



## Welcome to Paul Guzman's.... How to Start a Successful Website Ebook.

How to Increase website traffic.

What is Web 2.0 ?

What are the top Search Engines.

How and where to get top S.E. Listings.

How to Successfully Monetize Your Website.

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**Paul Guzman - [GoodContentWeb Sites.com](http://GoodContentWebSites.com)**

## Making this ebook simple and why I made it?

I made this ebook as simple as possible. Why... because our lives are already complicated enough...especially when it comes to anything that is related to the Internet, Web Sites, blogs, marketing, graphics, SEO, ezines, spam, email, WEB 2.0 etc,...etc...

Why did I make this ebook? Because you could choke a bull with all the crap that is out there. Jeez...I too get bombarded with spam and junk mail. Many Internet Marketing Guru's make millions and claim they can do the same for you. Well in my opinion that is a load of baloney. Most have been doing it since before Al Gore invented the internet. That was a long time ago in Internet terms.

I stress white **hat techniques** on the world wide web. No black or even grey hat marketing. Good original Web Sites and blogs are what you should be doing. And is the wave of the future.

I know what works because I've been there and done that. Many times I got burnt and occassionally purchased something that actually worked. I made this ebook for the Internet Marketing newbie, but there is some good information for the intermediate and advanced marketer as well.

One of the best **affiliate marketers** out there is **Rosalind Gardner**. If you are looking for good honest advice on how to make a living online I suggest you read her affiliate handbook. Her ebook is what started me on the "right path" to starting a **successful website**. You can download her ebook right here no it's not free, but like I said: "It's good honest information no b.s."



### [Superaffiliate Handbook](#)

I am appalled by the sheer volume of hype put forth by online scammers who promise to teach you 'how to earn HUGE money online' ...and you should be as well. They'll try to sell you some expensive 'Internet Mall' or money-making scheme (that stopped working 7 years ago) and that won't help you make 2 red cents, let alone a comfortable living". **Rosalind Gardner**.

# Six Steps to owning your own Successful Website

**Step One:** You need a website...jeez of course you do. You need to purchase a domain name. Gotta have a domain name like... [goodcontentWebSites.com](http://goodcontentWebSites.com) . If you know about real estate in New York City...Maybe "newyork-city-realestate.com". Remember do your own thing. The best place to purchase a domain name is at [godaddy.com](http://godaddy.com) go there now and purchase one. It's easy and only cost about 10 bucks. This is not an affiliate link just a straight hyperlink to [Godaddy.com](http://Godaddy.com) . They are by far the best domain registrar on the Internet today. Remember use the .com extension not .tv or .org. Most people will remember mywebsite.com not mywebsite.org! When you register your domain name you have the option of buying it for 1 or 3 years. Remember you will have to pay again after your one, two or 3 years are completed.

**Step Two:** Web Hosting: Or as most folks call it a place to park your website. Kind of like a street vendor where you can showcase your products, services, and or both, but only on the internet. The best place to get Web Hosting is [Hostgator.com](http://Hostgator.com) They have Web Hosting at about \$7.97 per month. I suggest ordering the baby package. So this means you can start a website for about \$18.00 USD dollars. There are other [Web Hosting companies](#) but in my opinion and I know everyone has one...they are the best! Once you sign up for Web Hosting there will be a yearly recurring hosting fee. That means they will deduct the fee once a year from your bank account.

**Step Three:** Learn HTML: [HTMLgoodies.com](http://HTMLgoodies.com) This is where I learned HTML. It is a self paced easy to use online tutorial on HTML. What I like best about [htmlgoodies.com](http://htmlgoodies.com) is that it is FREE. Another excellent tutorial is "onehourhtml.com" it even has a video for follow along type learning. Very easy and inexpensive. [Learn HTML in one hour](#) easy to use HTML tutorial. PHP, CSS are two more applications or programs that you will need to at least have a general knowledge of. [HTMLgoodies.com](http://HTMLgoodies.com) has good tutorials on CSS and PHP once again there is no cost associated with these tutorials.

**Step Four:** You need content for your website: Where do you get it? You get it from your own personal knowledge, from what's inside your brain. Develop a website about what you know...**I can't stress this enough.** You do not need lots of flashy graphics heavy javascripts or tons of flashing banners. Just write it down on paper then transfer unto your new website. Or use notepad or Word to type it in. Ok how do you transfer it to your new website? You need a program called FTP or file transfer protocol. Just use your favorite Search Engine and type "Free FTP". There are hundreds of FTP programs that you can use. Many offer free 30 day trials. You can also get free FTP at: <http://www.goftp.com> / Their free version is for companies that have fewer than 50 employees.

**Step Five:** Traffic! Yes just like the street vendor who needs lots of traffic so people can see what they have to offer. If you want a successful website you need traffic...and the best kind of traffic is free. I believe free traffic is the best and I will show you how to get it. Just click here: [Free website traffic](#)

**Step Six:** Patience...yes you will need lots of it. Many of the Internet Guru's who claim to make millions are actually doing that. But like I said before that was a long time ago or at least 10 years back when the Internet Marketing was alot easier. The rest of us need to start on the right foot. And **right now** you need to learn **SEO, WEB 2.0.** and concentrate on free traffic or very low cost type traffic. Once the traffic starts and you generate some income you will need to use that revenue for PPC (pay per click) or and other low cost pay type advertising.

**Beware:** Do not pay anyone or any website company that says they will submit your website to thousands of search engines, directories, classifieds or Web Sites. **This will not work.** Most of these type of website companies are complete rip-offs.

**This is what will work:**

- Good organic (White Hat) SEO techniques.
- A website or blog with good original contet and submit them to website directories.
- Article writing and submitting your original content articles to article directories and article Web Sites.
- Visiting, partcipating, and asking questions on forums, blogs, and social networking Web Sites regarding your niche.
- WEB 2.0 Join social networking Web Sites and interact with others in you niche.
- Build an email list with your good content website.

## What is SEO and WEB 2.0

**SEO** is an abbreviation for "**Search Engine Optimization**". Here is how it's done. I will try to make it as simple as I possibly can.

SEO is a way to make your website or blog appear in the top ten or so position of the Search engines using proper keyword positioning in your HTML. The only Search Engines I worry about are Google, Yahoo and MSN all the rest are small fish in the sea. HTML is Hyper-Text-Machine-Language and is what web browsers use to make your website readable. [Learn HTML](#) now. If you are a complete newbie this stuff below may look like greek to you, but once you learn HTML it will make sense.

You need to have your keyword in the title as in:

```
<title>Repairing refrigerators</title>
```

Now you need to have your keywords in the Meta Description

```
<meta name="Description" content="How to repair fix refrigerators">
```

Now you need to have your keywords in the keywords Meta Description

```
<meta name="KeyWords" content="repairing refrigerators, fix refrigerators, all about refrigerators">
```

Your "Title Description" should appear on the first header of your webpage.

Like this: 

```
<h1>How to repair refrigerators</h1>
```

 "How to repair refrigerators" should also appear on the first paragraph of your page. Now you should write like you are talking to me in person. Yes write naturally and sprinkle your text with the "How to repair refrigerators" phrase throughout the page. If you know how to repair refrigerators then write about "repairing refrigerators, fixing them, all about refrigerators".

Here is a free SEO ebook that goes into more detail: [SEO made easy](#)

Remember the most important part of adding content is to use your own content. Write if yourself do not copy someone else's writing. You can visit other similiar website to get ideas but do not copy. Need to learn how to write? Why not try typing "writing tips" or "how to write" in google or yahoo I'm sure you'll find a list of Web Sites to help you out.

Just like the Nike commercial says "Just Do It" you will be surprised at the results.

If you've got questions just shoot me an email: [Contact Paul Guzman](#) Once you get there be sure to click on the Contact Paul Guzman text link.

Below are some resources for more HTML help.

Free HTML editor: [HTML-Kit](#) .

**WEB 2.0** - It is a combination of lots of things I'll try to explain it in laymans terms. Web

2.0 is a combination of numerous other Web Sites that have blogging, wiki's, and social networking applications. In other words it's a lists of other web pages on the World Wide Web where you can find additional information. It is also a place where you can interact with other users who have the same interests as you.

The old way was web 1.0 and the future is web 3.0. Hopefully web 3.0 will be much easier than the previous two. Most of these social networking sites are used by the younger crowd. Do not be afraid to listen to what some have to say. They are doing what will likely be the future of the Internet.

Ok now here is a plethora of... oops sorry I mean list of Web Sites and or social networking sites that are considered Web 2.0. Remember these are Social Networking Web Sites where you interact with other members. Be sure to read their Terms of Service before adding your website and or content.

[Squidoo.com](http://Squidoo.com)

[Myspace.com](http://Myspace.com)

[Facebook.com](http://Facebook.com)

[Hubpages.com](http://Hubpages.com)

[Youtube.com](http://Youtube.com)

There are actually hundreds of more social networking sites, but the above list are the ones you should become familiar with. They are also the ones that will provide you with extra added traffic and income.

## What are Search Engines?

Search engines are actually robots or as others call them bots. They are programs or applications that crawl or dig through Web Sites with links and blogs. They look for new Web Sites and older Web Sites that have documents and they search these documents posted on the Internet for relevant keywords and they will compile a list of URLs or web addresses for the documents containing keywords that are relevant to those sites, blogs, etc...

Search engines also list PDF, word, excel, Social networking websites, forum and blog posts. It's no wonder there is so much information listed, everyone wants to put their two cents worth. You should too. It's like one huge list of all the Web Sites in the world put into a large file. But of course they are listed by keywords.

Google is the most often used search engine in the world. It is a search engine robot that crawls or spiders Web Sites and blogs. If you do nothing else make sure you get listed on google.

If your website is ready you can go there now: [Google.com](http://Google.com) Please do NOT submit your site until it is ready. You might want to read the chapter about **"free traffic with article writing"** before you submit your website to any search engine.

## What is good original content?

Well "good original content" is exactly what the words mean. If you are starting a website or blog then you need to remember those words. Why? Because this is where the future of the Internet is going.

Do NOT copy or build Web Sites that have absolutely no value. Always write and create good content for your website visitors. Make a website about what you know, not what you don't know! It will be so much easier for you. Please do NOT fall for that "Get Rich Quick" mentality? Contrary to what some Internet Marketing guru's say you will not be rich in 2-4 weeks or even months.

**It will not be easy.** However if you have the willpower, determination, and patience it will happen. You could spend a small fortune trying to figure out what is the best way to develop a successful website.

**The number one easiest way to make it online is to develop a website** about what you are passionate about. What are your interests, your hobbies your love?

**This is what the major Search Engines are looking for.** Think about it why are you paying for that Internet Connection? Most people use it to find answers to their problems they are currently experiencing. Be it weight, looks, health, Internet, computer, social, economic, financial or how do I fix the bathroom leak problem.

If you know how to cook, clean, fix, repair, teach, ride, jump, exercise, etc,...etc..then you have the knowledge to build a successful website. Yes... just write it down put it on paper read it over and over then head on over to the computer and type it in your favorite word processor. That is the beginning of YOUR website.

Even the 12 year old geek can put together a site about "How to excel in Algebra".

What about the high school dropout who can install a security system in your car. Or grandma who has tons of experience on "how to knit a colorful blanket"...Get my point?

## The Top Search Engines.

In my opinion there are only 4 search engines that are worthy of getting traffic. However you must know how to do SEO. I'll tell you how it should be done a little later. Google.com - Is the one that will bring loads of traffic to your site or blog. How do I know? My first website [GuzmansGreenhouse.com](http://GuzmansGreenhouse.com) is about 4 years in the making. It took me that long to get listed in the top ten google pages for specific keywords. No it will not take you that long to get listed on the Search Engines. **This ebook will show you how to do it within 2-4 months tops.**

Everyone knows or should know that the top search engine is Google. Did you know that once you have your website published or online google will eventually crawl it. This is done by way of your Web Hosting company. All Web Hosting Web Sites are already indexed by google and if you have your website hosted on their server google will eventually find it and index it. Even if you never submit it to anyone anywhere. However one of the best ways to get your site indexed on all the major search engines is to submit it yourself.

I would concentrate on [Google.com](http://Google.com) first. Remember it will take some time before your website will appear for the "keywords" that you have on your content.

The next Search Engine is Yahoo they are somewhat harder to get listed but there is a way to do it free. It will take longer than google but again it is free. They also have a paid service which will guaranteed inclusion within 2-3 weeks, but the cost is around 300.00 bucks if you've got the money then by all means use it. Anyway here is the link to submit free: [Yahoo.com](http://Yahoo.com)

MSN Traffic is now the third Search Engine. If you have good content on your website it should get indexed in about 3-4 weeks. Here is the link: [MSN.com](http://MSN.com)

There is also live.com this search engine provides me with lots of traffic. You can submit your website here: [Live.com](http://Live.com)

The traffic I get from google is more than yahoo.com, msn.com, and all other search engines combined.

Only submit the main page of your website. It is the home page or the index page. The search engines will automatically crawl and index the rest of your webpages.

## How to Increase Traffic with Article Writing

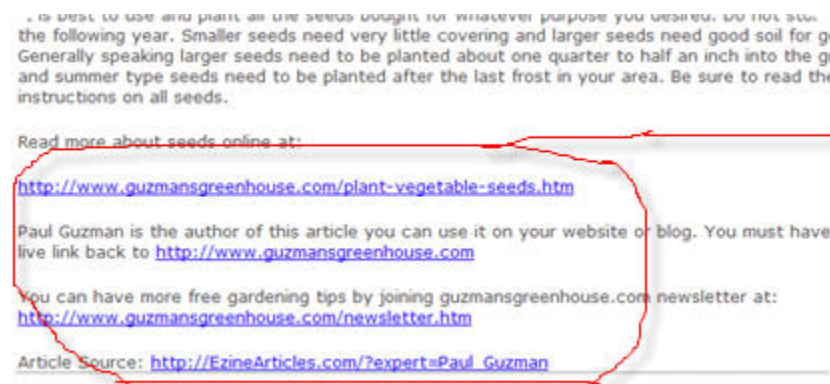
Ok where do I get **free traffic** you say? The best way is through the search engines mentioned in "**The Top Search Engines**" Chapter of this ebook. This may take time but if you want quicker results I suggest you read this chapter 2, 3 maybe 4 times so that it can sink in.

Here is another way to get some great targeted free traffic to your website and or blog. It's called "writing articles" about your niche. Or write an article about what you know and submit it to article directories. It really is easy I've done it hundreds of times.

As you may know I have a garden website you can see it here:

[GuzmansGreenhouse.com](http://GuzmansGreenhouse.com) It has alot of information about southwestern gardening. What I do is write a short 300-400 word article about southwestern gardening. I then submit them to article directories. The best article website directory to submit to is [ezinearticles.com](http://ezinearticles.com) It's crazy how easy this is.

Write about what you know. It will be alot easier to write something that you are familiar with. If you make a website about how to stop smoking then by all means write an article about "How to Stop Smoking". If you have a blog about how to play drums then by all means...well you should know by now. Try to make a new twist to your writing use humor or make a list or step by step how-to's.



Look at the image to the left where I have my "How To Plant Seeds" article on ezinearticles.com At the bottom of the article I have a link back to where the actual webpage article is at. Also the Resource page has my homepage and my newsletter where they can signup and get

more information about southwestern gardening. This is a great way to get one-way backlinks to your website or blog. Remember I didn't just write garbage I wrote a real life good content article about "how to plant seeds"! Once your article is accepted it will be indexed in a couple of days. Google will then index it in a couple of weeks.

So now you have a link pointing back to your website plus you have an article on ezinearticles.com that will get indexed by google. This is called a "double whammy" Remember all this is free. Well it is not really free because it will cost you time. Here is a free automatic article submitter that will save you time. The free version will let you submit your article to about 350 articles man that is alot of exposure. The pro version will let you submit to over 2,200 article directories...holy mackerl now were talking exposure. Ok alright already...here is the link: [Article Submitter](#)

## Why do you need links?

Why do you need links to your website or blog? Because the more links pointing to your online website or blog the more important the search engines think you are. Remember Search Engines are robots and when they spider your website all they are looking for is content and links. That is why you need good content and links...sheesh isn't that what I've been saying throughout this ebook?

**Beware:** Do not pay to get thousands of links. This very important. Getting thousands of links to your website will give the search engines a big red flag. S.E's like website that get links the old fashioned way...slowly.

What is the best way of getting links? The best way is by asking other website owners who have similar sites for a link on their website and in turn you put their website link on your site. This is called a reciprocal link. Sort of like "you pat my back and I'll pat yours".

The only thing wrong with this picture is that it takes forever to seek, find, and send email to each website owner asking for such a link.

There is one way to automatically add links with very little work it's called Reciprocal Link Exchange and it works like this. You create a web PAGE to your website for reciprocal link purposes...you can call it whatever, I recommend "whateverpage-directory.html". You then upload it to your root directory. That means all webpages listed under your home page.

You then add your newly created link page to your home page. You can get this little tool free at: [Free Link Exchange Software](#) It really works exceptionally well. I use it myself you can see it here at: [gardening-directory](#) . Please add your link if you have a home and garden type of website, it's free to add your link.

Another way to get free one way links is by article writing which is explained in chapter 7 of this ebook. One way links are exactly that...other Web Sites that link to you without you having to link to them.

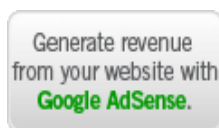
Get free one way links by submitting to website directories. Here is a free automatic submitter that you can use. You can submit up to 350 directories with the free version and up to 2,200 directories with the pro version. If you purchase the pro version just submit to about 200 maybe 300 per day.

[Directory Submitter](#)

## Monetizing your Website and or Blog

Now the good part. How do I make money with my website. The best and easiest way to make money online with your good content website is adsense ads. All you need to do is add their adsense script to your webpages. Joining adsense is free and will not cost you anything. You add the script on your webpages and when someone clicks on those ads you make money. It could be anywhere from .03 cents per click or 5.00 bucks for a click. It all depends on the type of keywords and content you have on your website. REMEMBER this is not a get rich quick opportunity. It is way to make a part time or possibly a full time income.

**Caution: Do NOT click on your own ads, do NOT tell anyone to click on those ads. DON'T do it. The Google adsense team will ban your website and you will forfeit any monies coming to you.**



To join adsense please visit: ( [Monetize your website](#) ) scroll down and click on the adsense banner where it says Generate revenue from your website. It looks like the image to the left.

**Do not pay anyone** that says they can teach you how to make thousands or millions with adsense. Almost everything you need to know will be on the optimization tips link. You must be logged into your adsense account.

Once you join be sure to click on the resource tab then on the optimization tips link. **Below are some great tips** that are provided and posted on your account. There is no charge for the information it is provided free by the google adsense team themselves.

- Test your success with channels
- Create report templates to simplify and save time
- Designing Successful Ads
- Which ad format should I use?
- What color palettes are the most successful?
- Image ads increase variety and competition
- Savvy Ad Placement
- Where should I place Google ads on my pages?
- Maximize ad space with multiple ad units
- Ad Strategies for Specific Sites
- Making AdSense fit your forum site
- Blogtimize - Optimize the ads on your blog

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**Another great way to monetize your website** is by adding affiliate links to your website and or blog. However you need know exactly how this is done. You can't simply start adding links, banners and pasting them all over your website. It must be done correctly. The best person to help you understand the in's and out's of affiliate marketing should be done by someone who is making thousands daily. This person is Rosalind Gardner. She makes over \$500.000

USD per year selling other peoples stuff online! Do yourself a favor and at least visit her webpage right here: [Super Affiliate Handbook](#)

## Do I really need an email list?

The answer is a **big** fat yes! This is how all "Internet marketing guru's" and other good content website owners make most of their money. And they do this over and over again. They have thousands of email subscribers. With this list they can now email their subscribers with their newest idea, offer, website, forum, video or ask them to enroll in their own latest joint venture.

Ok I can hear someone in the back row say what is a "list"? It is a way of getting visitors to signup for your newsletter or ezine. Once you get folks to signup and join your newsletter or ezine you now have a list. A list can be 2 people or 2 million. How is done you say? Well first of all you need an autoresponder. Most successful website owners use the following autoresponder. [Aweber.com](#) they have a free 30 day test drive. The next best autoresponder is: [Emailaces.com](#) they also have a FREE version of their email autoresponder system. Be sure to scroll down to the bottom of the webpage where it says "**P.P.S.** If you've decided not to signup with us for any reason, please click here".

Even a small email subscriber list will enable you to market your own products, or just give them more good information about your website or blog. I personally like to give my subscribers less stuff to buy and more free information about "[Southwestern gardening](#)".

One of the first things you need to do when starting a website or blog is to get a newsletter or ezine started. This is crucial to your internet marketing success.

Here is a free information link about starting your own newsletter. Read it! [Paul Myers - Starting a Newsletter](#)

## Build a Website Without HTML knowledge



**I've been building Websites for some time now.**

You can see my first website right here... [First Website](#) . I built it from scratch...absolutely no HTML experience it took almost 4 years to achieve the level of success I've was looking for. If I would have had an online website builder such as [Homestead.com](#) it would have saved me tons of time and money.

Building your first website can be a daunting, intimidating and sometimes downright crazy process! Are you baffled by HTML, CSS, PHP, FTP and a list of other crazy technical mumbo jumbo?

Start building your own website. Easily access over 2,000 templates and 240,000 professional images.

Complete step by step instructions! Everything you need...Domain Name, Hosting, Images, even traffic generating help. You can easily add your own affiliate links and adsense code to generate income.

**Do you want and need professional website templates?** Are you also looking for free professional images for your online business ? [Homestead.com](#) Is what you need to build or update a **professional looking website.**

*Paul Guzman*

## Free Internet Marketing Resources.

Don't have microsoft word to edit your articles, business letters, update resumes? Here is a free word editor that works just as good if not better than word. It's called openoffice writer. You can use it to make downloadable ad PDF files just like this one.

Here is the link: [openoffice.org](http://openoffice.org) The download is free!

Having a website and or blog means you should track as much as possible. Most hosting companies have a log file that will let you see who, where, and how many times a visitor has been to your website. However viewing their statistics pages are somewhat vague and sometimes downright hard to read. I personally use a counter to record all my visitors, where they came from and how many times they re-visited my Web Sites. The best stat counter is called yup you guessed it "statcounter.com" It is by far the statistics counter on the Internet today. You can also install it as an invisible counter. And of course it's free to join.

Here is the link: [Statcounter.com](http://Statcounter.com)

Easy web page creator. I'm not going to bore you with sales copy that you need this product. I do not use it myself but I have heard some excellent reviews on it. You can easily make search engine optimized Web Sites that attract visitors.

Free SEO PDF ebook: [Fast Start SEO Book](#) Click on Dan Thies SEO Fast Start.

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### How to start a successful Website

- Brad Callen's free SEO made easy. Thousands have already downloaded his free ebook. 10
- Free chapters on search engine optimization tips such as:
- How To Skyrocket Past The #1 Ranked Website On Google For The Term "Diet Information" ..."
- Are You Asking Google To Penalize Or Ban Your Website?
- Don't Get Your Website Banned BY Google... By Accident!
- Possibly The Biggest Misconception About Ranking Well In The Search Engines...
- What You Must Do To Rank Well For Your Inner Web Pages...
- The Cold Hard Facts About Google Page Rank And
- How To Use It To 1-Up Your Competitors! [SEO Made Easy](#)