Building Our Web Presence For Business or Apps

Every business and a lot of other folks have websites. We are going to make our own. You can buy your own domain name, if you search buy domain names or hosting companies, you will get lots of places to shop. The price is 9.99 per year for a domain name. If you want to use a free one then it will start as wix.com/whatever your site name is. The free ones are fine for learning how and setting up your first one.

First, go to this link http://www.hostingadvice.com/how-to/free-web-hosting/ and pick one of the web page hosting companies, the free ones are down below the paid ones.

Your website should have navigation. That is the links to other parts of your site. You should have a home page, an about page, and a contact page. Your home page should welcome people to your site, get them interested, and say a little about what is on the site. Your about page is where you talk about who and what you are and do, other stuff people may care about, and whatever else. The contact page is where numbers and email addresses are put. Since you are not selling anything and are all minors, you should have a contact page, but don't put any contact info on there. The internet is full of web crawlers (programs that scan the internet for things), and hackers, and creepy people. That means don't put anything on the internet that you are not comfortable with the whole world having. Your website should also have some pictures, but since you are a minor, pictures of something that is not you.

Websites are not very useful if no one can find them. This is where SEO comes in. SEO is search engine optimization. That means we are trying to make our websites easier for search engines to find us. Google ranks pages according to how many other sites link to your site and how important those sites are. Lots of big sites pointed at your website makes you look more important to google. This is where our next step comes in.

After you have fully built your webpage, it is time to get stuff linked to your site. We can't start this until we have a solid base of fake emails. We want to use free email providers that are not phone verified email accounts. So find free

providers, more than one provider is good. You want to create ten fake email accounts with different names and that don't sound like they are made by the same person. Use fake names, and make them look different. Make sure you write down the email address and log in information for each of them. If you want to keep this somewhere easy to find online, then write yourself an email, put all of the email addresses and logins in there and send it to yourself. While you are setting up the fake emails, make an eleventh one for your spam. Every time some site asks for your email, they sell it, and you get spam emails, I have a spam email address just for them, and then my main email isn't polluted with a thousand emails I don't want.

Now that you have a portfolio of fake email addresses, we can start building your web presence. The internet is full of folks trying to gather information and make their site bigger and better ranking. That means they will put a link to your site just to look more important to search engines. You want to search for directories. This will pull up a giant list of places that will link to your site. List your site and link on every one of them you can that doesn't require you to exchange links, pay, or give too much information. You need to get your site listed in at least ten of these. If you were launching a business, you would want to spend a couple days listing it in every one you can get into.

Reviews are very big for businesses. You are not selling anything or providing services right now, so this is not super helpful, but if you were, this is big. This is another place where you can use your fake email portfolio. You use different emails each time, go to yelp, and google, and give yourself good reviews. You want each one to sound personal, like it was written by different people that are not you, like they are realistic (so don't say you are too good, just really good), and all using different emails.

Once you have completed the website, and listed it in a bunch of directories, and reviewed yourself, then it is time to formally report yourself to the search engines. On google, you click on the more link, then search and somewhere buried in the bottom of everything it says you can report a new website. Bing has it, you will have to dig around to find it because not everyone needs to do this. Yahoo is not very popular, but report with them also. Tinier search engines should also be reported to. You want to report to everyone that will let you.

Money

On your website, you can put ads, and get money for views and clicks. Don't click on your own ads, google will know and blacklist you. If you click on the more button on google, you can go down and find adwords and adsense. These are googles ads, they will let you put their ads on your site, and then they will pay you a cut of whatever money they make. It is pretty easy to use. Caution: too many ads makes your site slow and glitch, and people will leave if it is too cluttered up with ads.

Getting the actual money. Paypal will let you set up an account pretty easily. Just go to paypal and sign up. Most of the web can pay you on there. The other option is to go to a bank and ask to set up a checking account. Some banks charge a monthly fee to have an account, but many do not. Credit Unions usually don't charge. A bank account allows you to transfer money from paypal to your account and debit card, it is also a place you can tell google to send your ad money.

Selling stuff on websites requires more stuff. This requires you to go to the bank and set up a commercial account (you just walk in and say, "I want to set up a commercial account"). Once you do that, then you go to your webhosting provider and set up merchant services. It is a little bit of a hassle to get merchant services working, but once you do, you can charge money on your website and accept cards. The money shows up directly in your account, usually in a day or two.