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**Creating the Perfect Package
for Your Web Product**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Planning without action is futile, action without planning is fatal"
Anonymous

Creating The Perfect Package for Your Web Product

The Second "P" - Presence

For many businesses, the product strategy part of marketing is really about marketing the company, rather than the individual goods or services. If you think of your business as the product you are marketing, then your website is actually the packaging for your business. You want to use that packaging as a tool to market more effectively, so the design elements you incorporate into your website must create a stimulating, trust inspiring, selling environment. They must tell your visitors, "buy these products or services at our site for these reasons..."

Your website is and will remain your most important marketing tool - and probably one of your least expensive ones. Financially speaking, the Web is "The Great Equalizer" of the marketing world.

This said, one mistake new entrepreneurs often make when they get their first site (with web space being so cheap these days), is that they get caught up in the excitement of the moment. All of a sudden they find themselves in possession of anywhere from 100 to 300 megs of web space, more space than they ever possibly could - or should - use, and they go hog wild in trying to fill it. They totally lose sight of what they are, or should be, trying to accomplish with their site, which is to try to sell one product or service.

When you get right down to it, your website will either make or break your business! And, when it comes to attracting buyers and making sales, "appearance is everything." In designing your website (or having others design it for you) you must never lose sight of your focus. Without a "website that sells," all your other marketing efforts will just be a big waste of time and money.

So how do you go about creating the perfect package for your business?

There are five preliminary steps you should take:

1. Define your online business objectives
2. Narrow your online objectives down to one primary goal.
3. Define your target market or audience.
4. Define the personality or graphical tone of your website.
5. Create a link storyboard for your website.

Let's take it one step at a time.

Define Your Online Business Objectives

Before you even start to create your website, you must clearly define your online objectives. What is going to be the purpose of your website? What do you want your site visitors to do? Do you want them to buy? Request a trial download? Sign up for your newsletter? Provide feedback?

Brainstorm and make a list of all the objectives you come up with.

Some of your objectives might include:

- Advertising your product or service
- Selling your product or service
- Creating and establishing a company identity or brand awareness
- Building up your credibility as a merchant or professional
- Providing useful information, especially about your product or company
- Building up your opt-in subscriber list
- Providing top-notch customer service and support
- Generating repeat traffic through great content
- Advertising an event (i.e. a seminar)

If you're wondering why I didn't list "making money," when in all honesty it's probably one of the main reasons you're all looking to start your own business in the first place, it's because "making money" is more of a result than an objective. Making money is what will happen if you stick to a solid marketing plan, properly target your market and design a website that accomplishes your objectives.

Okay, once you've drawn up your list, you need to narrow it down to one primary objective or goal.

Define Your Primary Goal

Let's say, using the above objectives, that you single out "selling your product" as your primary goal - you're going to focus solely on this objective when creating your homepage. You need to communicate as quickly and as clearly as you can just what your site is all about. In order to do this, you first need to make your definition as specific as possible, so you'll have enough information to work with in designing your website.

Let's say your product is an e-book, what is the title of your e-book, what is it about and exactly how do you plan to go about selling it? Take this project for example. If I were to design a sales site around it, I might begin to define my primary objective as being:

"Selling an e-book/private website entitled [Plan to Succeed Online](#), detailing how to plan and build a successful online business, using real-time credit card processing." This at least tells me that I will need to get a merchant account or line up a third party processor and incorporate "real-time" order taking capability into my site.

But I'm going to need more specific information if I'm going to design an effective sales site. In particular, I'm going to need to know exactly who I'm planning on selling my e-book to - who my target market is.

Define Your Target Market or Audience

In fact, your primary goal is - and should be - inseparable from your primary audience. So, using the above example, my definition might now be.

“Selling a combination e-book/private website entitled [Plan to Succeed Online](#), detailing how to plan and build a successful online business, to would-be home-based entrepreneurs using real-time credit card processing.”

This is a bit better, but the “would-be home-based entrepreneurs” part is still pretty vague. If I’ve done my homework and properly analyzed my target market, I should know a lot more about who I’m going to be selling to. So, a better primary goal definition might read something like this.

“Selling a combination e-book/private website interactive course entitled [Plan to Succeed Online](#) about how to plan a successful online business to would-be home-based entrepreneurs, who have some internet experience and have subscribed to several online courses, but have held back on actually getting started because they lack a solid business idea or are fearful of the risks involved. My e-book will be sold using real-time processing and an automated fulfillment center.”

Yes, it is perfectly acceptable to be this specific! I'm not saying that you can't have secondary goals, but the key is picking a single primary goal that is your beacon; the cornerstone around which your will design every aspect of your website. You can always approach wider audiences at a later date after you have been successful with smaller ones.

Instead of approaching your web site as a blank canvas that you have to creatively fill, you now have a very specific course of action.

Define the Personality of Your Website

Ah, but you're not finished yet. Take a minute and think about the various websites you have visited in surfing around the Net. Some no doubt appealed to your right away, while others sent your packing.

Kind of like meeting new people. While it's true looks aren't everything, they are often a good indication of a person's personality. First impressions either make us want to get to know a person better or they make us shy away from that person.

Same thing with web sites. Each has its own personality, whether its owner intends it to or not. A website's personality is determined by its primary message and graphical tone. If you're smart, you'll deliberately design your website's personality to match that of your target audience or market. You'll pick a message and tone that caters to their unique wants and or needs.

To do this, I suggest you refer back to your *customer profile*, focusing on the demographic and psychographic parameters you've already determined. They should help you to get a general idea of the personality of your typical customers. Obviously, they are not all going to have the same personality, but if they are all looking for the same thing and all belong to the same organizations, it's likely that the majority will have many traits in common.

You want to define these traits in terms of single descriptive words, such as: professional, playful, alive, unassuming, business-minded, gentle, aggressive, approachable, sophisticated, demanding, happy, sad, serious, carefree, tender, brash, bold, confident etc.

If your list included gentle, tender, playful and happy, this tells you that you will not be designing your graphics using hard lines, squares, reds and blacks. You will lean toward a softer design with curves, circles, blues and yellows. On the other hand, if your target audience is professional, business-minded, sophisticated and serious, you will want to stick to basic colors and simple, straightforward design elements that will lend your site a tone that is polished and business-like.

The only way you can be assured that the graphical tone of your site will appeal to your target audience - and not send them packing - is by taking their wants and needs into account before you decide on a single design element. If you are going to be selling nutritional supplements to health food devotees, you are not going to want to use jazzed up multi-media presentations. This is really simple common sense - but most marketers are in such a rush to get their sites up and running that they neglect to use much common sense.

Once you've determined the graphical tone of your website, you're going to need to hone in on your primary message (based on your primary goal). You must decide what you want to tell your audience right up front. What is the most important thing you want you convey through your website?

Brainstorm. Come up with dozens or even hundreds of short phrases that best describe what your product or service is about and what it does for or how it benefits your target customers. When you're finished, pick the top two or three phrases and combine them into a sentence or two. This is your primary message.

Now combine your message with your graphical tone to come up with an overall personality for your website. The image you want it to project. For example, if you are designing a site to market toys and books to children you want it to be colorful, fun and interactive with simple text and an easy to understand message. If, on the other hand, you are marketing financial services, your website would require a more professional personality. Your graphical tone would be solid and clean and your message informative and business-like.

If you take nothing else away from this lesson, remember this: Visitors to your site need to grasp and understand your primary message - what your product or service has to offer them - the moment they land on your website. If they can't understand your message or it doesn't "grab" them instantly, they will move on. Your opportunity to do business with them will be lost forever. Even if your message does "grab" them, if something else about your site disturbs or fails to appeal to them, they will click away.

So, don't underestimate the power of a little planning and preparation. If you don't have a website that does its job - whatever you determine that job to be - there's really no point in having a website at all, is there?

Create A Link Storyboard for Your Website

A link storyboard is a flow chart or organizational chart that tells the 'story' of how the pages of your site will link together. You don't need any fancy tools to perform this exercise, just good, old-fashioned paper and pencil.

There several things that you want to accomplish with your storyboard.

1. Establishing Your Links - Creating a storyboard and defining the links between your pages gives you the "Big Picture" of your project and allows you to proceed with more confidence and speed (with less errors) during the actual design phase.

2. Keeping Your Page Names Straight - In addition to the descriptive names for each page of your site, you are also going to need to create real URL or file names (names that end in .html or .htm). Using file names in your storyboard insures consistency when you later go to link up your pages.

For instance, you might forget whether you used the singular or plural form of a word in a page name when creating your navigation, and if you use the wrong one (i.e. product.htm instead of products.htm), your links will not work and you will be left with the dreary task of finding your errors and correcting them. When you have your file names right in front of you on your storyboard, however, you are less likely to make these costly and time consuming mistakes.

Since we're on the subject, let me interject a word or two about page naming.

Page Titles - You'll want to assign each of your pages a title that accurately and succinctly describes the page. This is not the headline or chapter heading. The title is actually a tag that appears in the header of an HTML document. Giving each page an accurate and descriptive title is important for several reasons.

First of all, since most Web browsers display a document's title at the top of the screen, it helps Web surfers to identify where they are and what they'll find on your page. If they opt to bookmark the page to return to it later, your title will appear in their bookmark file. If it's not something they recognize, something that inspires them to return, they might just delete the link - and there goes your opportunity for repeat visits or business.

The over-riding reason to assign each page a title, and to put some thought into the words you include in it, is that search engines put a lot of weight in the keywords you use in your title. Keeping your page titles brief (5 - 10 words) will increase the potency of your keywords and earn your pages a higher ranking. (Positioning your keywords at the beginning of your page titles will also increase keyword relevancy.)

If branding is one of your objectives, it's a good idea to include your site or business name in all of your page titles. For example: WebSuccessMaker - Website Design Information & Resources.

File Names - Your file names should also be descriptive and meaningful, as they show up in search engine results and, if you forget or neglect to give any of your web pages proper titles, your file names will turn up as bookmarks! Would you remember why you bookmarked, much less return to, a page that looked like this: <http://www.websuccessmaker.com/300sty/f862uz?5331a7qw334?>

Aside from this, if you are the one creating and updating your site, it's helpful to have familiar file names, so you'll easily be able to pinpoint the exact page you're looking for when you want to add something or make a change. Choose a simple descriptive term like, company.htm or products.htm.

If you have a large site, you're best off organizing your pages into folders, like you may already do with your email, so that you can keep better track of them all. The folder names should also be descriptive of their contents. For example, in the link... http://www.websuccessmaker.com/tutorials/website_design.htm, I know that my /website_design.htm/ file is in my /tutorials/ folder.

3. Establish the most effective traffic flow through your site

If your primary goal is to get your visitors from your index page to your order page, then you want to work out the path that will best accomplish this objective. Rather than sidetracking prospects with your philosophy and mission statement, you'll want to direct them to the features and benefits page and then on to a page where they can purchase your product or you can at least establish contact with them.

On your storyboard, this will appear as a colored line or boxes (time to break out the markers), showing the most direct and logical flow from entry to sale/contact to exit. This exercise may require you to rethink your storyboard and move things around a bit to achieve the best flow, but better now than after your site is published.

Make no mistake about it, this one little exercise can make or break the sales effectiveness of your site - so you'd be well advised to take the time to do it.

So there you have it. If you take the time to think about and perform each of the above steps BEFORE you actually create your site - or hire someone to do so, you can be assured of winding up with a top-notch Web site. Just remember, think of your objectives first, then your primary goal and target audience. Create quality content for your pages and storyboard how you will lay them out and link them together. Only after you've done all of this are you ready to proceed to the actual "packaging" phase.

Website Design Basics

Top Ten Website Design Dos

You have no choice. If you want to be successful online, you need to develop a website that serves the needs of your visitors in a manner that is both user-friendly and easily understood. Here are a few rules that you should follow to develop a quality site that sells:

1. Don't try to do it yourself ...

Unless you have a solid knowledge of HTML, or unless you use a good WYSIWYG program and have a good feel for design - don't be penny wise and pound foolish. Not only will incorrect HTML coding make your site appear extremely unprofessional because things won't display properly, it can also cause various usability problems.

Image is everything. You only get one chance to make a good first impression - don't blow it just because you want to save a few hundred bucks. In fact, there are plenty of excellent affordably priced design template options out there, along with numerous software alternatives, that you can use to easily create an impressive website. So you don't have to pay an arm and a leg to establish a polished, professional web presence.

2. Is Your Site Easy to Navigate?

Provide a consistent navigation system - bar, buttons or links - at a uniform location on every page that of your site; one that makes it easy for your visitors to move around and get the information they are looking for without getting lost or confused. Every page in your site should be accessible in three clicks or less. If your site is large, include an up-to-date site map.

Bear in mind also that search engines can index any page of your site, so your home page might not necessarily be the first page visitors land on. Never have dead ends. You want to be sure that no matter where or how they enter your site, visitors will know where they are, what your site offers and how to get around it. At the very least, every page should have a link back to your home page.

3. Keep Your Purpose in Focus at All Times!

I know we've talked about this but it bears repeating. Don't lose site of why you have a website in the first place. Every aspect of your site should somehow contribute to your goal - be it to sell, inform or simply entertain! Anything that detracts from your purpose, like having hundreds of choices on your main page, should be avoided like the plague.

If you're running a business, your website's most important job is to sell your products and services. Place your links strategically, so that, rather than wandering about aimlessly, your prospects follow the path you have purposefully laid out for them straight through your offer toward their "decision to buy" and on to your order page. Don't leave anything to chance. Take control and lead the way! Remember: Your goal is to keep people at your site until they have accomplished your objective.

4. Let visitors know who you are.

Make is easy for visitors to contact you - don't make them hunt through your site for your email address or phone number. Part of building credibility involves letting people know exactly who you are and how they can contact you. Real phone numbers, real names and real addresses make a HUGE difference! Either devote an entire page to your contact information and include a link to it on all your main pages or include the information in a footer at the bottom of all of your pages.

Along these lines, if you list more than one email address for things like support, sales, subscribe etc. be sure it's clear which should be used for what.

5. Keep the look and feel of your website consistent.

Remember, your website design is at the heart of the "packaging" process. Choose a background color and stick with it. Choose link and text colors, and use them consistently. Font types, headers, footers, navigation bars, buttons, bullets, graphics and so on should be consistent throughout the site to maintain a polished, professional look and layout. Consistency of design will ensure that the experience at your site is a pleasant one. It will also let visitors know that they are still at your site and haven't linked off somewhere else!

6. Make sure your pages are fast loading - particularly your home page.

Web surfers are an extremely impatient lot - if they can't begin reading or viewing your homepage in less than 10 seconds, they will lose patience and click away.

Be discriminating in adding graphics to your site. And make sure that you keep the size of the graphics you do use, say your company logo, down to a minimum, so that they don't take up precious load time. (Bear in mind, many Internet users are still using 28.8 or 56K modems.) The combined size of your text and graphics on any page should not exceed 50K.

7. Do something to capture a visitor's attention immediately.

This is one of the most important yet overlooked keys to developing an effective site that turns visitors into buyers. You absolutely must do something - anything! - to grab a visitor's attention and interest within the first few seconds of their arrival. If you don't make it immediately obvious how the user will benefit from exploring your website further, most won't bother.

Generally speaking the best way to do this is to incorporate benefit-packed headlines near the top of all of your web pages. Web surfers tend to scan text online as opposed to actually reading it, so make your key

points quickly and succinctly and use lots of bulleted lists, headers and horizontal rules or short paragraphs to create visual "breaks" in the content. If they are faced with huge blocks of text, many visitors may feel overwhelmed by the quantity of the information you are offering and be disinclined to read it. Aside from this, it is easier on the eye when you break up your text with lots of white space.

8. Give Your Visitors a reason to come back.

It's a proven fact that most prospects, no matter how qualified, won't buy from you on their first visit. This means that you should do everything you can to encourage future visits, and the only way to do that is to provide ongoing benefits to your visitors. One way to do this is by adding fresh, relevant content on a regular basis. Updating your content with valuable information keeps your site vibrant and keeps your visitors coming back for more. Use your website to keep your market informed about developments in your business and industry.

You can also host online seminars, advice columns, coupons, interactive tours, surveys and contests as well as providing coupons and useful free tools, software and other resources. Not only are these enticements great traffic builders, but they are also great reasons for your visitors to return. Remember that you should first give in order to receive - and that the more you give the more you'll likely receive.

9. Make it Easy for People to Buy from you.

Internet shoppers are an impatient, impulsive lot. If and when they decide to buy, they expect your ordering process to be fast and easy to use - so don't disappoint them. You must take credit cards and you must offer a secure order page! This does not mean that your entire site needs to be "secure" - just the page that people place their final order on. (Don't worry, most full service web hosting companies offer secure server options as part of their packages.)

You should also be prepared to accommodate customers who wish to order by phone, fax or mail, and to handle checks and money-orders. The more options for payment you offer, the more sales you'll make. If you sell more than a handful of items, easy-to-use shopping cart software will help boost your sales.

10. Test your site with different web browsers before opening for business

One of the frustrating things about web design is that there are still no real standards that you can depend on. Each and every web browser has its own little quirks and displays web pages a little differently - even different versions of the same browser. Something that looks beautiful on your screen may look like crap on someone else's, so spend some time checking your web pages in various browsers.

At the very least, always preview your pages using different versions of both Netscape and Microsoft's Internet Explorer, as the majority of users will be using one of these browsers. (Since AOL actually bases its browser off either Netscape or Microsoft Internet - depending on their current affiliation, if your site displays properly in both of these you can safely assume that AOL users will have no problem viewing your site.)

Also you want to make sure your web pages are designed for different screen widths and resolutions, as there is no "standard" computer system or configuration. Some people will be using 15" monitors at low-resolution, and others will be using 21" monitors at super-high resolution. While it's not always entirely possible, make an effort to design your site so that it's usable by all. Never make any of your pages wider than 600 pixels - horizontal scrolling is unacceptable. You can get free website diagnostic services at the following sites. Use them.

- [WebSiteGarage](#)

- [The Net Mechanic](#)
- [Jim Tools](#)

Top Ten Website Design Don'ts

1. Don't make visitors wait, because they won't.

This is absolutely the most important thing to keep in mind as you design your website. Remember that you only have a few seconds to capture a visitor's interest and attention - and you can't even attempt to do that if your pages take more than a few seconds to load. Don't underestimate the importance of this. Your income is directly proportional to the speed at which your web pages load.

Until analog modems are a thing of the past, the general rule of thumb is to keep each of your web pages under 50k - and even that's pushing it. There's rarely a need for a page to be over 25k in total size.

2. Don't mistake "cutting-edge" for "quality"?

If you are a multimedia game designer demonstrating your skills, then perhaps using Java, Animation and jazzy graphics is appropriate. However, if you are simply selling vitamins, should you create a singing, dancing vitamin troupe? It depends on who your targeted audience is and what you are trying to accomplish. But, for the most part, graphics should be used in moderation - if at all. People are interested in clean, polished sites that offer quality information and products. Period.

Another problem with trying to use the "latest and greatest technology" is that many of your visitors' browsers simply won't be able to handle it. Also, if you make your website so "busy" with blinking and scrolling text, animated gifs that loop forever and/or java script marquees, you are going to overwhelm your visitors - or at the very least distract them from focusing on what you have to offer. You don't need anything fancy to have an extremely effective and profitable website - so why bother?

3. Be careful in mixing and matching colors

Use colored text to indicate links (blue is traditional) and to emphasize important concepts or points. Too many different colors makes your text hard to read - and it looks unprofessional. Remember, you are designing a web page, not a circus poster!

Also, don't get carried away using fancy background textures or colors. While it might look fabulous on your computer, it may look awful on other computers using different browsers. Be particularly careful about using brightly colored backgrounds in combination with colored text. Remember that different browsers read colors differently - some folks purposefully set their browsers to read only 16 or 256 color combinations - so be forewarned! While a white background with black text may seem pretty boring, at least you can be assured that everyone will be able to read your copy!

4. Don't use frames unless you know what you're doing.

Using frames in your web pages can get you into a lot of trouble if you don't know what you're doing. Navigation of your site is adversely affected, the URL in the location field of a user's browser won't always point where they think it does, users with non-frame browsers won't be able to view your pages, most browsers can't print a full page of frames, and most of the search engines won't be able to properly index your site - to name but a few problems you might encounter.

Frames are overused, and there are really just a few things that can't be accomplished any other way. If you do use frames, the benefits had better be more important than the negatives. As with just about any other web design issue, when in doubt take a look at top sites like Yahoo - and follow their example.

5. Don't spend too much time talking about yourself.

Visitors don't care too much about you, they only want to know how you can help them - so don't waste too much time talking about yourself or tooting your own horn. Create a web page or a section of your site devoted to information about you and your company, add a link to it and leave well enough alone. Those who are interested will read it, but don't force it down every visitor's throat. Instead, focus on how you can help your visitors. Tell them exactly how they will benefit from exploring your site, and by taking the action that you want them to take.

6. Don't send visitors away with offsite links in prime locations.

Unless your primary income is derived from selling advertising, don't send visitors away with links to other sites - especially not in prime locations on your home page. Many affiliate programs will tell you that for best results, you should put their affiliate link on your homepage. This may indeed be best for them, but it isn't really best for you. Even if you're going to engage in strategic link swapping, don't put anyone's link at the top of your pages where it's the first thing a visitor will see.

When you do need to link to another website, consider adding "target=_new" to the "href" tag in your HTML. This will open the link in a new browser window, which means that when the visitor is through with that link they will hopefully remain at your site.

7. Don't neglect to proofread and spell check your entire site.

There is nothing more unprofessional than poor grammar and misspelled words in the content of your site. At best visitors will think that you pay no attention to details, and at worst they'll think that you're illiterate. Sure everyone makes mistakes once in a while, but that's what the grammar and spell check features in MS Word are for.

Before you launch your website for the entire world to see, be sure to run every page through a spell checker. And if your writing skills aren't the best, have someone who is qualified to do so proofread your site. Remember, you won't get a second chance to make a good first impression!

8. Don't use "Under Construction" signs.

Announcing pages and areas of your site that are not yet ready for public viewing is frankly just a big waste of everyone's time. Not only do "under construction" signs look tacky and unprofessional, but they are of absolutely no value to your visitors. When you have content for your pages, post it. Until then, don't mention it. Remember, a website is ALWAYS a work in progress, announcing this only marks you as an amateur!

9. Don't have links leading to nowhere.

Avoid dead links - those that result in a "404 - File not Found" error message. Visitors may forgive a dead link or two - especially if you have a link intensive site, but they will not hang around for long if every other link they click on is bad. You should periodically go through your site and check that all your links are still active. Two excellent sites that offer free, link checking services are: [WebSiteGarage](#) and [The Net Mechanic](#).

10. Don't neglect to use a good tracking system

Your website is useless if it doesn't do its job, no matter what that may be. And the only way you're going to be able to tell if it's doing its job is if you keep track of what's going on using a comprehensive site tracking system. Your website is the heart of your online presence, and knowing how people use it - or don't use it - is the only way to make it more effective.

SIDEBAR: If you have any doubts about your ability to get a website up and running, marketing mastermind Marlon Sanders has come up with an action kit that can save you a ton of time, money and energy. His just released [Website Power System](#) contains step-by-step tutorials and instructions for all the things you need to know to get a site up, get it running and get it making money -- with all the bells and whistles --NOW!

Remember, your website is a direct reflection of YOU and your business. As the "owner" YOU control the message and image you want to portray. If your website is attractive, professional, organized and functional you and your business will look good. If not, you might as well forget about doing business altogether.

Imagine you are a prospect visiting your site for the first time. As a prospective customer what are you looking for? How easy it is to find pertinent information, to learn what's in it for you? Why should you not only consider doing business with this company but also return to the site to learn more?

I know all this sounds like an awful lot - and it is! But the good news is that the Web is a very forgiving medium. By its very nature, it is intended to be changeable and flexible. When it comes to designing a website, be assured that ABSOLUTELY NO ONE GETS IT RIGHT THE FIRST TIME - or the second time or the third.

Not only is changing your website easy to do, it is probably going to be something you'll be doing a lot of as you track your site's performance. So you don't have to worry about getting it "perfect." You just want to do the best you can, get your site published, your business up and running and be prepared to learn as you go along!

Do it Yourself or Have it Done for You

One of the first decisions you're going to have to make is whether to hire a professional webmaster to create and design your Website or whether to do it yourself.

If you have the time and the know-how to design your own Website, this is probably the best option, as you will have to update it often. But if you have any doubts about your design ability, it's a good idea to have someone else do it. Your web site is, after all, your business presence online. If your site isn't up to professional standards, your visitors might well infer that your business isn't up to professional standards. The problem is, most professional design services are going to cost you a bundle.

One factor that might influence your decision here is the size and scope of your proposed venture. Are you simply planning on having a theme-based or single product mini-site, or are you planning something on a larger scale. If you are planning to start small, there is really no reason why you can't do it yourself with all the wysiwyg editors around nowadays.

And there are numerous other solutions as well, all of which you can find documented at our <http://www.planning-your-site> website or in our portfolio by the same name which you can download for free below. Most of these will afford you a professional Web presence for a very reasonable cost and all include hosting as well, affording you a one-stop-shop for your online needs.

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gift** of our **Planning Your Site? Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Planning Your Site](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information

that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Site Build It!](#)



"THE ULTIMATE E-COMMERCE OPERATING SYSTEM FOR SMALL BUSINESS."

No question about it, the arrival of [Site Build It!](#) has leveled the internet marketing playing field, so that even novice marketers can sell like the pros. For anyone who wants to be virtually assured of success in their online venture, this innovative tool is an absolute "must have." It leaves very little to chance. What makes [Site Build It!](#) better than the other major small business hosting solutions? They do not grow traffic (warm, willing-to-buy visitors), nor publish and e-mail your newsletter, nor do *anything* to build your business. Have a look at some of the features that come bundled with SBI:

- *Brainstorming and Researching* (profitable topics that attract targeted, motivated traffic!)
- *Point-and-Click Site-Building* (Create a site with your own custom look and feel and navigation, or choose from professional templates).
- And yes, *SBI is now compatible with FrontPage and Dreamweaver and other HTML editors*, so if you use these tools, you can use them on your SBI site!
- Powerful Graphic Tools, including LogoCreator and NavBar Maker (Build your own totally custom, polished, and professional Logos, Navigation Bars and templates)
- *One Click Domain Name Registration*
- *Top quality Web Hosting*
- *Email* (including catchall and redirects, forwarding, even "spam checking")
- *Search Engine Optimization* (SBI! analyzes your pages and tells you how to optimize them to obtain high Search Engine ranking)
- *Automatic Search Engine Submission*, Re-submission, Tracking, Rank checking, Reporting and Re-evaluation of pages to improve ranking
- *Pay-Per-Click Search Engine Research and Mass-Bidding*
- *Traffic Stats and Click Analysis*
- *E-zine Subscription and Delivery* (with the point-and-click HTML builder and automatic text translator for subscribers who can't read HTML)
- *Step-by-Step Action Guide and Guru-in-your-ear Help* (It's literally like having the world's top Internet guru helping you every step of the way, leading you, clearly and cleanly, all the way to where you need to go!)
- *SBI! E-goods* (Sell and fulfill ("e-ship") e-goods securely with your own merchant account! Do it all through the power of your very own 2-tier, customizable affiliate program.)

With SBI, you get it all - all wrapped up in one neat, amazingly easy to use "*e-commerce for the rest of us*" bundle! [Site Build It!](#) goes so far beyond basic Web design and hosting that there is simply no "close second place." This streamlined site-building and Net-marketing system of highly automated tools helps you build a professional-looking, "in-demand" Web site that attracts people on the Net who are interested... and who want to buy. No other web presence solution to date can offer as much for as little... so before you just go and put up any old web site, do yourself a favor and stop by the [Site Build It!](#) site.

[Site Build It! Certified Webmaster Directory](#)

Fifty-one percent of **SBI!** sites make it into the top 6% of all sites on the Net. **SBI!** users do not die -- they thrive in their niches, with lives of passion and success. Yes... building a successful **SBI!** site *can* be accomplished by a novice Net user, merely by investing a few hours per day over a week or two. Nothing else comes close in terms of "efficient success." But even **SBI!**, the ultimate "do-it-yourself," is not for everyone. If you're **too busy** to design your own SBI site... or you're nervous about attempting to do so... or you just don't have the time... or if it's simply more profitable for you to spend your time doing what you do best, you can indeed have your e-cake and eat it too (even lick the icing)...



Hire a [Site Build It! Certified Webmaster](#), get a totally professional site **and** traffic and most importantly... get it all at a price that is *far* less than what you would *otherwise* pay (you could easily pay a *conventional* Webmaster \$20,000 for a professional site and all the services and results that *SBI! Certified Webmasters* deliver). So...If you are just too busy to do it yourself, the [Site Build It! Certified Webmaster Directory](#) is your answer. Here, you'll find a Webmaster *with a history of success* to build a professional and popular **SBI!** Web site for you. [Site Build It! Certified Webmasters](#) have all built successful **SBI!** sites and have all met a strict set of qualifications set by SiteSell. You can rest assured that SiteSell monitors the quality of their work to make sure they provide consistently high-quality service and high-performing sites.

[WorldProfit eBusiness Center](#)

[Worldprofit.com](#)
Your Internet Business Specialists

[Worldprofit](#) has been successfully online since 1994. During this time, they have assisted thousands of business people worldwide to create commercial presences. In an industry where only a handful of companies begun in 1994 still exist, [Worldprofit](#) is a standout. The core of their business is helping to put ANY business in the world online by providing the essential services entrepreneurs need to profit from e-commerce. From [Worldprofit](#), entrepreneurs can get either a...

- 100% custom website, where everything is exactly the way they want; Worldprofit has a cadre of experienced web designers second to none.
- an **E-Property**, unique to WorldProfit, where they purchase the website of their choice "as is", 100% ready to open for business.
- an E-Select Property, where they select the domain name they want (from a list created by our top marketers), the design package they want, and the colors they want.

The "ready made" and "select" properties come in both Business Starter Packs and Ultimate Business Packages and all come with convenient payment plans.

[WorldProfit](#) also offers a separate [Design Package](#): They recognize that your business must have a professional web presence. Your future depends on it! So they've created a unique, inexpensive approach to giving your business the customized web presence you **MUST** have to succeed in today's demanding business environment. [Click here](#) to learn more about it.

"Discover the Easy Way to create a stream of fast, low-cost, Mini Sites that create an incredible cash flow 24-hours a day - non-stop!"

If you've been struggling to make your fortune through the Internet with zero or little results, you're not alone. It's not as easy as some people say... But it can be done, time and time again if you know *exactly* what to do. And that's exactly what Paul Barrs' BRAND NEW [Mini Site Mastery](#) course will show you. The thing I like the best is that the course is so compact, you can finish it in less than 4 hours. And once you apply it, you could see results within less than a week!



That's right! With [Mini Site Mastery](#) you'll find out how to:

- Find a product market to target and sell to (this formula can be applied in less than 15 minutes).
- Set up your pages so that they work for you and not against you.
- Capture customers name and eMail address so you can build your own power-list.
- Write compelling Sales Copy so that your visitors are drawn to your order link.
- Create your own information e-Products quickly and easily.
- Plug in 'back-end' sales from other people's products.
- Get the right type of Website Hosting package that doesn't break the bank.
- Get targeted traffic and sales pouring in.

And all within a week or two of finishing the course.. Think it's impossible? Well think again, because mini sites *really do work*, if you know what you're doing and this course teaches you everything you need to know!

[Auto Site Creator](#)



Build A Professional, Full-Blown E-commerce Site in Minutes! [AutoSiteCreator](#) lets anyone, regardless of their web development skills, design, build, and publish a truly professional "interactive" and "dynamic" web site - within minutes. It's truly a full-blown e-commerce web site launched in a few short hours or even within minutes if you have any existing site design experience. They offer Standard & Premier Accounts. You can select from 30 professionally designed templates and hundreds of color and image combinations. Web site and domain hosting is included. You get 24 hour access to web editing tools, pre-designed and customizable forms and support forums. Premier accounts come with a complete suite of dynamic [AutoSiteCreator](#) Plug-ins that offer complete online store and instant e-commerce capability, compatablity with either Clickbank or PayPal, page password protection, secure server for forms/ordering and lots more!

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