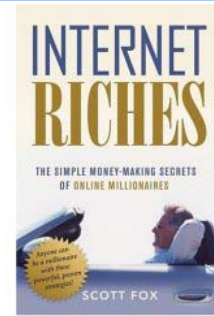


# INTERNET RICHES

*"The Simple Money-making Secrets of  
Online Millionaires"*

By Scott Fox

American Management Association (AMACOM) - ISBN: 978-0814473563



## A New Web Site Startup Checklist *aka*

***Scott Fox's Twelve Step Program for Setting Up a New Web Site***

By Scott Fox

Author, *Internet Riches*

Director, The Liminal Success Institute

Putting up a new web site is exciting. If you don't have a specific action plan, however, you can end up wasting a lot of time and only generate weak results. Here are **twelve important steps** to remember when creating a new web site. They will help you save time, and therefore money, too. They will also help put your site on the right road toward Search Engine Optimization (SEO).

There's lots of information around the web, including on my blog ([www.ScottFox.com](http://www.ScottFox.com)) about what to put on a new web site in terms of content and products. In fact, I wrote a whole best-selling book about this called "***Internet Riches***". I encourage you to check out both my blog and my book if you're interested in starting your own online web site business but want help with strategy, business model, product development, online marketing, or choosing the best web site tools.

**But this report is not about that stuff. It's simply a list of a dozen of the best specific steps and technical tweaks you should take to configure your new web site for success.**

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## **Starting a New Web Site – “The Rest of the Story”**

I had to write this Checklist myself because I haven't yet found a good resource that details the many minor but technical steps you need to set up a new web site correctly.

By “correctly” I mean putting the correct settings in place so that your new site:

- appears online accurately,
- shows up in search engine results quickly,
- attracts traffic, and
- starts to generate a potentially money-making audience for you.

This stuff is “obvious” to web professionals but has rarely been spelled out for newbies. In fact, a lot of these tactics are deliberately hidden or over-complicated by technology people because they want you to hire them!

**So, here's the “rest of the story” – my personal checklist for remembering some of the many small semi-technical tweaks that are important to correctly configuring a new web site.**

**1. Buy Your Domain Names:** The obvious place to start is by picking a memorable and easy to spell domain name with which to brand your new business. Dot-com is preferable to any other domain extension (.net, .biz, .info, etc.). See Chapter Ten of ***Internet Riches*** for my recommended methods for finding/creating a good domain name. Then buy your chosen domain name and activate any hosting and email accounts that come with it to initiate the site's presence on the web as soon as possible. The sooner that your site appears on the web, the sooner your site is likely to get included in search engine listings to attract traffic.

**2. Buy More Domain Names and Forward Them:** Buy any important variations of your domain name. These include .net and .org domains, and maybe .tv, too. Also buy common misspellings that might attract traffic. Buy [www.yourdomain.com](http://www.yourdomain.com), too (Dropping the first period is a common mistyping mistake that may make that URL valuable, too.). Then forward those variations to your primary URL to capture any errant user traffic and prevent squatters from making money from your brand. Check my web site for my latest recommendations on the best deals for domain name registration services. [InternetMillionaireDomains.com](http://InternetMillionaireDomains.com) is my domain registrar, for example.

**3. Find a Web Site Hosting Service:** Once you have locked down your domain name, you'll need a place to build your new site. There are thousands of companies competing in the web hosting market, so to find one that best suits your needs, I recommend visiting [ScottFox.com](http://ScottFox.com) to find the latest recommendations, service reviews, and deals.

***Note:** You do not have to buy your domain name from the same company that hosts your site. Although hosting companies often offer domains at a discount (or even free), I prefer to host my sites separately from where I register my domains so that I can easily repoint the domain to another server if needed.*

**4. Add Your Content or Products:** This will get your new web site up and running. I know it's not that simple but there are lots of resources that talk about this part of the process. If you need help developing your product approach, please read my book, ***Internet Riches***, for help in developing a specific "Internet Action Plan" of your own.

→ → I know the first four steps above are pretty obvious – Now they get better and more detailed.

**5. Use Descriptive File Names:** When naming the directories and files used to build your new web site, be sure to use keyword-rich titles when appropriate. For example, a page with a URL that looks like this:

*[http://www.example.com/lawn\\_care/lawnmowers.html](http://www.example.com/lawn_care/lawnmowers.html)*

is much more likely to be highly ranked for the key search terms “lawn care” and “lawnmower” than this one:

*<http://www.example.com/grt56x/fbdr87purs.html>*

**6. Register Your Web Site with DMOZ and Google and Yahoo:** As discussed in Chapter 20 of ***Internet Riches***, you can submit your new web site for FREE to these directories. This will help prompt them to index your new site. This can help you begin attracting search engine traffic from each of them directly and also help ensure your site’s content gets spidered by other search engines, too.

***Note:** Don’t wait until your new web site is “perfect” - register with the search engines as soon as it’s roughly presentable to begin this registration and spidering process. It may take weeks or even months for the search engines to accurately index your full site, so the sooner you have enough for them to crawl go ahead and submit it.*

**7. Start Collecting Email Addresses:** Part of your design process should include inserting “calls to action” for web site visitors to give you their email addresses. Email is a tremendously cost effective way to keep in touch with potential customers, so you

need to start building your list ASAP. Start collecting emails even if you are far from ready to start sending emails out. Companies like Constant Contact, Feedblitz, Vertical Response, and many more offer these services. Visit my blog at ScottFox.com for my latest recommendations on these vendors and other tips on Internet marketing.

**8. Install Ads:** Sign up with Google AdSense or other online advertising marketplaces. You can install their code on your new web site for FREE. Their systems will then automatically display advertisements on your site that are related to the keywords and topics your site covers. You'll make money every time a visitor clicks on one of their ads.

***Note:** This step is more important for blogs and content-driven sites than for product-based e-commerce ventures. For e-commerce sites there's a fine line between making some extra money from ads and losing sales by distracting your shoppers with ads for other sites.*

**9. Search Engine Optimize (SEO) Your Meta Tags and Content:** Determine the key topics your site addresses to choose the search engine "key words" for which you want good search engine ranking. Then be sure your page titles, descriptions, keywords, and the visible web page content all prominently feature these keywords. "Reading" these fields and content is one of the major ways that search engines decide what your site is about, how it's ranked, and where it's displayed. Don't overdo it because a) "keyword stuffing" can hurt how the search engines rank your site, and b) meta tags are not as important as they used to be. But it's an easy step that you shouldn't miss.

**10. Use Descriptive ALT and Title Tags for Images:** Don't miss the chance to sell both your products and your site better by humanizing the tags for your site's images. For example, if you upload a graphic called laptbl0617.jpg to display on your home page, that title won't help you because no one will know what it means. Instead, you should get in the habit of replacing such unfriendly file names with descriptive copy, especially for the ALT and TITLE tags. (These are the tags that determine what displays to users who are viewing your site with images turned off or when you hover your mouse cursor over an image.) For these fields, try replacing "laptbl0617.jpg" with "Lawnmower part #0617 – Blue" if your site sells lawnmower parts, or "Belinda – Lawn Party – June 17" if you're showcasing a news item or family event.

Doing this consistently will help web site visitors who are relying on your ALT tags (like the visually impaired) and also give the search engine spiders that much more relevant data on your site to use in calculating their rankings.

**11. Use Link Outs:** If you've gone to the trouble of setting up a web site to attract visitors, don't send all those folks away from you with every outbound link you use. Instead, insert this small bit of code at the end of each link: target="\_blank". This will cause any link clicked upon to open in a new window.

While designers often hate this, I insist upon it because I don't want to lose the customer. My strategy gives the customer the new site they wanted but keeps my site open in its original window, too.

**12. Start Building Link Relationships and Authority:** Exchanging links with other web sites is another good strategy to start early in your site's development. Having other sites link to your new site can help attract traffic both through visitors clicking on them directly and because the search engines count links. Examining how

many and what kinds of web sites link to yours is a key tactic search engines use to determine both how important your site is and what topics it covers. This helps them generate an authority ranking for your site that is key in determining how highly ranked it will be in search results, too.

The sooner that your new site has others linking to it, the sooner the search engines will find and crawl your new site, too.

**BONUS - FREE WEB SITE DIRECTORY LISTING:** To help new small business web sites, I recently set up a free directory of entrepreneurial e-businesses at ScottFox.com.

You can get a FREE link to your web site simply by emailing us with some details of why your site is special and linking back. Links from authoritative sites like mine can help your site's search engine rankings, so check out the instructions on ScottFox.com and email us!

**Conclusion:** The combination of the many small steps detailed in my Checklist can really make a difference in your site's development and its recognition by the search engines. Following this checklist with each new site you build can help professionalize your approach, too. I hope you find it helpful.

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This practical and detailed list is the type of info you'll find in my book, **Internet Riches**. The first book of its kind, **Internet Riches** has become a worldwide best-seller precisely because I go into these kinds of details. While many of these steps may

be obvious if you're an experienced "web master", what about the rest of the human race?

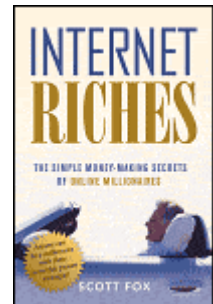
I write to try to help regular people understand the massive business opportunities available online. If you find this approach helpful, you may want to buy a copy of ***Internet Riches***. You can also subscribe to my **free** email newsletters – available at ScottFox.com.



### **What Do You Think? What Did I Miss?**

Your feedback on my recommendations is welcome – please visit **www.ScottFox.com** to email me suggestions and questions, or to comment on my blog.

I am always interested in reader feedback and in hearing about good e-business resources for digital entrepreneurs and small businesses online.



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**8**

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