

## [My Internet Business And Getting It Running](#)

I have a confession to make. This is my second Internet business, and I'm starting it having learned from the mistakes I made in the first one. I took a course at the Small Business Administration on business management and planning, and I'm amazed at how many things I did wrong the first time. Consider this a blueprint for avoiding the mistakes I made.

The overall structure of my internet business check list is the business plan. It should cover the steps you want your business to grow through, factoring in cash reserves, cash outlay, marketing budget and operating capital. Fortunately, internet businesses are low overhead operations.

A key aspect to making your internet based business is getting on the web in the first place; you'll need a web designer for that, or you can learn it on your own. We're going to be iconoclastic here, and suggest that it's worth your time to pay someone to do this for you. The primary business case for spending money on outside people is whether or not they can do something you can't, or whether they can do something you can do - but free your time up to do something else. Even if you're an HTML and CSS guru, if you're starting your own business, having someone else do the grunt work of designing the site is worth the time.

A web designer should not only design your site, they should also be able to take care your domain name registration, all of your hosting needs, and all of your software that you may require to run your business successfully. Keep open lines of communication with your designer so that they can give you all of your desires on your site.

As part and parcel of the domain name parking part of your business plan, you should look into hosting providers. The first rule in hosting is that you get what you pay for. Take it from us - it's better to deal with a reseller who will answer the phone at 3 AM than it is to have your technical requests routed through Mumbai where an Indian cubical worker reads off of a script. Look into your bandwidth usage, and read the fine print carefully before setting up the contract.

When designing the site (or working with the designer), remember the KISS principal: Keep It Small, Stupid. No matter how shiny the graphics are, no matter how whiz bang the Flash animation is, your goal is to have something that loads almost instantly. Take the time to hit your site with a dial up modem; if it takes long enough that you wouldn't wait for it, make a low graphics main entry page and work from there.

So, the next step, after the site is up, is bringing in visitors. This is the marketing part of the business plan, and near the end of the pre flight check list. In most cases, this means getting your shop into the top twenty results for a search engine keyword hit. There are countless articles on how to do this, but the realistic way to do it is Google Ad Words.

Traffic building is still something of a black art, but I'm focusing on keyword ad buy purchases - and believe it or not, advertising in the Daily Nickel newspapers. Since what I sell is household items, and tips on home organization, it's a natural mix of old style advertising and new. I also make sure that I'm in the Organizer's Circle of blog referrals, which helps a lot on getting on to social networking sites and builds relevance ratings.

### About the Author

Trisha Frauenhofer is an online marketing expert who enjoys sharing her most powerful online secrets including the [My Internet Business](#)

Source: <http://www.onlineearnings.net>