

## Web-Masters Tips For Absolute Beginners

For those of you who are familiar with websites, you will know that the days of just building your own website and making it live for all to view are not as simple as they were ten or fifteen years ago. Also gone are the days of using one-word keywords for good SEO and high Google ranking. One would say that websites are no longer something that people can maintain as easily as they could before, because search engines are constantly changing their rules and algorithms. Those who are just starting out into the world of web mastery will perhaps have a vague idea of what SEO is all about and how important it is for your website. Of course, these days anyone who has the time can setup his or her own website, but not everyone can make money out of it. One thing is, if you are thinking about setting up your own website; do not bog yourself down with the way it looks, as search engine crawlers will not care about its flash appearance but will take notice of its content. Before venturing into the world of websites, there are a few things you need to know - many people make the mistake in learning how to design websites and ignoring the understanding behind what makes a website successful. If you are one of these people that do not know your 'traffic' from your SEO's then maybe you should read on. **Tips and Advice**

Right now, you may be at the point of sitting down at your PC with a fantastic idea to set up a website, but have no idea where to start. Begin by doing your research. Look up the term in a search engine and see, what other websites already exist that relates to your website idea. The first page results are usually the ones that you would look at, so that gives you a clue of where you would aim to be in terms of SEO - search engine optimisation which is the term commonly used for improving the quality of 'traffic' to a website from search engines, using specific keywords. If you do not wish to pay someone vast amounts of money to design and build your website then perhaps you should take a short course into web designing. It is worth learning the ropes on PHP, ASP, CSS and HTML codes, or even using something as simple as Adobe Dreamweaver. Training packages are available for these programmes, which provide detailed and concise instructions, so you will not get confused. Look up how to use free content management systems if you are not keen on learning about web developing and designing. These will help build your website, as well as look after its content in terms of images, updating information and online applications. As mentioned before, it is fine to have website that looks appealing, but a website that is all flashy with no content for people to understand from is not going to sit well in Google. Whilst learning how to start-up your site, look on the internet on ways of monetising it. Plenty of people have relied on traffic, and have had to pay for higher ranking in search engines, which cost those websites more money for people to click on their link. This is an expensive process and is not an organic way of gaining higher ranking. This is why it is important to learn about search engine optimisation, if you want people to look at your website then you will need to start swatting up about search engines. Look at how other people have managed to gain success from websites, read their testimonials and most importantly of all take your time. You have to allow time for this process to start kicking in, as nothing ever happens overnight. Many of the people who now live off their earnings from their websites have not achieved this over a short period, they have stuck with working on perfecting it constantly and spent lots of time researching, learning about search engine rankings and being patient with their projects returning successful results. Therefore, it is wise not to give up your day job just yet.

## About the Author

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