

Make Money With Your Online Business

Learn how you can make money with your online business...

Have you had a business website online for many years and you haven't yet discovered how to make money from it? Are you tired of shelling out hundreds of dollars in advertising only to see almost nothing in return for your sales?

You will never believe how many people start up an online business and then within a year quit. In fact, I've done that myself with a few projects. I believe a lot of people have the wrong idea about making money online with a business and what it really entails.

Getting The Right Picture of an Online Business That Makes Money

Take a step back for a moment to discover why some online businesses do not work. There could be several reasons for a business to not make any money online.

Time and time again, I see home businesses that do not have proper sales pages set up. A good online business has a niche set of products to work with and a sales page with a good solid description, clear pictures and a way to purchase online. If you don't have these things, you might as well stop thinking about selling and concentrate on your website.

In addition, you should have some sort of quality content that will give customers something to do while they are at your website. A message board and chat room are not for most home businesses, so why do you have one on your website? Message boards and chat rooms are specifically for places where someone gets a lot of visitors, if you are not getting tons of visitors, don't bother with this yet.

Instead, concentrate on articles. How to use your products are good articles to work with. For more ideas, ask a freelance writer about writing articles that fit into your website.

The Next Step to Make Money With an Online Business

Your home business may need a few additional steps in order to help you make money online. If you haven't yet concentrated your efforts into making pages search engine friendly, then that's what you need to do as well. In addition, you need quality content outside your website. Why and how does that work?

These days, people don't want to swap links anymore. They would rather have articles for content on their website.

So to get some good links in, share a few articles with content websites. They will be working hard to make that page your article is on as search engine friendly and they will promote that page, thus promoting your business too. So why aren't you writing articles or sharing content?

Getting Visitors to Make You Money With Your Online Business

Once you have steady flow of free visitors from search engines, you can concentrate on what works for your website. Where do visitors go when they come to your website? Do they look but don't buy? Do they get lost on the content pages and leave? Do they head straight to the links section and leave?

You need to capture your visitors the moment they come to your website. Present your best offer on your front page. You can link pages that have similar products together. Introduce them to your newsletter. (You have a sales newsletter, right?)

Whatever you do, don't just expect your visitors to know what to do. Tell them what to do next. Sign up for the newsletter. Visit this page. Click this button to buy now and get it in three days. Easy to forget but this is always important.

Joel Teo is the owner of the Money Making Directory which boasts of money making tips, recommendations and resources to help ordinary people make money online. Signup for his free newsletter today at <http://www.MakeThousandsToday.info> and receive his complimentary 7 Insider Secrets to making money online? Course.