

## How to Start a Successful Business Online

Starting a business online can be an extremely daunting process and it is natural to feel like a small fish in a worldwide pond. Fear not, as there is a step-by-step process that if followed, is guaranteed to ensure the success of your online business.

**STEP 1: Start with the demand, not the supply.** Find a market where there is an obvious need and fill that need. The internet makes it exceptionally easy [to identify needs](#) in any given marketplace. Do your research - visit online forums, search keywords and see what other products are out there and why they have not yet solved the problem. Then solve the problem better than anyone has before.

**STEP 2: Sell it.** This sounds like a very simple concept – and it can be if the appropriate steps are followed. It comes down to having excellent copy that gets people's attention. Describe the problem and how your product solves it like no other available. Offer thorough product descriptions and a variety of user testimonials. Finally, create an immediate call to action and guarantee absolute customer satisfaction, do not leave a doubt in their head that they are doing anything but the best thing possible for their problem.

**STEP 3: Establish a clean and professional online presence.** Websites and social media are the most accessible and clearest window into your company. Therefore, your website must be clean, straightforward and simple to use. Without the discerning design, a customer can be lost if your website is too jumbled, too difficult to navigate, or too busy with unnecessary bells and whistles that have nothing to do with your product. Once you have the perfect website, don't forget to use SEO to ensure it is seen. Establish a social media presence and make sure to update them often with related pictures, content, and articles relevant to your industry.

**STEP 4: Develop an online presence as an expert in your marketplace.** Frequent online forums and social media to ensure visitors to your social media pages. Offer valuable but free information and content on other sites while always making it easy for the customer to find their way your own. Use social media and email links to encourage users to share with others, bringing new traffic to your site. This will also improve your rankings on all search engines.

**STEP 5: Use the new traffic to your advantage.** Once you have users frequenting your site, be sure to use the power of opt-in email to keep them updated on your product and encourage them to purchase and become a user. Once you have their permission, you are able to send them related product information, reward them for their loyalty, and keep in contact about new offers for years. Customers are more inclined to repurchase from companies they are

familiar with, so establishing a relationship with the user now, will benefit your company for years to come.

### **SUMMARY FOR WEBSTREET JOURNAL**

Starting a business online can be a daunting process but there is a process that is guaranteed to ensure the success of your online business. First, identify a market with a problem, and find the best solution to that problem than has previously been available. Have excellent copy to get the point across to potential customers that your product is what they are looking for. Create a simple and easy website to use, and advertise that website appropriately using SEO tactics. Establish an online presence and become a respected expert in your field. Drive traffic to your site and stay in touch with those that have purchased or agreed to be contacted about potential purchases. Keep your customer base close and always be looking to attract new ones.