

# The Entrepreneur's Handbook

Building a Profitable  
Business from Scratch

Neraj Kumar



# Handbook On Building A Profitable Business

**Mikael Olsson**



## **Handbook On Building A Profitable Business:**

*Build a Profitable Online Business* Mikael Olsson, 2013-10-22 Build a Profitable Online Business The No Nonsense Guide is a highly condensed step by step guide on how to build and run profitable websites Serial web entrepreneur Mikael Olsson gives you in a nutshell all the tools tips and savvy you ll need to create and operate online businesses that will automatically generate streams of effortless income for you He shows you all the tricks and shortcuts for building your own amazing website and running your own online business profitably and efficiently without wasting a nickel or a minute You won t find any technical jargon drawn out lessons or feel good fluff in this book What you will find is an expert guide that pulls no punches in serving up the clean hits of hard information that any web entrepreneur needs to succeed at all aspects of an online business website construction SEO marketing monetization and conversion What you ll learn From Build a Profitable Online Business you ll learn How to strategize design start up and operate your own online business How to build a professional quality website with minimal outlay How to attract visitors to your website and make them come back for more How to monetize your website in 5 different ways How to automate your websites to produce constant streams of passive income Who this book is for The primary audience for this book is individual entrepreneurs who want to create successful web businesses with the least expenditure of time and money and run them as automated engines of passive income The secondary audience is small companies to which the strategies and techniques presented in the book apply equally well This is not a book for people to program or use tools to build a website so the audience is spared skipping through material that will not be helpful or is redundant or not at the correct level for them Table of Contents Site Type and Niche Web Hosting Domain Name Site Structure Site Design Performance Validation Search Engines Site SEO Keyword Research Using Keywords Content Content Pages Navigation Navigation Pages Increasing Traffic Link Building Quality Links Table Artificial Link Building Natural Link Building Directories Social Bookmarking Social Networking PPC Profit Donations Advertising Affiliates Services Products Stickiness Return Visitors Sales Pages Credibility Credibility Pages Action Steps

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