that a site provides.

**Listing Fee:** \$40USD

**[www.sensis.com.au](http://www.sensis.com.au)**

**Submission Page:** <https://bidsmart.sensis.com.au/bidsmart/index.jsp>

**Notes:** Australian Yellow Pages with Search Engine

**Listing Fee:** Payperclick plus fee

**[www.hotrate.com](http://www.hotrate.com)**

**Submission Page:** [http://www.illumirate.com/add\\_your\\_site\\_exp.cfm](http://www.illumirate.com/add_your_site_exp.cfm)

**Notes:** Also now known as <http://www.illumirate.com/> *IllumiRate* is an internet directory and search engine created by a group of volunteer editors from around the world. Our editors personally review and rate sites based on a number of criteria, including presentation, ease of use, and reliability of information offered.

**Listing Fee:** Free

**[www.lycos.com](http://www.lycos.com)**

**Submission Page:** See homepage.

**Notes:** Includes the following directories and yellow pages.

- [Angelfire](#)
- [Discussion Search](#)
- [Gamesville](#)
- [HotBot](#)
- [InSite Search Marketing](#)
- [Matchmaker](#)
- [People Search](#)
- [Sonique](#)
- [Tripod](#)
- [Quote.com](#)
- [Wired News](#)
- [Webmonkey](#)

**Listing Fee:** Varies in it subdirectories and yellow pages.

**<http://www.business.com/>**

**Submission Page:** <http://www.business.com/info/advertisewithus.asp>

**Notes:** Our mission at Business.com is to help you, the business professional, find exactly what you're looking for. To do this, we've built the Internet's only business-focused search engine and directory. Developed by a team of industry experts and library scientists, the Business.com directory contains more than 400,000 listings within 65,000 industry, product and service subcategories.

**Listing Fee:** USD\$199.00 and Payperclick advertising.

Listed below are additional links to web directories that I have not yet visited or sorted, but still worthwhile looking at.

## Business and Industry

<http://search-info.com> – General directory

<http://www.bizhwy.com/> - Business Directory

<http://www.industrylink.com/> - Good Site to list many Industries

<http://www.gpnews.com> - Governmental suppliers Products and services

<http://www.b2business.net> – B2B Business

<http://www.kagaku.com/directory> - Directory of Scientific Manufacturers - Global

<http://www.business-to-business-resources.com/> Business to Business Resources

<http://www.bcentral.com> <http://sbd.bcentral.com/>

<http://www.buzgate.org/>

[www.where2go.com](http://www.where2go.com)

## Oil, Gas, Mining and Geology

<http://www.oglinks.com> – Oil and Gas Links

<http://www.geocheminc.com> – Products and services

<http://www.aapg.org> American Association Professional Geologists

<http://www.oildirectory.com> - Oil Industry Directory

<http://www.gasandoil.com> – Gas and Oil Connections

<http://www.geoindex.com> -

<http://www.enex.com>

<http://www.oildex.com>

<http://www.oilsurvey.com>

<http://www.pipedir.com>

<http://www.oil.net>

<http://www.offshore-environment.com>

<http://www.industrylink.com/index.htm>

## Chemical

<http://www.smenet.org/links/index.cfm> - mining, metalurgy, exploration

<http://www.chemnet.com>

<http://www.flowmeterdirectory.com>

[www.chemicalequipment.com](http://www.chemicalequipment.com)

## Food and filtration

<http://www.foodmanufacturing.com>

<http://www.filtsep.com>

<http://www.ake-nutrition.at/index.php>

Austrian, nutrition

<http://www.medlink.at/neuerlink.html>

Austrian, general medical

<http://locual.com/>

Spanish, general

<http://www.neurologienetz.de/>

Neurology, German

<http://beetoo.de/add.php?catid=282>

German, general

<http://www.wuup.de/cgi-bin/search/search.pl>

German language, but foolproof. Only allows 5 URLs within 5 minutes, so go for a smoke!

## Here are some for those of you in advertising agencies

<http://www.1234-find-web-designers.org/paid-listing-choices.html>

<http://www.marketingtool.com/>

<http://www.agencycompile.com>

<http://www.americanadagencies.com/>

<http://www.volta.net/Detailed/3284.html>

[http://www.volta.net/Marketing\\_and\\_Advertising/Advertising/Agencies/index.html](http://www.volta.net/Marketing_and_Advertising/Advertising/Agencies/index.html)

<http://www.bizjournalsdirectory.com/?CategoryId=3988&Title=advertising%20marketing&RegionCode=>

[http://www.business.com/search/rslt\\_default.asp?r4=t&query=Ad+Agencies](http://www.business.com/search/rslt_default.asp?r4=t&query=Ad+Agencies)

[http://www.salesvantage.com/Ad\\_Agencies/ad\\_agencies.shtml](http://www.salesvantage.com/Ad_Agencies/ad_agencies.shtml) (VERY expensive)

<http://www.creativepro.com/directory/adresource/agency.html?browse=H>

<http://paintedcows.com>

<http://www.siu.edu/~aaf/agency.html>

## Industrial Machinery Manufacturer type Directories

(some free, some not)

<http://www.bulk-online.com>

<http://www.globalspec.com>

<http://www.industrialquicksearch.com>

<http://www.1stindustrialdirectory.com>

(A Thomas Register affiliate)

<http://www.thomasregister.com>

<http://www.thomasglobalregister.com>

<http://www.powderandbulk.com>

<http://www.kellysearch.com>

<http://www.engnetglobal.com>

<http://www.grainnet.com>

<http://www.directindustry.com>  
<http://www.easy2source.com>  
<http://www.infomine.com>  
<http://www.tradeget.com/>

## UK shopping Directories

[www.4ukshopping.co.uk /](http://www.4ukshopping.co.uk/)  
[www.uk-shop-directory.co.uk/](http://www.uk-shop-directory.co.uk/)  
[www.ukshops.co.uk/](http://www.ukshops.co.uk/)  
[www.lifestyle.co.uk](http://www.lifestyle.co.uk)  
[www.shopsafe.co.uk](http://www.shopsafe.co.uk)  
[www.uk-online-shops.co.uk](http://www.uk-online-shops.co.uk)  
[www.shops1st.com](http://www.shops1st.com)  
[www.1storeplus.co.uk](http://www.1storeplus.co.uk)  
[www.ukshopsearch.com](http://www.ukshopsearch.com)  
[www.ukshopsboom.co.uk](http://www.ukshopsboom.co.uk)  
[www.intanetbiz.com/](http://www.intanetbiz.com/)  
[www.shoppingonline.uk.com/](http://www.shoppingonline.uk.com/)  
[www.airwish.com/](http://www.airwish.com/)  
[www.uk-internet-shops.co.uk/](http://www.uk-internet-shops.co.uk/)  
[www.web-shopper.net/](http://www.web-shopper.net/)  
[www.4ukshops.com/](http://www.4ukshops.com/)  
[www.uk-shop-index.co.uk/](http://www.uk-shop-index.co.uk/)  
[www.shop-browsing.co.uk/](http://www.shop-browsing.co.uk/)  
<http://www.surftheisles.com>  
[www.uk-shopping-guide.com](http://www.uk-shopping-guide.com)  
[www.shop-uk-online.co.uk](http://www.shop-uk-online.co.uk)  
[www.get-shopping.com/](http://www.get-shopping.com/)  
[www.1stchoice-onlineshopping.co.uk](http://www.1stchoice-onlineshopping.co.uk)  
[www.askshop.co.uk](http://www.askshop.co.uk)  
[www.thevirtualmall.co.uk](http://www.thevirtualmall.co.uk)  
[www.uk-shopping.me.uk](http://www.uk-shopping.me.uk)  
[www.frontofshop.co.uk](http://www.frontofshop.co.uk)  
[www.buy-online-uk.co.uk](http://www.buy-online-uk.co.uk)  
[www.gb-shopping.co.uk](http://www.gb-shopping.co.uk)  
[www.buybypost.co.uk](http://www.buybypost.co.uk)  
<http://www.shoptour.co.uk/submit-all.html>

## UK Website Directories

<http://www.uk.go4.it/links.asp>  
[www.click2uk.com/](http://www.click2uk.com/)  
[www.uklinks.org](http://www.uklinks.org)  
[www.ukfind.co.uk](http://www.ukfind.co.uk)  
[www.yell.co.uk](http://www.yell.co.uk)

## Canadian Directories

<http://www.canadaretail.ca/Addsite.html>  
<http://www.retailcanada.com/retailers.html>  
<http://www.buyitcanada.com/index.html>  
<http://listingsca.com/>  
  
<http://www.fishhoo.com/cgi-bin/links/add.cgi>  
fishing  
directory.velnetsearch.co.uk  
www.patient.co.uk/topics.asp  
splut.com  
limesearch.co.uk  
searchuno.co.uk  
inneedof.co.uk  
great-british-pages.co.uk  
manchester.great-british-pages.co.uk

## India

Aryawat - <http://www.aryawat.com/indiabiz/>  
SubmitShop.com - [http://www.submitshop.com/web\\_promotion\\_directory/index.html](http://www.submitshop.com/web_promotion_directory/index.html)  
IndiaBook.com - <http://www.indiabook.com/yp/>  
IndiaMap.com - <http://www.indiamap.com/addurl.htm>

<http://www.imarvel.com/best/web-sites.html>  
<http://www.webmasteryp.com/>  
<http://phil.mav.net/>  
<http://search.netpei.com/>  
<http://www.asiadragons.com/>  
<http://rex.skyline.net/>  
<http://sbd.bcentral.com/>  
<http://searchuk.com/>  
<http://www.smartlinks.org/>  
<http://laurel.netster.com/>  
<http://www.webdirectory.com/>  
<http://www.worldhot.com/addurl/>  
<http://search.711.net/>  
<http://www.directory.net/>  
<http://www.bbc.co.uk/>  
<http://www.awebhostingprovider.com/>  
<http://www.beebuzz.com/>  
<http://www.spheri.ca/directory/view.php/>  
<http://www.theknowledgenetwork.org>  
<http://www.frequentlyasked.info>  
<http://www.spheri.com>  
<http://directory.edu411.org>  
<http://www.action-learning.com/resources/>  
<http://www.illumirate.com>  
<http://fitnesspros.net/search/>  
<http://www.search-2-search.com>

<http://www.seekon.com/>  
<http://www.linkopedia.com/>  
<http://www.onemission.com/d.pl>  
<http://listingsca.com/>  
<http://sunsteam.com/>  
<http://www.re-quest.net/>  
<http://www.123world.com/>  
<http://dcpages.ari.net/>  
<http://dcregistry.com/>  
<http://www.fly2net.com/>  
<http://www.joeant.com/>  
<http://www.christianwebsitedirectory.com/>  
<http://www.phatoz.com/>  
<http://www.arielis.com/>  
<http://1st-spot.net/>  
<http://www.giftsbyursula.com/links/pages/>  
<http://01webdirectory.com/>  
<http://www.allwebdirectories.com/>  
<http://www.about.com/>  
<http://www.maven.co.il/>  
<http://www.pharos-search.com/>  
<http://www.josh.nu/>  
<http://wwwwomen.com/>  
<http://www.myallfish.com/>  
<http://www.goguides.org/>  
<http://www.asmallbusinessdirectory.com/>  
<http://www.invisible-web.net/>  
<http://www.gimpsy.com/>  
<http://www.canadopedia.com/>  
<http://www.achoo.com/main.asp>  
<http://search.jayde.com/cgi-bin/submit.cgi>  
<http://submitit.bcentral.com/msnsubmit.htm>  
<http://www.home-business-search.com/cgi-bin/add.cgi>  
<http://www.turnpike.net/directory.phtml?getentry>  
<http://www.zeal.com/>  
<http://www.openhere.com/>  
<http://www.scrubtheweb.com/addurl.html>  
<http://www.creativethought.com/>  
<http://www.onemission.com/d.pl>  
<http://www.ditto.com/addurl.asp>  
[http://www.searchking.com/add\\_url.htm](http://www.searchking.com/add_url.htm)  
<http://www.searchtheweb.com/suggest/>  
<http://www.surfgopher.com/addurl.htm>  
<http://www.dxpnet.com/riot/submit.asp>  
[http://www.wowdirectory.com/how\\_add.php](http://www.wowdirectory.com/how_add.php)  
<http://www.walhello.com/addlinkgl.html>  
<http://www.surfsafely.com/urladd.html>  
<http://www.internetb2blist.com/house/submission.asp>  
<http://www.peekaboo.net/>  
<http://www.townnet.com/>  
<http://www.galaxy.com/>  
<http://www.enterweb.org/>

<http://www.superpages.ca/>

<http://www.imarvel.com/best/web-sites.html>

## Other Useful Links when Establishing a Business

### Australian Government

[Agriculture, Fisheries & Forestry Australia](#)

[AusIndustry](#)

[Australian Bureau of Statistics \(ABS\)](#)

[Australian Communications Authority](#)

This site contains useful information for small business owners such as :  
how to lodge a complaint against a phone company  
problems with billing  
problems with services provision.

[Australian Commonwealth Government](#)

[Australian Competition & Consumer Commission \(ACCC\)](#)

[Australian Customs Service](#)

[Australian Governments' Entry Point Information](#) National Library of Australia Australian Government

[Australian Parliament](#)

[Australian Privacy Commission](#)

[Australian Securities & Investments Commission \(ASIC\)](#)

[Australian Survey and Land Information Group\(AUSLIG\)](#)The Australian Government's agency for mapping, surveying, land information, etc. You can access geographic facts & figures, order maps and satellite images, etc.

[Australian Tax Office](#)

[Australian Tourist Commission](#), a government agency which develops policy and administers programs to foster the growth of one of this country's largest export industries - tourism.

[Australian Trade Commission \(Austrade\)](#)

[Business Entry Point \(BEP\)](#)

Providing Federal, State and Territory and local government information and transactions for people operating a business in Australia and their Advisors, and people planning to start a business, including on-line registration for an Australian Business Number.

[Business Gateway](#) This is the entry point to the ACT Government for business. It provides information on business policies and strategies, events, assistance programs, investment opportunities, business management advice and transactions.

[Centrelink](#)

[CSIRO, Commonwealth Scientific and Industrial Research Organisation](#). Find out about Australia's latest scientific research and industrial applications of science.

[Department of Foreign Affairs & Trade \(DFAT\)](#)

[Department of Immigration & Multicultural Affairs \(DIMA\)](#)

[Department of Industry, Science & Resources\(DISR\)](#) home page features links to other Commonwealth bodies, and the latest government initiatives in the areas of science, technology and tourism. The Department and tourism advises the Australian Federal Government on industry, science and resources, and delivers a range of programs to Australia's manufacturing and service industries.

[Department of Employment, Workplace Relations & Small Business \(DEWRSB\)](#)

[Export Finance & Insurance Corporation](#),

[IPAustralia, Patents, Trademarks & Designs](#)

[National Consumer Credit Code Site](#), Credit Code information and assistance.

[National Occupational Health and Safety Commission](#), NOHSC National Solutions Database.

[Tender I.N.F.O.](#), a commercial site offering current information about Australian & New Zealand Government tenders.

[WageNet - "Wage rates at your fingertips"](#)

## Copyright

[Copyright](#) - the Australian Copyright Council

## GST related sites

[BAS / ANTS Training GST Startup Office](#)

Nearest Venue and date is available by entering State & City/Town

[GST Start Up](#)

[GST Support](#)

[Oz Tax](#)

[Australia's GST Resource Site](#)

[ASCPA Taxation Reference](#)

[ATO The New Tax System](#)

[Tax Reform and the Tax Practitioners](#)

[A Guide to Registering for the New Tax System](#)

## **Tools To Search For International Businesses**

[World Wide Yellow Pages](#) searchable directory of commercial sites.

[Yahoo's Index of Business & Economic sites](#)

[Yahoo links to information](#) for small businesses.

## **Finance and Venture Capital**

[Australian Stock Exchange e-market site](#)

[Australian Venture Capital Guide](#)

[BSX - Australia's Alternative Equity Market](#)

[Elderslie Finance Corporation](#)

[First Corporate Pty Ltd](#)

## Additional Reading:

### Good SEO Copy

One of the main failures of many websites is the lack of content on the main page and associated categories and product descriptions. From the stand point of prospects visiting your website, lack of content on your homepage and elsewhere tells them you obviously don't know much about what you are supposed to be selling, or worse, you can't be bothered. From the search engines' perspective, they don't have enough information to review your site in order to assess how they should list or rank you, leaving you forever lost in cyberspace.

As I have mentioned before in previous newsletters, good content not only makes a good website, it also pleases the search engines and improves your rankings.

However, before you race off and throw some text together, mix it around and paste it on your website, you must focus on the quality of copy and its search engine compatibility.

The first part is up to you. If your copy is not relevant, appealing or informative, you will lose your visitor. Spend the time and effort to research, draft and edit something of value. For many online stores, the main page might incorporate numerous, well-described specials and small articles on new products. The categories and products pages will of course feature excellent descriptions and a paragraph/headliner at the top of each category page. Boring I know, but worth the effort.

Now all of this copy must be written in a way that reads well and is search engine compatible.

#### **Make the copy search-engine compatible.**

When writing content you must be constantly thinking of your keywords/phrases. These need to appear in several strategic places on your page and throughout the body text. On any one page the focus should be on two or three keywords/phrases. Any more dilutes the individual importance of these terms and thus the ranking for those terms on search engines.

To begin with, include your keyword/phrase into the page's main headline within the header tags (<H1> tag). These should appear first in the headline followed by a benefit of your offering. Headlines that give benefits are words that sell.

Follow the headliner with a paragraph of text that also includes your keywords/phrases and benefits. (Not features)

You should be aiming for approximately 300 words on the page. Keyword density should be about 3-5%. Any more and the search engines might start thinking you are spamming them. To check, count your words on the page and the number of times you use your keywords/phrases and turn that into a percentage. If you come up short, you need to go back to the text and look at ways of weaving those important terms into the copy while still making for good reading.

### Search tip:

"Google has launched a new Toolbar feature called 'Browse By Name' enabling users to navigate the web faster and easier by typing words, instead of URLs, directly into the internet Explorer address bar. [...] The new function can be downloaded at [toolbar.google.com](http://toolbar.google.com)

## Keywords

### An essential element in driving traffic to your site

More than 80 percent of people use search engines to find product and services. The objective of search engines is to deliver a quality result to people searching on the web for a product or service. These results will hopefully be websites which are relevant and have good content. These sites have not been viewed or ranked by a person at the search engine company but instead have been indexed and listed after being 'crawled' by what we call a spider. This spider is a piece of software that, on finding your site, crawls through each page, following links. Then according to an algorithm built into the spider, it ranks your site in its importance.

There are so many sites it is impossible to physically review each one, let alone review each site on a regular basis. However, search engine spiders or metacrawlers can do this job automatically and regularly. Your ranking dictates where your listing will appear when people search for your primary keyword or term. Ideally you need to be on the first page of results.

The search engine spider uses an algorithm designed to weigh up several factors that effectively judge your site and rank it. This ranking process will include the evaluation of your keywords, link popularity and a number of other factors. Now, the whole point of optimising pages is to help this poor old search spider figure out what YOUR essential keywords and phrases are. So first of all you need to figure out what they should be and then how do you weave them into your site in a way the search engine spider will take notice. This is what we are going to do:

- Select your keywords
- Analyse their competitiveness
- Optimise your website with them.

### Selecting a Keyword

Write down a list of keywords you think people will use to search for your products. Now look at your competitors and write down any new ideas. Having done that, search for some alternatives using tools like: <https://adwords.google.com/select/main?cmd=KeywordSandbox>. Simply paste in your most promising keywords to view alternate suggestions produced from Google's database. Naturally some terms are searched for more than others. It is pointless having a word or term that no one searches for. To evaluate how many times a word or term is searched for, Overture have a great tool: <http://inventory.overture.com/d/searchinventory/suggestion/>. Now test your keywords here.

After all of this you will have a pretty good idea of which keywords or phrases you want to use. When you select a keyword, it is pointless picking keywords where you have to compete with larger players. For example, if you picked a keyword in the music industry that the likes of Sony and other large players use, you will not be able to match their link popularity. Therefore, regardless of the effort you put into your optimisation, all these companies will rank ahead of you.

### Analyse Your Keyword Competitiveness

One way to determine the competitiveness of a keyword is to use a tool that evaluates how much companies are actually paying a PPC (Pay Per Click) for a visitor. A good tool is:

<http://uvbidtool.overture.com/d/search/tools/bidtool/>

When you search the internet through a search engine, you use a word or combination of words to find what you want. We refer to these as keywords and keyword phrases and terms. One of the most important assessments a spider makes is the amount of times specific phrases and words appear on your pages. This is what we call keyword density.

To successfully rank highly in the search engines, the words on your Web pages should never be an afterthought but a major investment in your search engine optimisation campaign.

As always, have a good look at your competitors and look at what keywords and phrases they focus on.

- Include your keyword and phrase in your page title.
- Include your keyword and phrase in your description
- Have an H1 heading at the top of the page that includes the keywords and phrase.
- Include your keyword and phrase several times throughout the body text.
- If possible link keywords to a relevant page.

To help in your research and analysis I have listed some more free tools I find really useful.

### **Keyword Count**

<http://www.keywordcount.com/>

Here you can enter a URL, and this free, web-based service will report back on the number of times and percentages various keywords appear within it.

### **Keyword Density**

<http://www.keyworddensity.com/>

At this site you can specify a keyword or search phrase, and this free service will show you how often it appears on any two web pages that you select. On the results page, selecting the "Search Engine Profiles" option and re-running the analysis shows you the estimated percentage for each major search engine, rather than for a generic search engine

## Does the order of key phrases in your copy make a difference?

Yes (Generally). You want to ensure you use any keyword phrase in the exact order and form in which you want it to show up in the search engine results pages (SERPs). If you want the plural version to show up, you have to use the plural form in your copy. If it's a competitive phrase, using it just once or twice will NOT be enough to get you high rankings. For best results, be sure to use the exact phrase a number of times within the copy on that page.

Search engines can put together different words within your copy and create a phrase out of them; however, if another site is using that exact phrase on one of their pages, and your page is not using it, chances are that the other page will outrank yours (assuming all else is equal). The search engines rightly assume that an exact phrase match is more relevant than a non-exact match.

If all the various forms of a particular phrase are important to you, you'll want to use them all within your copy. You don't however need to place them all on the same page. In fact, you are strongly advised against it. You will end up diluting all of the phrases and probably make the page unreadable.

Choose a few variations of your phrase to work with for each page of the site – both the singular and plural versions of a phrase on one page of the site. Perhaps throw in a few "ing" endings on that same page if it makes sense to do so. Just don't try to do everything all on one page. On your main page, use the keyword phrases that get searched on the most. On inner pages, feel free to create new phrases by experimenting with the keywords in a different order. Usually I say to focus on two or three keyword phrases per page; however, when you're dealing with related phrases like plurals and "ings," you can sometimes use four or five phrases on the same page. For example, "phrase 1 singular," "phrase 1 plural," "phrase 2 singular" and "phrase 2 plural" could possibly all be used on one page without it sounding weird. Alternatively, it might be easier to write the copy if you stick with all singulars on one page, and plurals on another. You'll have to try it out and see what works best for your particular keywords and your writing style.

When you have a shorter phrase as part of your longer phrase, e.g., "shopping cart" and "shopping cart software," you've got the phrase "shopping cart" covered in both of these phrases. In fact, using longer keyword phrases that also contain shorter phrases within them is a great search engine optimisation technique. This enables you to go after the more competitive, shorter phrase such as "shopping cart," but will also play safe and cover the longer, less competitive "shopping cart software." Nothing like getting two birds with one stone!

## Keywords by Page or Site, Google, and Keyword “Density”

I often get asked whether every page of your site should have its own unique keyword phrases based upon the information it provides.

The easy answer is that as far as the search engines are concerned, every page of your site has its own unique keyword phrases based upon the information it provides. This means that when a search engine is determining which page in its database is relevant to the search query at hand, it's looking for the best, most relevant \*page\* -- not \*site\*.

For many years, there was a lot of talk in the search engine optimisation world about themes and themeing. The belief was that if an entire site was focused on one particular theme (or set of keyword phrases), its pages would have a greater likelihood of ranking highly for the keywords in its theme than other pages that weren't part of a tightly focused site. I for one never put much stock in that theory. Most sites by their very nature are focused to a certain extent on one major subject, but even if one wasn't, it never seems to hurt its search engine rankings.

For instance, for years I hosted a site in a separate directory of my old webwhiz.net domain that was selling screen enclosures. The rest of my site was about search engine optimisation (and in the old days, Web design). Yet, the screen enclosure pages ranked fine for their keyword phrases, and the rest of my pages ranked fine for their keyword phrases. So I wouldn't worry about any off-topic pages on your site "breaking your theme" and hurting your rankings or anything like that. It shouldn't be a problem at all.

On a deeper level, however, all of the pages of your site actually do play a role in how you'll get your rankings. For instance, if you just have a one-page site, you may have difficulties getting decent rankings with it. This is mostly due to the fact that years ago one-page doorway pages were prevalent. The engines place a bit more scrutiny on a one-page site than those with many pages of content.

Another way that all of your pages work in conjunction with one another is through the linking structure. Let's say your home page links out to all of your inner pages, and your inner pages only link back to your home page, but not to each other. This signals to the search engine that the home page is the most important one on the site, and therefore it may have a better chance at ranking highly for its targeted keyword phrases. Also, if your inner pages link to your home page with a specific keyword phrase in the hyperlinks, this could help the home page rank highly for that phrase.

I also get questions about submitting sites to Google. Google requests that you submit only your home page, and it will spider the rest. In reality, you don't even have to submit your home page; just make sure it's listed from another page on the Web that is in Google's database, and it will get spidered that way. Don't be concerned if \*just\* your home page is listed for a few weeks to a few months with a new site. Google tends to add the inner pages more slowly than the home page.

As for another discussion point – keyword density – I use this example. If you have 10 pages devoted to "middle-aged women" there will still (hopefully) be a sub-focus within the middle-aged women category, on each page. So instead of focusing on the phrase "middle-aged women" on every page, you would want to focus on something more specific. In other words, you might have a page that talked about "empty-nest syndrome." That should be the keyword phrase for that particular page. You may or may not want to also focus on the "middle-aged women" phrase along with it.

Keyword density as a whole is measured on a per-page basis, if it's even measured at all. It's really not something you need to worry about. No need for keyword-density analysers and percentage calculators

that make your head spin. Just read your copy; read it silently, and read it out loud. If you hear your keyword phrases cropping up incessantly, then your keyword density is too high. If you can read the copy and know exactly which keyword phrases you're optimising for, and yet it sounds like wonderful prose, then you've done your job as an SEO copywriter perfectly!

## What is the quickest way to get indexed well for a given keyword?

Content. If your chosen keyword appears in the right places on your page, you dramatically increase your site's relevance to that keyword. As you try to rank well for more competitive keywords, you need to focus heavily on anchor text in links. But the greatest gains initially are through content.

### **So where do I put my keywords, and how often?**

We have talked about the importance of the title of your site or more specifically, the weight of the keywords in the title. So now let's talk about other places on the page. First is the headline. Make sure your chosen keywords are included high-up in your HTML content, and in a headline tag. Whether it's H1 or H2 or H5 really doesn't seem to matter.

If you're using a WYSIWYG page editor, just make sure to specify "headline" for your text and you should be okay. The same concept of Weight applies to the headline as applied to the page title.

Next: The lead text in your first paragraph.

Start the first paragraph of your body copy with your chosen keywords. You might even have the first paragraph be ONLY your keywords, much like the headline.

The second paragraph should contain your keywords as well, and as close to the start of the paragraph as possible.

Beyond those positions, I haven't found any statistical evidence to support the further positioning of keywords down the page. Just make sure to mention your keywords naturally in your copy down the page as feels comfortable to the reader.

Specific keyword density, from what I have seen, has not shown to be of any usefulness, although you will often hear the 3-5% Weighting mentioned. Just make sure to use the same permutation of your keyword phrase each time you mention it on the page (unless, of course, you're targeting those other permutations). So use the same order of words each time – i.e.: "Cajun recipe book" each time, and not "Cajun cookbook" once, "book of Cajun recipes" the next, etcetera.

One other beneficial use of your keywords down the page is in style tags. Use bold, underline, and italic on your keywords at least once for each down the page. Each seems to be a positive "check" in the eyes of Google.

## Power Linking Strategies and Website Promotion Secrets - Smart Thinking

I want to mention something that I think is extremely important regarding reciprocal linking. I see way too many websites that have high page ranks on their index pages and very often zeros on their links pages. Usually this is because the links page is too many sub folders away. That and poor internal linking are usually the problems. Webmasters only want to link to page ranked sites if they are building a solid strategy, and quite rightly - many webmasters don't care too much about their own links page, simply assuming that they are sending traffic away from their site. This is not the attitude to take, as the higher the page rank on your links page the better external link proposal you will get. The answer is to boost your links page in popularity. There are two ways to do this:

- Link to your partners index page AND reciprocal links page.
- Link to a site map that displays all your links pages.

Let's look at the first idea. No one has really adopted this idea yet and I'm very surprised. The idea is that you link to your partner's home page and next to that link you also add a link to the page that contains your reciprocal link on your partner's page. In effect you are boosting the popularity of the page that links back to you. If everyone did this then links pages would rank higher, in turn giving more weight to the link pointing back to you. I personally use Arelis to trade links, a fantastic tool that actually puts the fun back into an otherwise tedious task. At present, there is no way to automate this process using Arelis (or Zeus, as far as I know), but I have mentioned it to them and they are considering updating. As of now if you use either of these programs you would have to manually add these links once the pages are generated.

The second idea to boost your links page ranking is to create a new page that ALL your internal pages link to. Let's call this new page /site\_map.html. On this site map web page you will display text links and descriptions to every one of your themed link directory pages (making sure that you keep the number of links around 50 per page - otherwise you will need to create a second site map page linked from the first). Also include links to all your other internal pages. Now place a little text link to your site map on every page within your site. A good place to do this is at the bottom of each page where you can link from a little copyright sign. Something like this: © website-promotion-secrets.com. Effectively you have boosted your links page ranking even though it is only internally, something that is still extremely valid to search engines. Now make sure that when you create reciprocal links with external sites that you request they link to your home and your links page. Something like this:

***Used Cars for sale - Domestic and imported pre-owned cars by George Smith & Co. Link back***

Get the idea? The "Used Cars for sale" points to their index page and the "Link back" points to the partner's links page. Easy. However, this whole new idea might take a little time to get around, and until the big software programs adopt the principle, it might not be anytime soon. Until then you might have to manually add. Happy page rank!

### **Optimising Internal links**

Something largely overlooked by many webmasters today is the importance of optimising internal links. We always focus on external links, trying to make sure that they are keyword friendly, but then when we actually go to create our websites we use generic internal links.

The text that you use for a link tells the search engine what is behind that link. So for instance if you use "Home" to link to your index page, the search engines know whatever is behind that link is home. Unfortunately, "Home" is about as descriptive as a blank page.

Indeed, on most sites you visit you will see the standard “Home”, “About”, “Contact”, etc... In doing this there really is no true definition of what is behind those pages. Works great for human visitors, and really sucks for the visiting search engines.

A properly optimised site should be using more descriptive links. For instance, say you run a site about possums, let’s call it possums.com. Let’s assume you have five pages: the home page, a page about your site, an info page on species of possums, a photo gallery of possums, and a contact page. Instead of using generics such as “Home”, “About”, “Types”, “Gallery”, and “Contact”; use more descriptive terms, such as: ”Possums.com”, “Information about Possums.com”, “Species of Possums”, “Photo Gallery of Possum Pictures”, and “Contact Possums.com”.

By doing this you create much more keyword-friendly text. The best bet is to find the general theme of each page, and do a search for commonly searched keywords, and try to target the best applicable keyword as the link to that page. In doing this you will be able to let the search engine know what the page is about. So then when someone searches for “types of squirrels” or “squirrel pictures” you are more likely to have better rankings for those terms because they were targeted with the links.

## Fix Those Darn Title Tags

I recently reviewed a number of our merchant's websites and was surprised by the poor wording of title tags and, in some instances, the complete absence of a title tag, which is the ultimate sin! The majority of engines place considerable relevance on the HTML title tag, making it generally the most important tag on your page. The title tag also appears in the search results for most of the major engines, making the tags even more important. Having made the point on why you want a title tag, I now want to show you how you can improve traffic by creating REALLY GOOD title tags.

To explain how it works let's look at a sample search result for "low cost airfares" in one of the major engines:

Results 1 - 15 of about 11,342 containing "low cost airfares"

- 1 worldtravl taks you further!**  
online, inexpensive, low budget, low cost,  
budget, discount, low fares, discount airfares,  
family trips, index discount air  
[www.demosearchresults.com/3/40/41876.asp](http://www.demosearchresults.com/3/40/41876.asp)
- Untitled**  
Optional image. Go Back to Home. View  
Itinerary. Contact Us.  
[www.demosearch.com/info.aspl](http://www.demosearch.com/info.aspl)
- UNITED TRAVEL SERVICES HALF PRICE  
AIRFARES**  
AIRFARES HOTEL RESERVATIONS  
INTERNATIONAL DOMESTIC INSURANCE  
TRANSFERS  
[www.demosample.com/airprices.asp](http://www.demosample.com/airprices.asp)

Now, which of the above examples would you look at? One has misspelled words damaging the credibility of the site. The second isn't even using a title tag, which is why it's listed as "untitled," and the third example is all capitalised making it hard to read.

Other results offered were:

Results 1 - 15 of about 11,342 containing "low cost airfares"

- 1 worldtravel taks you further!**  
online, inexpensive, low budget, low cost,  
budget, discount, low fares, discount airfares,  
family trips, index discount air  
[www.demosearchresults.com/3/40/41876.asp](http://www.demosearchresults.com/3/40/41876.asp)
- Untitled**  
Optional image. Go Back to Home. View  
Itinerary. Contact Us.  
[www.demosearch.com/info.aspl](http://www.demosearch.com/info.aspl)
- UNITED TRAVEL SERVICES HALF PRICE  
AIRFARES**  
AIRFARES HOTEL RESERVATIONS  
INTERNATIONAL DOMESTIC INSURANCE  
TRANSFERS  
[www.demosample.com/airprices.asp](http://www.demosample.com/airprices.asp)

The point is, if you were reading down a list of titles, such as the six detailed above, which ones would you read? If your title is more effective than sites that are actually above you in the ranking, you may get the traffic anyway, simply due to the effectiveness of your title tag.

By the way, did you also notice how the second search results had a nice description under the title link? Most popular search engines show your "Description" tag underneath your page title. If you don't have a description tag, the search engine will show some of the text from your web page, which can be confusing. Having a description tag can help customers decide which website to visit.

### Creating Great Title Tags

Let's look at some tips for creating title tags that work, and then some mistakes that will cause your site to be passed over in the search results.

- Make sure to include your most important keyword or phrase at the beginning of the title. This is what the spiders will look at when they visit your site.
- Create some sense of urgency
- Offer something free (just an idea)
- Use powerful language that is compelling and exciting
- Ask a question
- Include a title tag on every page of your website

Remember that titles are being read by human beings as a result of searching a search engine. Make sure your titles read well, do not use endless strings of keywords or 'AAA' methodologies. If the title tag is boring, unprofessional or does not make sense, guess what? They will not visit you.

Create your title tags in such a way that they will serve as an online marketing campaign for your site. Remember that a well-written and effective title can make up for a lower search engine ranking.

## **Most Websites are Designed to FAIL! Is Yours?**

Frankly I don't know why so many people start an online business with such a bold intent to fail. That's right. So many ezimerchant websites I look at have paid zero attention to optimisation and yet call up after several months wondering why they are getting no sales. This is despite ezimerchant making it really simple for you to conduct the essential basics of website optimisation.

With so many sites stuffing up, there is no point in talking advanced techniques if such a simple thing as a title tag is too hard. So let's get back to basics. You want traffic and sales. Unless you profess to be some SEO guru, read carefully.

The primary engines we are firstly concerned about are Google, Yahoo and Altavista. If we optimise for these we will pick up others such as Inktomi, etc. Let's not get bogged down here because this is an ever-changing landscape and set of rules.

Google is currently number one in delivering search result pages (SERPs). Naturally we give this special attention. Yahoo has also weighed in with its own engine very similar to Google's. What works for Google, mostly works for Yahoo.

Google has been tweaking and fine tuning its search engine algorithms almost daily. However, one thing remains constant: there are things in SEO that you need to do and others that you absolutely need to avoid.

Here are my current absolutes of rigorous SEO techniques. As fast and furious as Google "dances" have been lately, these keep you out of trouble while helping you to continue to enjoy priority rankings in the results pages. Most of you will not be guilty or aware of some of the following techniques. On the other hand you might have some misguided advisors steer you down a path that will get you banned from the primary search engines. It's death in cyberspace! So be careful and watch what your tech people or advisors are doing.

### **Keywords**

If you do not know your keywords or phrases and have not conducted a competitive analysis, go back to square one. Email me and I will give you a quick analysis for free ([kerry@myshophosting.com](mailto:kerry@myshophosting.com)).

### **Title tags**

Your title tag should include you keyword or phrase. Some of you are great. (Mostly the ones making money.) The rest of you are disastrous. This is essential. A title tag has two functions: it helps your users know what the page is all about before they click on your link in the SERPs and it also helps the search engines better index your page.

### **Never write invisible text**

Some folk are still trying to get away with invisible text, this is text that might be the same colour as the background! If you attempt this you will be banned.

### **Continually add new content**

Sites that continually add new content and new pages mostly get the best rankings. What's more, when search engine spiders visit your site and find newly added or updated content, they will come and visit you more often! The more often they come, usually the higher and better your rankings. Search Engines are looking for fresh content. If you are able to add new content, make sure to include a tag into your ezimerchant template that requests a revisit by the spiders/bots every 7 or 14 days. Email me on this if you want.

You can also add specials pages and unique offers and news to your home page. What is also a great bonus to ezimerchant users is that the greater the number of pages in a given website, the higher the PR (Page Rank

or importance). This, combined with the number of links pointing to your site, calculates your total PR value. This is performed once a month during every major Google dance.

### **Never link to bad neighbourhoods**

It's not possible to control who links to you, and no search engine I am aware of will penalize your site if someone links to you. But you do have control of the sites *you* link to. If you link to a site which some would call 'a bad neighbourhood', you might get penalised by some engines for linking to them. Examples of this would be sites that have been penalized in the past for prohibited techniques such as invisible text, invisible links, gateway (or doorway pages) or sites that are really nothing more than a bunch of affiliates heavily cross linked. (Porn sites and web rings are a great example.)

### **Don't abuse meta tags**

Most search engines today don't even care to look at meta tags anymore, since they were spammed and abused so badly in the past. However, Yahoo is paying additional interest to these tags. The only other search engine today that seems to place some importance on meta tags is Inktomi. To keep it simple, when you write your meta tags, write your main keywords that are on that particular page. If the page is about red rubber balls, then that is all that should be written in the meta tags. Do not cram them with words that have nothing to do with the actual text written on that page.

### **Never use Doorway or Gateway pages**

Don't even think of using doorway or gateway pages as they are frowned upon by most search engines. If you use any kind of software or program that requires the IP address of a search engine robot, you may well have your site penalized or banned. Gateway pages serve different pages to search engines than they do to real human visitors. The search engines are very aware of this. Make sure that your SEO people do not use these techniques.

### **Focus on content and build the best site you can**

As we know, content works great with search engines. Likewise it works well with real people. Make sure your site is usable, not confusing, not bogged down with imagery and skip the Flash animated graphic for the moment. Give the monkey the banana. They are at your site because they searched for a specific term and want a result. Give it to them. Don't stuff them around! High rankings won't compensate for a site that has little usability. Does your site take too long to download? Did you know that even today, about 80% of people are connected to the internet using slow dialup modem phone lines? This is especially true in rural areas and in many parts of Europe.

If your menu and navigation isn't clear or if your homepage fails to give the slightest clue as to what your website has to offer, they will leave faster than you can say 'hasta la vista baby'!

### **Write compelling sales copy and body text**

At the same time as drafting good sales copy, you need to be aware of what search engines look for. You will have to include your important keywords a few times at strategic locations in your pages while at the same time writing text that flows well rich in keywords and phrases. Your home page, for instance, should contain at least 350 words containing two to three times your keywords for that page. Also make sure the first visible text visited by the robot as it crawls your page is an H1 header with your primary phrase or keyword. In addition include these words and phrases in the first paragraph on the page.

### **Links baby, links!**

You need links. Search engines place a lot of value on the number of links to your site. With Google and others ultimately neutralizing the value of reciprocal links, this is a tough challenge. Moreover, they are implementing procedures that kill off the 'web rings' of past, meaning only non-reciprocated and associated links will be valued. Tough indeed. The good news is that it's a tough challenge for everyone and is a level playing field. I will be paying a lot more attention to this to develop an effective and productive program for ezimerchant users. If you interested in increasing your link popularity, email me.

### **Statistics**

Driving a website without a comprehensive statistics package is like driving a car with your eyes closed. This is an absolute must.

### **Keep up to date with Search Engine Optimisation**

If you are running a website with the intent of capturing webtraffic to generate income, you **MUST** keep up-to-date with SEO news. This changes by the day and by the hour.

We have laid down some basics here. With this done we can really start to concentrate on how we can beat our competitors to achieve a page-one ranking. Work with me and let's build an ezimerchant website that generates the success you desire.

## Link or Perish!

Act NOW or risk **NEVER** being found on the search engines.

If you have a site or have an idea for a website, now is the time to do it. In the future it may be altogether too hard. The ultimate goal for most businesses on the internet is to attract loads of customers to their websites. These customers are people searching for specific products and services that match the keywords and phrases employed on the businesses' websites.

Most of the sites I manage are purely internet based and every day thousands of customers flock through the doors FREE! This is like running a business in heaven.

To actually get the customer, your website needs to appear on the first or second page of the search results for the words they typed into the Search Engine.

To appear on these first two pages you need to have a high rank, which is largely calculated on:

- Effective implementation keywords/phrases
- Multiple Inbound links pointing back to the your website, called Link popularity.

There is now clear and present danger that if you do not establish effective back links to your website, you will never rank or be found on the search engines in the future. The reason? Popular sites will continue to get more popular and attract new links while new sites will find it increasingly difficult to pick up any links and gain any sort of popularity.

Quote:

“An experiment carried out covered data collected over a seven-month period. And from that experimental data, they observed that the top 20% of the pages with the highest number of incoming links obtained 70% of the new links after seven months, while the bottom 60% of the pages obtained virtually no incoming links at all during that period.”

Up until recently, to build link popularity you would trade links with others. This still works and some methods for achieving this are detailed below. To make things even more difficult, in the future to rank on search engines like Google you will have to have MULTIPLE non-reciprocal expert links – ideally links from anchored text.

Link popularity plays a critical role in the ranking of your website with search engines. Some engines require at least one or more links coming to your website or they will drop you from their index.

### Link Popularity Explained

Link popularity is how many external links on the Web point to your own website. If you have 217 Web pages on other website domains pointing to your domain, then your link popularity is 217. Your link popularity will vary on each search engine because each engine has a different set of pages in its index.

### Check how many pages are linked to you.

You can check your link popularity using the [Marketleap Visibility Index](#). This service will quickly compare your link popularity across four major search engines. It will also compare your site with up to three other websites that you designate. This is a handy feature to see how you stack up against your competition. It's also great to find out who is linking to you. The link service displays coloured graphs so that you can visually compare your popularity scores for different search engines or different websites. In addition, you can have your link popularity report e-mailed to you weekly, twice a month, or monthly if you wish.

### The more sites that link to you the better.

Some of the major engines, like [Google](#), favour links from popular sites. A few links from websites with a high-link popularity and page rank can be better than a larger number of links from less popular sites (generally a Google page rank less than 4). Also some engines boost rankings for a keyword when they find links to a site that include the targeted keywords in the linking text. You can determine what a site's page rank is by downloading and using the Google task bar at <http://toolbar.google.com/>

### **How to Build Your Link Popularity**

**Trading Links.** This is the oldest method of improving link popularity and requires a lot of effort. However it can pay off. You simply email or contact the Webmaster of a site which is complementary, but generally not competitive, to your own. You then ask them to link to your site with a little blurb explaining your site. In turn you offer a link back to them.

**List Your Site.** Make sure you list your site on the major directories such as [Yahoo!](#), [Looksmart](#), and Open Directory Project. Open Directory is free and a good place to start.

**Post Messages.** Post a message, and include your URL in your signature in a guest book or forum on related sites.

**Check Out Your Competitors.** Search for your competitors and visit the sites that are linked to them. (Try using [Link Popularity Check](#).)

**Discounts and Premiums.** Offer a discount on your goods or services or a premium for anyone who agrees to post a small graphic on their site that links back to your site.

**Set up Separate Websites.** A method employed by many webmasters is setting up separate websites and linking all of them together.

**Create a Testimonial Page.** Create a testimonial page about a website you would like to get linked to your site. Inform the site of the testimonial, and encourage them to link to the page.

**Write Product Testimonials.** Alternatively, write a testimonial of a particular product and sign it with your name and URL. Send the testimonials out to the individual company and tell them how much you've enjoyed using their product. We all like great testimonials and there is a good chance it will get posted on their site.

**Offer Awards on Your Site.** Create and give the winners a graphic which shows their award and links back to your site.

## Index

Business name, 1, 2, 3, 5, 8, 9, 10, 11, 13, 14, 16,  
34, 35, 36, 37, 38, 39, 40, 48

Domain name, 12, 13, 39

Ecommerce, 48

Optimise

Keyword, 23

meta tag, 24

rank, 20, 24, 29

Search engine, 20, 21, 22, 25, 27