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To

build a

better

website

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Also thanks to Patrick Toerner – <http://www.onemillionby30.com> for his help.

Many people find that building a successful website is difficult to do; often times people who are successful have to pay large sums of money to get more information about building a successful website. This book breaks that rule! Even though it is free, it is still extremely valuable. If you have made it this far into this ebook and don't continue, you will be missing a lot of great information. Information that will make your website and life much better. So no matter how you found the ebook, luck or accident, please continue reading, you will not regret it.

Outline

1. Discover your passion
2. Locate your audience
3. SEO
4. Give Value
5. Interact with your readers
6. Network
7. Be Personal

1. **Discover your passion**

You really want to start a successful website! You really want to make money online! Then you have to discover your passion, you have to locate yourself. Don't just do it because others are doing it, do it because you are passionate about it, do it because it is what you love, because it is what you can sacrifice your life doing.

“Nothing is as important as passion. No matter what you want to do with your life, be passionate.”

Jon Bon Jovi

Let your website be a product of your passion, you have to be passionate on what you blog about, you have to build a website you have passion for, a website you have great passion for, a website you can sacrifice almost anything for.

Your passion will help you do what others cannot do, your passion will help you go the extra mile, and your passion will be the building block of your success. Other people might succeed in other things, that does not

necessarily means you will! Others might do well in other things, that do not necessarily mean you will do well in that same thing! But you are bound to succeed when doing what you are passionate about; you are bound to succeed when working on your passion. If you fail to build on your passion, I'm afraid, the result might be disastrous.

Your passion helps you move forward, even when everything seems to be against you. You surely don't expect success to come overnight; you have to wait patiently to see the result. We all talk about waiting patiently as if it is easier done than said, but your passion helps you to wait because you are doing what you love. You may not love what I am about to say now, but it is the absolute truth: "One of the major secret to failure online is you coming with the intention of making money online". Truly, you have to set a goal, you have to have a future, you have to have a dream... but, there is a shortcut to this: Great people used this shortcut, Successful people used this shortcut. The shortcut is: "Come with the intention of helping people, come with the intention of changing lives, and come with the intention of having impact". You are not successful until you help others become successful and you cannot help others become successful by having the intention of ripping them off their hard earned cash. You already know I want you to be successful and that is why I am giving you this e-book for free, I can easily brand it well and make some bucks off it but my main and ultimate goal is to help people achieve success which is why I am successful. Your passion is what helps you impact lives

without having the intention of getting a return. Discover your passion and locate yourself. You will enjoy the results.

2. Locate your audience

You now know what your passion is, You now have the idea of a website, what next? You have to locate your audience, you just don't want to be speaking to the wrong set of people, you just don't want to build on a wrong foundation, and you want to speak to the right people who will give you the maximum level of corporation.

In order to locate your audience, you have to come up with an idea of a website that is related to your audience and best describes your website. You have to do some keyword research.

Click on the link below, it will take you to a website with details on performing a rock solid keyword research (I can't just explain it more than the guy did). Thanks to Kok Siong Chen for the great post.

<http://www.treatgoogle.com/google-adwords-keyword-tool/>

After you have discovered the right keyword, you can then come up with a good domain name idea. Make sure it is easy to remember, make sure it has no hyphens and make sure it is as short as possible. E.g. If you love tilapia fish, you can come up with a name like fishtilapia.com or tilipiafish.com e.t.c.

3. **SEO (Search Engine Optimization)**

Search engines are one of the major and best ways to get traffic to a website. You can get tens of visitors to millions of visitors daily from search engines depending on your niche, the type of competition and the authority of your website.

Here are some basic search engine optimization techniques to help your website rank.

1. **On page optimization:** This is the process of optimizing your website for the search engines, depending on the type of content management system (CMS) or platform you use for your website. For those using wordpress, the “all in one SEO” plugin will go a long way to help you achieve better search engine rankings. Using Meta tags can help you in SEO, Meta tags are tags that only search engines see but it is not physically displayed on your website.
 - i. **The Meta title:** This is the title of your website.
 - ii. **The Meta description:** This is the description people will see when searching for your website in search engines

[How To Use HTML Meta Tags - Search Engine Watch \(SEW\)](#) ☆
This tutorial explains how to use HTML meta tags, with links to meta tag generators and builders. From SearchEngineWatch.com, a guide to search engine ...
[searchenginewatch.com/2167931](#) - [Cached](#) - [Similar](#)

[Meta element - Wikipedia, the free encyclopedia](#) ☆
Meta tags can be used to indicate the location a business serves: Google does not use HTML keyword or meta tag elements for indexing. ...
[en.wikipedia.org/wiki/Meta_element](#) - [Cached](#) - [Similar](#)

[Meta Tags](#) ☆

Sponsored Links

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Improve your rank and tra
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Free Meta Tag analyzing
Check and generate met
[www.submitexpress.com](#)

The words boxed in red is entirely different from the words on the site, it is what visitors see so it is suggested that you have a good meta description. The image below shows you how to use a meta tag for your website

```
<HEAD>  
<TITLE>Stamp Collecting World</TITLE>  
<META name="description" content="Everything you wanted to know  
about stamps, from prices to history.">  
<META name="keywords" content="stamps, stamp collecting,  
stamp history, prices, stamps for sale">  
</HEAD>
```

Just write the exact code in the HTML of your website, change the word after the <TITLE> to your homepage i.e. instead of “Stamp Collecting World” change it to your website title. Change the word after the ““description” content=” to the description you want your visitors to see when searching for

your keywords in the search engines. The Meta keywords is the third stage, it is not necessary but you can change the words after the ““keywords” content=” to the keywords you want to rank for. If you use wordpress, the all in one SEO plugin will guide you towards using Meta tags for your wordpress blog.

2. **Off page Optimization:** Off page optimization is what you do to help your site rank on other websites outside your own website. It involves link building and social bookmarking. You can go to forums, be a good contributor and then link to important and related articles on your website. Just try doing a Google search for “your niche forum” to come with a forum relevant to your niche e.g. “make money online forum” e.t.c. You can also use social bookmarking sites such as <http://www.digg.com> , <http://www.reddit.com> and <http://www.stumbleupon.com> to bookmark your websites so that search engines index them quickly. You can also submit your website to <http://www.google.com/addurl> in order to add your site to Google. Note that this doesn’t guarantee your site being listed in Google, the external links pointing to your site from forums and social bookmarking sites will be what will help Google and other search engines index your website.

4. Give value

This is where the secret lies. Let your website be a mini encyclopedia. Have you ever thought about this, “out of all the websites in the world, while will somebody want to visit mine”. You have to give exceptional value on your website, help your users with the information they want, you will achieve success with this. Don’t just let your website be stuffed with adverts, let it be a place of information that is regularly updated, this will make your users want to come back.

5. **Interact with your readers**

Your readers love your attention, they want to know you care for them, try to answer all their requests, try to hear their opinions, interact as if you were brothers, let that be a great line of communication that cannot be broken between you and your readers, ask them questions, look out for their answers. Don’t let them feel hostile, don’t let them feel alone, let them feel as if you are right there with them and you will experience an increased level of success.

6. **Network**

Networking is essential to the success of any website. Networking can help you achieve what you suppose to achieve in years in days. I know a [famous blogger](#) who built a very popular website in months, what would have taken others to build in years. He did this by networking with other bloggers. Network with successful people and also network with those coming up. Help them achieve success, let them also help you achieve success. Comment

on other blogs related to your niche. Be a regular commenter, give suggestions to the bloggers, offer to write quality guest posts for them, this will help you have a better relationship with them and who knows, they can be your loyal readers and they will automatically link to you without you requesting them to do so which will mean more high search engine rankings for you.

7. **Be Personal**

SO many people believe in hiding under the cloak when doing business online, you don't need to do so! Your readers want to know who you are, they want to know more about you. Show them your personality, let your personality reflect in your writing, let your personality reflect in the product you offer, let your personality reflect in the service you render. You don't need to lie to them. Have a standard about page that gives detail but not too privy information about you.

Your readers love to know you. I know you are not perfect and your readers also know you are not perfect so tell them who you are, don't pretend to be an angel when you are a devil, they will love you for it and it will also improve your relationship with them.

I hope all the info in this ebook has helped you.

If you want to give any report, testimonial or you have any question or suggestion about this ebook you can contact me via a contact form on

<http://www.youngprepro.com/about> or using the email delonibalusi@gmail.com

Wishing you success online,
Onibalusi Bamidele.

This e-book was created by Onibalusi Bamidele-
<http://www.youngprepro.com>

Many thanks to Patrick Toerner –
<http://www.onemillionby30.com> who helped me on how to
create a perfect e-book.