

Find Your Niche and Profit

By Caterina Christakos

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Nine Indisputable Rules for Creating A Killer Website
by Caterina Christakos

1) Keep it simple.

Movies, audio and animation may be cool but if it takes your user more than 10 seconds to download they are gone.

2) Make it easy to navigate.

If they can't find their way around your website they will leave. Keep the links visible and each page compact. They do not want to have to look for your links.

3) Keep banners to a minimum.

Don't bog your site down with banner ads. One or two are fine but that is it.

4) Pop Ups - No more than one!

Most web surfers and potential clients will avoid sites with pop ups like the plague. There is software out there now called Pop Up Killer specifically to knock these out.

5) Put contact information on each page.

People want to know there is a real person running your site if they have a problem. It inspires trust that you will not take their money and run.

6) If you are running a business through your web site, you must accept credit cards.

7) Metatags and Keywords: Make sure your site has them built in.

If you haven't programmed them in, the search engines will not be able to find you.

There are plenty of programs that will rank your keywords and see how popular they are in the search engines, as well as market your site for you.

8) Find a niche market. Specialize in other words. Make people have to go to your site for the specific information or service that you provide.

9) Research your chosen field and find out what product or service would be in demand but that isn't heavily marketed online. For an example of this go to internet guru, Corey Rudl's Site. He turned his ebook Car Secrets into a million dollar money maker by focusing on a niche market.

Follow these rules and you should have no problem designing a site that is both eye catching, informative and addictive.

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