

## 15 Steps To Building A Successful Website:

1. **CONTENT IS KING**
2. **Acquire Used Domain Name**
3. **Acquire Hosting**
4. **Purchase CMS Database**
  - a) Must have search engine friendly URLS (no %, ? etc.)
  - b) Must have targeted marketing capabilities. ([parking lot lighting](#))
  - c) Avoid Tables Page Creation with [CSS](#) Instead of tables.
  - d) Implement Bread crumbs for increasing keyword rich navigation structure  
example Lighting >> Outdoor >> Parking lot light fixtures.
  - e) Correct Link Structure.
  - f) Implement CSS that dictates what the search engine reads first.  
<http://www.residential-landscape-lighting-design.com/> (in firefox toolbar turn off CSS.)
  - g) Put CSS and [JavaScript into external file](#) / folder (Sometimes CSS & JavaScript they conflict with each other. Also, an embedded JavaScript makes it difficult to validate the HTML coding. Putting your JavaScript into an external file can often resolve these problems)
  - h) Make sure to have [sitemap](#) installed.
  - i) Add [Google sitemap](#) to your web site
  - j) Minimize load time by optimizing code & pictures
5. **Choose A Product Or Service** for an **Application based website** [www.rlldesign.com](http://www.rlldesign.com)
6. **Find A drop shipper:** ([www.worldwidebrands.com](http://www.worldwidebrands.com)) and [Houston Public Library](#).
7. Find a content writer or compose articles yourself (Optimal content is 800 words optimized at a 1% word density ratio.
8. **Analyze your targeted keywords** using Google [keyword tool](#).
  - a) Use most important keyword in file name or URL
  - b) Your targeted keywords need to vary in anchor text
9. **Initiate a Link campaign** ( [www.isnare.com](http://www.isnare.com), Submit to [directories](#) including [www.yahoo.com](http://www.yahoo.com) & [www.dmoz.org](http://www.dmoz.org)
  - a) Utilize social networking link strategy example [www.myspace.com](http://www.myspace.com) & [www.facebook.com](http://www.facebook.com) .
10. **Install a blog** ([www.blogger.com](http://www.blogger.com))
11. **Start a community management** system (News letters, xml & rss feeds)
12. **Monitor Statistics Program** (Know how to analyze the reports and to optimize pages for higher ranking results) <http://www.rlldesign.com/webstats/>
13. **Avoid Affiliate Programs** because you lose customers and residual income. Just as much work creating a [application base website](#) than to manage a all affiliate program
14. **Do not use any black hat SEO** such as keyword stuffing, hidden text, page cloaking; do not try to deceive the search engines. These techniques no longer work and will get your site banned.
15. **Get involved with the SEO community** to keep up to date on latest techniques. Search engines change the way they index sites on a regular basis.