

The Web Site - Why Every Serious Internet Marketer Should Have One

By Steven M. Strowder

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If you are like me, you started this business without a web site of our own. You joined a few affiliate programs, and promoted the affiliate web site to draw traffic. I would even venture to say that you advertised in e-zines and free classified ad sites. There is nothing wrong with this. In fact, I achieved quite a bit of success using this system. However, if you really want to establish an online presence and make this business work, you need a web site.

A web site establishes your identity. It is the place people can visit to find out what you are all about. It is the place where you sell yourself to your customers. This is where you tell people what product you think they should use to solve their problem. It is the ultimate marketing tool.

Having your own web site with a legitimate domain name establishes you as a legitimate internet marketer. To be honest, people tend to take you much more seriously. You now have a place to not only place your articles, newsletter, and affiliate programs, but also a place to advertise and market your own products. All internet marketers know that creating your own product is a key element to online success. Why? The first reason is money. Besides paying the merchant who processes the credit cards, the rest of the money is yours. You are not the affiliate earning the 10%-30% commission. You are the product owner making the large revenue. When people can associate your name with a product or web site, you gain instant credibility.

Let's talk about the avenues available for obtaining a web site. First, think of a domain name. Choose one that fits your company, products and goals. Make sure the domain name is available and purchase it. The next step is to find your web site host. This will not be difficult because there are so many. Choose one that will provide what you need. For example, if you only intend to promote one product, you don't need a 50KG web site with 10 e-mail addresses. Keep it simple. Look at the

different packages the company offers and pick the one that best fits your needs.

Designing your web site is a chore. You can do it yourself or pay someone else to build it for you. If you are starting a small business and really don't require a large site to start with, I recommend that you build it yourself. I learned so much from doing this. When I expand and need a larger site, I will be able to communicate to the designer exactly what it is that I want. To do this, you will need to decide what tools you will need to build it. We now have programs that have practically eliminated the necessity of having HTML knowledge. I use FrontPage. It is a simple program that looks as though you are using Microsoft Word. There are many such programs on the market that do the same thing. If you are a hardcore HTML fan, you can find a free HTML editor and build your site from scratch. The important thing is to choose the tools you feel comfortable with, and that coincide with your level of knowledge.

If it's credibility and acceptance from your customers and fellow internet marketers you want, then you need your own web site and domain name. It will really get your business moving. You don't have to do it, but it's made marketing and advertising so much easier.

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