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## **Things you need to start a website**

Starting a website is not that hard. Most of you think: there are so many websites on the Internet, there is no way I can make a successful one. You are half wrong. Starting a website needs time, especially if you want to make a successful one, but that does not mean you can't do it. With the right tools, time and a little luck, you can have a website in just a few hours. After that all you have to do is repeat some steps and you will make money easy.

OK! Let's get started. First, you will have to choose a niche for your website. It can be a blog on a few topics related to a niche, a website with articles related to a niche, or you can just make an image hosting script, or a video website. Depending on the type of website you want to build you will need different hosting. Most hosting companies are suitable for a blog/website, but if you want to make a video website you will need a hosting account that allows FFmpeg and other stuff like that. I am not going to discuss about the hosting company because there are many good companies out there, each with its own prices and specifications. An easy thing to do is go to [DigitalPoint Forum](#) and head to Buy, Sell, Trade->Services->Web Hosting and you will find a lot of good offers for all kind of hosting packages.

Also, there are free web hosts out there. Most of them are bad...but with a bit of luck you may find a good one. If you just want Wordpress or a forum, then I suggest using [Dreamhost Apps](#). At the time when this ebook was written, it was free (because it was still in beta). All you had to do is go to the website, press Sign Up, Pass "El Diablo" (this is to let only a certain number of accounts to be created) and set up your account. Really easy and fast. Also, there is the possibility to upgrade your account later on.

You will also need a script for your website. The best blog script is Wordpress, and from my point of view the best CMS is Joomla. Also, [x10Media.com](#) has a very nice MicroBlog script with a lot of features. There you can find scripts for many other websites, including [Image Hosting](#) script and [Video Website](#). Go to the website and check them out.

If you choose a script from [x10media.com](#) then you have a well built script with a lot of feature. But if you wanted to build a blog or website that most probably you have chosen Wordpress or Joomla. If this is the case then you will need a very cool template. You can search for templates on the internet and you will find some very nice templates. But if you want a professional website, then you will need a theme as unique as possible. You can start making a design in Photoshop, code it in Dreamweaver or Notepad...but if

you don't have time/knowledge for this, you must hire someone to do this for you. Lucky there are also other alternatives. Recently I discovered a very cool software called [Artisteer](#). This fabulous software will help you make a unique Wordpress, Joomla, Drupal and even HTML themes with just a few clicks. No more coding, no more hours wasted trying to find the perfect design. Just install the software, and with a few clicks you have a wordpress theme that is compatible with the latest wordpress version and is also widget ready. Want this theme for Joomla? No problem. Export it again for Joomla and everything is ready to be uploaded.

OK! You have a website set up. What you need to do is write articles on the niche you have chosen. Sadly there is no software that will do this for you. But I hope that you have chosen a niche you have some knowledge about and also that interests you. This way, you can also learn from researching the articles you write. If you chose a blog, than write articles on regular basis: approximately 2-3 articles every week. This way you will have fresh content all the time. Make sure your articles are unique. Anyone can copy-paste, but this way you will never get at the top of search engines. And search-engine traffic is the kind of traffic you want. Users that get to your website after a link from a search engine will surely read the articles (if they are good) and most probably will come back again to see what you have written from the last visit.

For this you will have to do some SEO. I strongly recommend the training modules from [SEOBook.com](#). They have over 100 training modules, covering topics like: keyword research, link building, site architecture, website monetization, pay per click ads, tracking results, and more. Also there is a good community there that will help you in almost any problem concerning SEO.

Another important thing is to make sure your articles are noticed. You can make link exchange with other webmasters, buy ads or links on website, but nothing is more effective (and cheaper) than social bookmarking websites. If you do this right, you will have visitors coming to your website long after the article vanished from the front page. To make sure users can bookmark your website fast and easy, just use the [Addthis.com](#) button. This way, users can bookmark your article with just one click. They also have a plugin for most blog scripts. So installing the button on every article you post will be done automatically.

A good strategy is to have friend on Digg, StumbleUpon and other social bookmarking websites. This way, when you bookmark one of your articles, your friends will see them and some will even read and bookmark them as well. So...you get free advertising.

You have a website all set up. You have a nice unique theme. What else do you need? Content. I am not a fan of auto-blogs. I consider that stealing. If you want to really have success in your niche, than you will need good quality and unique content for your

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website. If you have just a forum than everything will be done by your forum users. The hard part here is having an active community. If you have an image host you don't need articles. You will need to advertise your website. If no one know it exists than no one will upload images there. Once it gets a little popular you should see some traffic. Image hosts don't need a lot of maintenance...but you do need a good hosting package for this.

I am going to write more about websites that need articles. Form blogs to niche websites, all need fresh content all the time. You can write your own articles or you can hire someone to write the articles for you. Writing your own articles is cheaper, and also considering you have chosen a niche you are interested in and also have some knowledge about it, it will be fun as well. The number of articles you need to write varies from website to website. Depending on the niche you may have to write 2-3 article every week or just one article/week. The key is having good quality articles.

If your website has good articles, people will come back to see what you posted since there last visit and most importantly, you will get a good amount of search engine traffic. I found search engine traffic to be the best. Users that come to your website after a link from Google or Yahoo! Are the ones that read your articles and also click on the ads or affiliate links.

That is why SEO is so important. Like I said before [SEOBook.com](http://SEOBook.com) offers some nice deals on SEO. It is true that you have to spend some money, but the amount you will get in return is worth it. Nothing is 100% free. Even if you think: free hosting, free domain, free template, I write my articles, I do my SEO, I do my advertisement...so everything is free. You are very wrong. Doing everything yourself needs a lot of time. You will never be able to advertise your website efficiently without the help of and advertising company (I recommend Google Adwords) and you won't be able to do your SEO as well as a SEO expert. That is why I recommend you stick to writing your articles and doing small adversting campaigns on forums and also link exchange may help.

After you have some articles posted on your website you should start to see a little bit of traffic. Don't get sad if at first you only have a few visitors. If you do some advertising on forums and also you have SEO friendly website, the amount of visitors should raise every day. Now it is the time to put some ads on the website. Google Adsense is a good place to start, but there are also other similar companies. Also, you may want to start writing some affiliate articles. Here you write about a product or service and post your affiliate link. This say, you will earn commission for every sale your website makes. A good place to find products to write about is [LinkShare](http://LinkShare). They have products and services for almost every niche. And they also pay really well.

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Combining Ads with affiliate products should make you a decent amount of money. This amount will raise as time goes by if you do your advertising and SEO correct.