

What are the Steps to Starting an e-Business Website from Scratch?

Starting an e-business website can be accomplished by following a sequence of logical and informative steps. As with any serious endeavor, beginning a web-based enterprise requires planning, organizational skills and attention to detail. According to the February 18, 2007 "Ecommerce Journal", one main reason why most online businesses fail within the first year is due to "lack of knowledge". Making informed decisions along with hard work and dedication can help you reach the goal of launching any new e-business venture.

Step 1:

Research your e-business options carefully. There are many forms of internet businesses from which you may choose. Some of the business structures that are available include, affiliate marketing, e-commerce stores, eBay auctions, flipping websites, flipping domains, revenue sharing and freelance services. Use the internet as a resource to thoroughly educate yourself about each of your options. Take the necessary time when starting an e-business website to investigate each alternative, considering both your personal preferences and the profit potential of each business type.

Step 2:

Select the form of e-business that's best for you. Gather your research together and decide on the business model that complements your personal situation and will help you reach your financial goals. Some of your considerations should include, the number of work hours per week required, the amount of initial financial investment needed and the potential profitability of the business.

Step 3:

Choose a business name and matching domain name. Brainstorm a list of potential names and gradually narrow your list down to two possible candidates. Select a name that is easy to spell, easy to pronounce, attractive to potential customers and distinct from the competition. It's also a wise marketing decision to have your business name match your domain name as closely as possible. Therefore, check to see if your business name is available as a domain name before you make your final choice.

Step 4:

Obtain web hosting services. Select the best web host for your business based on your business model and its operational needs. If you are running an ecommerce web store, sign-up with a web hosting company that offers a built-in e-commerce shopping cart solution. If you are starting an e-business website that promotes your freelancing services choose a web host that provides multiple business email accounts. You can use each of those accounts for separate purposes such as contact, customer support, information, help and quotes.

Step 5:

Get a business website. One way is to design it yourself with a website builder program. Such a program makes it easy to produce a professional looking website without having to learn any HTML programming. Another option is to outsource the job to a website design firm. Compare prices and view company sample projects before hiring anyone.

Step 6:

Start marketing your products and services immediately. In order to start your business, you need customers. Market intensely at the beginning in order to acquire the recognition and customer base to

get your business off the ground quickly. Use a thorough mix of internet marketing methods including search engine optimization of your website, article marketing, social networking, email marketing and blog posting.

Once you have become successful creating your first e-business website, you'll find that the process of starting an e-business website the second time around will be much easier.

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