

## **Building And Promoting Your On-line Business**

Billion of pounds are spent every single year online, so it makes sense to have your products hosted on your own online website, being a 24 hour salesperson for you .... even while you are asleep !

But, it's not good enough just to have a web site, you also need lots of targeted traffic ...

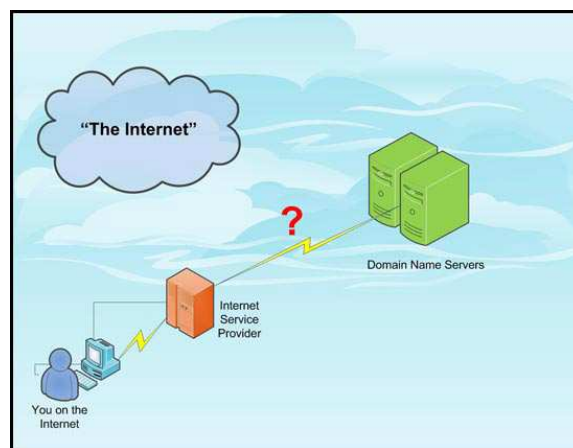
Below are all highly recommended resources and the majority of the products in this article, come with a full money back guarantee, so you can try the products, without risk ...

### **Web Site Building**

I have used a couple of web building and hosting companies to host my own websites. Now don't be afraid about these terms, let me explain ....

**Web Building** is basically a software that helps you create your own website, without having to know HTML (The programming language used on the internet) .... Many of these programs are set up in a 'Wizard' format, which means you do things in stages to build your site.

**Hosting** means that any work you do on your site, is saved (and backed up) by the company, usually producing the web building software, on disk drives in their offices ....



[SiteSell](#) – This is a company based in Canada and have a huge and loyal client base. Although this site takes a lot more setting up, you will start to eventually receive lots of free, targeted traffic to your website... Set up time is 3-4 months and you will start to get free targeted traffic as you build your site. The customer service is second to none, with lots of online help – Although this is a longer set up time than other options, if you are happy to have the patient to build your site and invest your time, the rewards will come with this SiteSell – [Visit For More Info ....](#)

[Do Your Own Site](#) – Is a very simple to use 'Web Building' software program, that again uses a 'Wizard' style approach and is based in the UK. There is an online help section within the software ... Set up is very easy with minimal and approx £60/Yr. Customer Service is again very good and they also offer a web building department, which you can use, as required, if you get too stuck.

Have a little look at the sites, i've built using 'DoYourOwnSite' which are <http://www.bedazzlebeads.co.uk> and <http://www.pub-quiz-quizzes.co.uk> ... This will give you an idea of what is capable using [DoYourOwnSite](#)

**Web Marketing** – As discussed earlier, building a website is not good enough, you also have to promote it and this can be done in a number of ways ... A few of the best ones, I have highlighted below ...

**Using Autoresponders** – Autoresponders is a way of capturing the email address of visitors to your website, so even if they do not buy anything at the time of their visit ... if they enter their details into your newsletter sign up form, they are giving you permission to email them at a later date, for the possibility of marketing your offer to them again at a later time. [Aweber](#) is the best example of Autoresponders on the internet and allows you to produce a great looking newsletter, where you can follow up with your customers and potential clients on a regular basis. There is a fee involved for this service, but we have seen a great increase in our business (both turnover and sign-ups), in the few months we have been using them ... [Check out Aweber](#)

### **Ezines**

Another great way to get traffic (visitors) to your site, is through ezine advertising .... The more visitors you get to your site, the more sales you should get. [Solo Ads](#) is a great starting point and you should get great results from running your ads [here](#)

### **Online Advertising**

There are many ways to promote your website, including paid web advertising. Promote your website through paid advertising sites such as Google, Yahoo or try our low cost advertising program from as little as £1.70/month ... [Find out more](#)

### **Taking Payment**

Which ever web building company you decide to use, you will need to set up a free account with a Payment Processing company. This is a company, who take a small fee for checking and processing credit / debit card payments on your behalf, which you can then transfer directly to your bank account (The transfer to your bank is done free of charge) .... There are a number of companies you can check out to see, which works best for you. [PayPal](#) are a popular option and a contender for Payment Processing is [Moneybookers](#)

### **Selling On eBay**

The online auction house ebay, has a worldwide audience with great potential to sell your products. You can sell in many formats including auction, 'buy it now' or list continuously in a shoplisting format. Whichever you choose, we are positive that this is a great avenue, which should at the least be explored. It's free to join and low listing fees make this a great alternative to setting up your own web site. [Sign Up For Free At eBay](#).

Continued ....

## **Jewellery Making Resources**

[Bead Manager Pro](#) - Powerful Jewellery Software That Will Transform Your Beading Into An Organized, Efficient & Professional Business Overnight

[Beadung & Jewellery Making](#) - Discover How You Can Start Making Money From Your Own Home Based Jewellery Business As Soon As Tomorrow.

[Beadung For Beginners](#) - 'Beadung for Beginners' Is A New Artistic Beading eBook that Teaches You the Quick and Easy Beading Steps You Need to take You from Beading Basics to Beading Like a Pro!

[How To Start Your Own Craft Business](#) - This Comprehensive Guide Shows You How To Start, Run, And Market Your Own Successful Craft Business.

[Ultimate Bead Lovers Guide](#) - 'The Ultimate Bead Lover's Guide' covers everything you need to know to start getting addicted to beading.