

This is an excerpt from:

“Cyber Gold: A Guidebook on How to Start
Your Own Home Based Internet Business,
Build an E-Commerce Website,
& Strategies for Making Money Online”

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Intro.

An estimated 2.7 trillion (yes, *trillion*) dollars will be spent on products purchased over the internet this year alone. And that immeasurable number grows exponentially every year. Eager to get a piece of this ever-growing pie, we decided to start our own ecommerce website, without knowledge of how to get started, or which steps we should be taking when.

As a result, we made mistakes. Some small, some huge.

Actually, most of our problems occurred from a basic lack of knowledge and a general confusion over what to do next. But this won't happen to you! We're here to share those mistakes and concerns so that you don't have to make them too.

You'll probably still make your own mistakes, of course, but your mistakes will only help you grow as a business owner. Mistakes usually bring about a good sort of change. They're just part of the process. But our mistakes were made because we jumped in without knowing what we were after, how to get there, or even what we needed to *know* to get started properly.

We promise to give you at least that much.

MAKING MONEY.

Making money fast is not an easy task, and expecting to make money fast without hard work is foolish. But it isn't impossible.

Many people are under the assumption that the “entrepreneurs” on the commercials and in the mass-flyers and emails are getting rich overnight with virtually no work involved. Despite the obvious contradiction in that, it doesn't take a skilled professional, or a get-rich scheme to start a successful internet business.

In fact, most of the multi-millionaires were just getting started themselves—most without a college degree or any experience using the internet.

So, this guide is to encourage you to do something for your life, something that you'll have total control over, and only profit from in the end—from start to finish.

THE STATISTICS.

In early 2006, the number of internet users topped more than one billion. Not million. *Billion*. How many people is one billion people? If you count at one number per second (not taking any breaks, ever), it would take you more than *thirty-one* years to finally reach one billion.

The Census Bureau has been crunching the numbers and they estimate that the second billion will be reached before 2016, the number growing at an annual rate of approximately 18 percent.

Want to know how world wide the internet truly is? Only 23% of all internet users reside in North America, putting 24% in Europe and 36% in Asia. Before 2016 (even though the US drops enough cash to account for more than a third of all ecommerce), North Americans will only account for 15% of all internet users.

If you've been paying attention to these statistics, you'll have realized that the largest market for ecommerce lies *outside* the United States. What does that mean for you and your website?

Simply offer international shipping on all orders and poof, international ecommerce!

THE INTERNET, YOU & SUCCESS.

The internet as we know it didn't even exist just five years ago, and it certainly didn't have the power and promise for small businesses that it does now ten years ago. That's why it's so important to get in now, while things are looking good for websites.

With the internet, the only true limitation is yourself. How much are you willing to learn? How much time are you willing to dedicate?

How much do you want to *change* your life?

We're going to let you in on a little secret. The internet is like a big pond. Only two percent of the fish in the pond really even know how to swim. The others are only there because they knew they needed to be in the pond, but they didn't give it any more thought than that.

To put this stretched out metaphor simply, nearly every website on the internet (okay, 98% of them) have no idea what they are doing and have only ranked as well as they have because no one else knows what they are doing either.

The internet is just like anything else. To succeed, to do well, you have to put in the time and effort, and you have to learn the rules to use them and make them work for you. You have to know the rules (in anything) to break them.

All of this probably sounds crazy.

You're just starting out, and you may not even really understand the internet ranking system yet. Or the power of positive PR. Or that PR stands for Page Rank and has nothing to do with your rank in the search engines. But not to fear.

We're here to teach you how to build a fantastic website, all on your own. We'll teach you what to do and what not to do. We'll teach you how to do things right the first time.

And we'll even teach you a few tips and tricks that will put you in the pond and have you swimming with the top 2%. Because you deserve to be there.

Starting your own website is, after all, about success. Your success.

So, hunker down, caffeinate, and prepare to educate yourself. After which, you will be able to tell your friends and family that you now know how to create a website, and you could even go so far as to tell them that you're a *web designer*.

Oh, and above all else, be proud of yourself for taking this step and deciding to learn something new that will only benefit you in the future. You've just changed your life for the better.

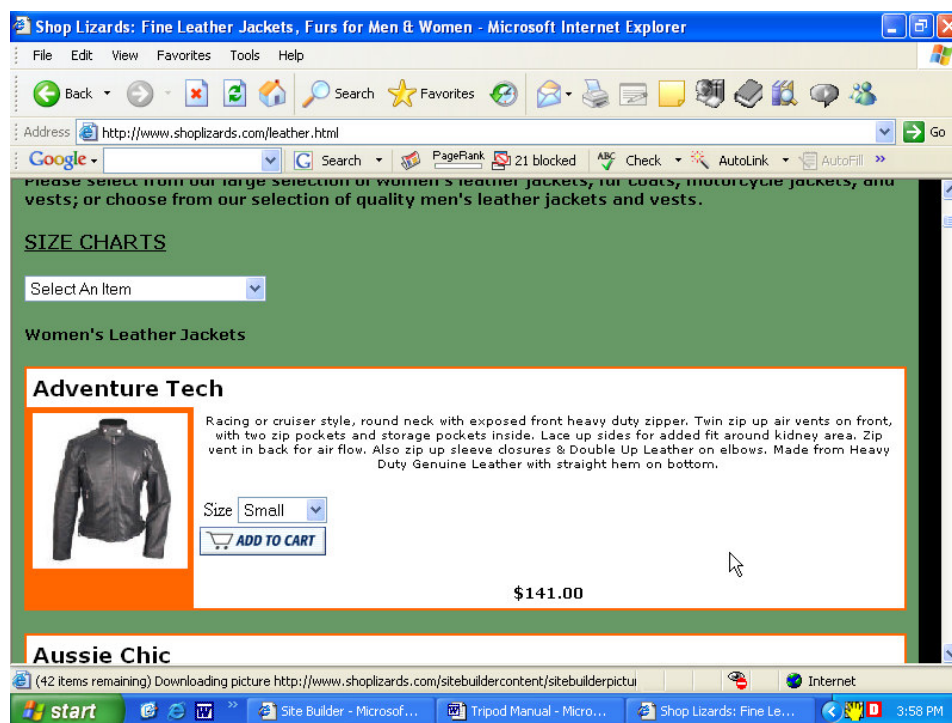
Congrats, fellow web designer, and good luck!

From Chapter Five: Building your Site Shell

ADD TABLE.

When you click the **Add Table** button, the page will take a moment to refresh with dotted lines and little gray **Add It Here** buttons. This is a really useful option if you are selling items and want a uniformed look to your product catalogues.

We used tables for every one of our shopping pages. The **Add Table** option can also be found in the **Site Add-On** section, as a **Site Add-On**.



After you click an **Add It Here** button, you have quite a few decisions to make. You need to decide if you want to choose a table from the **Table Gallery**, or if you want to build your own table.

We suggest looking through the Table Gallery to get some ideas about what you *can* do, and then if they don't have what you need, you can just build your own table, which is actually a lot easier than it sounds.

CHOOSE A TABLE FROM THE TABLE GALLERY.

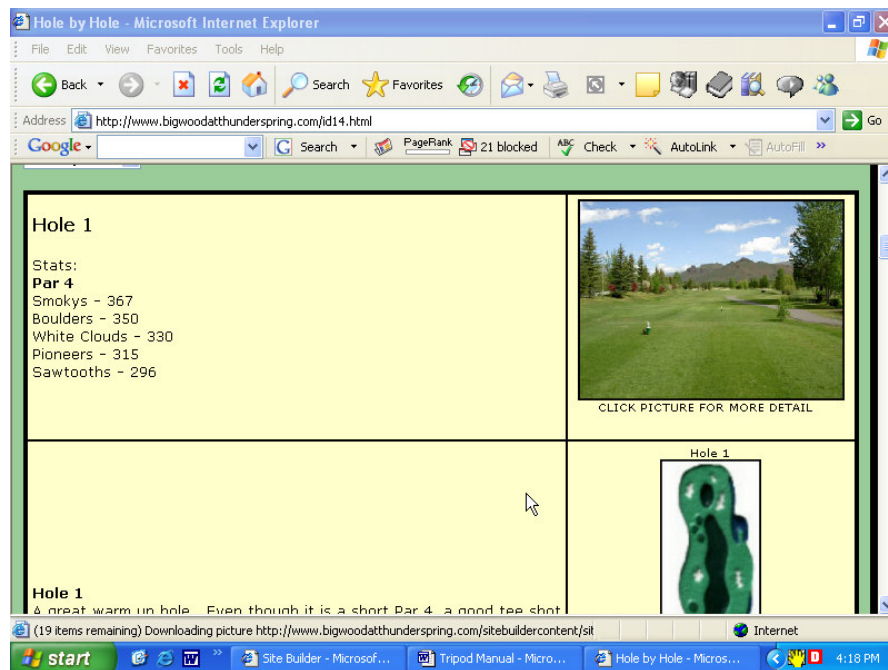
Choose from the available tables in the gallery to add that table to your website. You can edit the text and pictures within the table, you can add or delete elements (we'll discuss deleting items later), or you can click the **Edit Table** button.

The **Edit Table** button will take you to basically the same screen that **Build Your Own Table** uses. You can change how many rows and columns the table has, you can change all the colors, the alignment, and even the table borders. Plus, when you make changes, Tripod will show you an example of what it will look like, so you'll have a good idea.

Make your choices, knowing that you can come back and change them as many times as you'd like to get the right look, and click one of the "Done" buttons. If you change your mind about creating a table, click the "Cancel" button.

BUILD YOUR OWN TABLE.

We found that the selections in the table gallery were very customizable and easy to work with, but when we wanted just a simple two-column table, it was actually easier to make our own.



Above is an example of the table that we created for Bigwood At Thunder Spring's website, <http://bigwoodgolfcourse.tripod.com>.

So, if you can't find just the right table template from the gallery, creating your own is a good choice—and you can be as creative or as simple as you need once you know how things work.

If you're ready, you'll need to decide how many columns and how many rows you want, and then you'll need to decide on your colors. You can always come back and change things later. After you're done, click one of the "Done" buttons. If you change your mind, click "Cancel."