

WEBSITE DEVELOPMENT SUPREMACY



**TIPS AND TRICKS
FOR A PROFITABLE WEBSITE**

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Foreword

There are several reasons to set up a website but the most popular of the lot are to gain recognition and revenue. However in order to ensure these two elements are forthcoming one must first understand the workings on how to identify the basic functions of the niche site chosen. Get all the info you need here.

Website Development Supremacy

Tips and Tricks to a Profitable Site

Chapter 1:

Decide On The Function And Niche Of Your Site

Synopsis

The following are some tips on how to go about figuring out a site:

The Basics

Selecting a theme or topic should be the first step as all consequent actions should ideally lead back to this one established fact. With this clearly outlined it would also be easier to focus all attention and efforts to be aligned to this basic theme.

Choosing a topic that would reflect the expertise and interests of the individual would then easily facilitate relevant information as most sites are set up with the intention of providing this.

Using the law of supply and demand the individual should be able to make an informed decision on the function and niche that the site should be built around.

Providing information on matters that have market interest especially if it is a niche that is not currently very wide spread with information.

Being able to provide reliable information and recommendations will definitely garner the interest thus creating a high volume of traffic to the site.

If the site is based on the exchange of view points for a specific niche market, then the individual should be armed with as much information as possible.

Ensuring the information is current is also another advantage to have or develop as being an authority within the niche chosen is beneficial. Being well informed will also create the platform for all interested parties to constantly visit the site for the latest information and here too there will be positive results of high traffic volume.

Chapter 2:

Learn About The Importance Of Visualization

Synopsis

Informed decisions need to be made frequently in any business endeavor, thus there should be some form of visualization evident to help through the course of the business.

Within the exercise of decision making the individual has to be armed with as much accurate and relevant information as possible so that the future of the business can be clearly visualized.

Developing website with the singular element of garnering profits is something that can only be done with proper visualization techniques in place.

Seeing It

There are currently quite a few tools available to assist in making the right decisions quickly and efficiently. These tools are in place to provide all the necessary information that would be needed to make the said decisions based on the visualized goal. Having the element of visualization and actively encouraging this platform is important to the positive growth of any endeavor.

Without the visualization practice in place it would be rather difficult to make decision on call, as there would be no goal to effectively work towards or design around.

Ideally the exercise should revolve around the exchange of ideas with key players who would be an influencing factor in the decision making process.

In encouraging the adoption of visualization techniques and ensure all connected to the project practices this on a regular basis, the business goals will be more likely to be met within a shorter period of time.

This is mainly due to the contributing factor of all connected, will be working as efficiently as possible towards the visualized goal.

This also allows everyone involved to work towards the goal in a collective and collaborative manner.

The many benefits of which would include better cooperation within the group, clearer outlines of each participant, being privy to each other's progress, supporting each other's weaknesses and strengths and many more positive contributing attitudes.

Chapter 3:

Choose A Platform Or Software

Synopsis

There is a whole range of software available for websites and how to optimize profits. Understanding some of the software available and choosing one that is most suitable for the site will ensure one gets the best features to suit the website intentions.

The Tools

The following are some tips to guide an individual towards making an informed choice:

If may be possible in most cases to try the software out before making a purchase. Reading up a little of its features and benefits will enable the individual to choose one that most fits his or her business needs.

Therefore if the particular company promoting the software offers free trials then it would be an ideal opportunity to actually explore the software's capabilities.

As there are a lot of different software in the market today, choosing one that is easy to use and has the main design to

optimize profits and monitoring those profits gained should be the priority.

Having the added feature of immediate overall viewing access is also important as it allow the individual to track the various processes instantaneously and without too many clicks.

Softwares that have compatibility with various different hosts are also another good option to choose.

This will enable the individual to choose an offline website builder which can export the final output respective online sites.

In order to optimize the capabilities of the website it should be created and saved in various formats. The software should ideally be able to enhance the likelihood of the search engines ranking it well.

Good ranking translates to better exposure which in turn drives more traffic to the site. If there are more enhancement possibilities that don't incur added cost but provide the additional support to further the revenue earning capacity, then this should be considered.

Chapter 4:

Choose A Webhost

Synopsis

One of the critical and contributing elements that can enhance the website's features and presence is its choice of webhost. Site awareness and presence is the one factor that will get the intended material to the target audience. This makes the job of the webhost more profound hence the importance placed on the choice made.

The Host

The webhost should be one that is reliable and also one that does not load information slowly as most viewers have very little time and patience to wait for downloads that take too much time.

A Webhost is closely identifiable with the characteristic of a good business partner. Though most of the elements facilitated by the webhost are in the form of being a channel of a supplier, the influence of the performance aspects greatly impacts the overall business temperament.

The following are some tips on what to look for when sourcing for a good webhost:

- ✓ Uptime – the webhost must be able to deliver optimum uptime.

- ✓ Down time – ensuring this is also compatibly fast is important even during “busy” periods for the online business.
- ✓ Backup frequency – the facility of backing up files on the server is important even if it can be done in other ways such as through the hard drive. The backup exercise should be an essential element when online web editing tool is used frequently.
- ✓ Customer support – providing good and time support is also another important function that should be part of a webhost’s contribution. This should be consistent and continuous as issues need to be upgraded to better support levels periodically. Providing immediate responses where necessary and ones that take 10 – 15 minutes when not urgent is the ideal scenario.

Having a good webhost that can provide long term assistance is also something to consider. Good documentation, tutorials and even video are all important support elements that can be provided by the webhost.

Chapter 5:

Assemble Your Site

Synopsis

Assembling a suitable site that is going to optimize traffic flow to the site is important. Therefore it would be in the best interest of the individual to ensure all relevant information is known in order to be able to assemble a good and functional site.

Putting It Together

Through the course of making choices for the assembling of the site, the idea of creating a web presence is the one of the most important feature to consider.

This consideration would make for a more viable presence within the online platform. Without this the site would not be able to complete on a level playing field with the other more competitive sites.

The elements that should be included in the exercise to gather all the necessary elements that will contribute to the assembling of the site should ideally include web pages, scripts, graphics, forms and others.

These should be placed in a directory folder dedicated to the site, which can also be organized on the hard drive as it would be on the internet.

The following are some points to look into when trying to assemble a site:

Choosing a reverse proxy to speed up your website can be done using standard or custom enhanced syntax. This is a more powerful feature as it enables the pages to be retrieved and used as a template to retrieve blocks from xpath expressions and facilitate transformations.

Including dynamic contents from the CMS or website within the application is also useful. Adding to this the use of a remote template instead of the embedded files style is advantageous as it allows for the complete change of design at any juncture.

Being able to combine and assemble multiple applications into a single, fast, modular and standard compliant base is advantageous. These can be stand alone features with any application or embedded one in Java applications.

Chapter 6:

Make Your Site Content Rich

Synopsis

It may seem like a fairly simple task to accomplish but building a site that is rich in content takes some serious thought and a lot of research. This particular style is quite difficult as it solely depends on the content to draw the traffic thus there is a need to consider some very relevant points before commencing this exercise.

The Content

Creating content that is particular to a chosen niche may be one way to start. This may be comparatively easier than creating content for just any topic.

The niche market already has a set target audience, so some of the battle to reach the intended audience is already won. Besides this fact, it should be noted that sourcing for information that is considered for its contributing factors will help the individual focus squarely on the topic at hand. Using keyword rich content is also advantageous in directing traffic to the site.

Creating content rich sites can be done with the use of key word rich articles, product review, blog comments and other information and interactive style postings.

The content can also be designed around topics that have information on products being featured or as newsletter styles. Interactive styles are also well received in terms of content for ensuring success for the site.

This is a great way to draw attention to the site as people generally enjoy content that is designed to be interactive.

Using message boards, discussion lists, classifieds and other interesting feature as part of the site content will also work advantageously for the site.

These kinds of contents have been noted to be popular simply due to the fact that the information posted is ever changing and as the activity levels are comparatively higher. Keeping the site competitive with the latest information is always a good direction to follow.

Chapter 7:

Build Backlinks

Synopsis

Though a rather challenging element backlinks have proven to be a very useful tool in creating the interest in any particular site through its referral capacities. However the use backlinks should be done with care as it can just as easily work against the site and cause negative repercussions from the search engines.

Links

In some ways the link building exercise would depend very much on the competitor's participation. The more competitive keywords would require the use of more carefully designed backlinks and the amounts that would be deemed acceptable.

Therefore some attention should be given to the choice of the keywords as it does play a role in the overall decision making process based on the target intended to be reached.

The speed used to build and feature the backlinks is also another point to consider as too much can overwhelm the site's thus not allowing it to settle into the domain effectively.

It may end up producing little or no results at all as the inability to get the backlinks settle well. However it should be noted that this is not an unusual phenomenon as time, keywords and traffic draw will eventually dictate the ideal placements on the search engine pages. In the end, concentration on building links and adding content should ideally contribute to the best backlinks.

Keeping the backlinks as diverse as possible also can contribute to the element of interesting content which is important when it comes to encouraging backlinks.

Keeping the variety of different types of links is also advised. If the ideas are the stumbling block for the creativity of the site then

concentrating on article links and commenting in forums or building profile links should be explored.

Using the contextual link to create backlinks possibilities is useful and it effectively decreases the risk of sending too many links too frequently to the target page.

Chapter 8:

Use SEO. Multimedia And Social Sites

Synopsis

These are all various supporting tools that can and should be used for the enhancement advantageous of any site. Collectively and individually they all have their various contributing positive values, thus exploring them would be well worth the effort.

Social Sites Etc.

For the multimedia assisting tool, the article content should have all the standard elements that would enable the primary message to be done in a way that facilitates its climb in the search engines rankings status.

These would include headers, text and links all of which should ideally be individually addressed and designed for optimum use. A relevantly designed site can magnify the message and make it more effective with the use of images or videos as these tend to engage the senses in a much more profound level.

Multimedia can be embedded relatively well into the downstream websites and visually it is definitely more impactful.

Although the social media tool has been in use for some time now, its full impactful advantageous has only just become an avenue to tap into for most website users.

Blogs, forums and other user interactive systems have only just managed to gain its popularity status because of its more recent wide spread adoption as a current “in” trend element.

Aside from the more obvious benefits it is also able to significantly cause the benefits to be heightened to SEO positioning. Adding twitter, facebook and LinkedIn into the mix will also help even further to create the “buzz” for the site.

The SEO tool also contributes positively to the enhance traffic to the site through the better positioning of the rankings done based on the site activity.

Having content that is interesting will lead the viewers to find something of interest and perhaps even convert the viewing exercise into an actual committed revenue earning exercises. This of course is another beneficial aspect of the SEO contributing element to the site's progress.

Chapter 9:

Use Analytics

Synopsis

There are several positive points that can be attributed to the use of analytics for the furtherance of any site. Primarily used to measure, collect, analyze and create some reporting data, the analytics tool can also provide other benefits such as facilitating the researches for business enhancement possibilities.

Analyze It

Using the analytics to measure the traffic is just one of the aspects of this tool. Most users of the analytics tool also acquire information on the advertising campaign's effectiveness through the information on the number of interested hits on the site and the popularity trend it draws.

There are two main categories of web analytic which are off site and onsite styles. The offsite one refers to the web measurement and analysis regardless of whether the website is individually owed or simply just managed by the individual.

Gauging exercises such as potential viewing possibilities, visibility and comments are all done to provide the information that can be used to address any areas lacking at the site.

The onsite version measures the actual activity once the viewer is at the intended site. The activities monitored would include the actual reactions and intentions of the viewers each step of the way and this information is then used to understand and encourage changes where necessary to further enhance the experience derived at the site in increasing positive.

This is done mainly for gauging the commercial viability of the site and also to redesign any areas that might be contributing to the lack of optimization.

Wrapping Up

Measuring the success of any site is a very important and should always be an ongoing exercise. the content reporting , goal measurement, source reporting all have contributing ropes to play to ensure the individual is equipped with the right information to facilitate periodical changes if and when it may be deemed necessary. This of course would mean that being able to understand the measuring exercise itself and the underlying reason for it, which would ultimately be to focus on changes that would bring about benefits to improve the site's featured business interests.