

# HOW TO START A PROFITABLE WEBSITE

- 1 Do your niche research properly BEFORE you start a website so you 100% know your ideas is profitable.
- 2 Research your competitors to spot strengths and weaknesses before you start.
- 3 Reverse engineer popular sites in your niche before you get started.
- 4 Map out your END GOALS first and work backwards with a clear plan on how you'll make money before you build the website.
- 5 Work out what content is popular in your niche using tools like BuzzSumo and Ahrefs to analyse other sites in your niche.
- 6 Then map out how you can improve or differentiate from it.
- 7 Buy a brandable domain name and NOT a keyword based / exact match domain.
- 8 Get secure, reliable, hosting with a trusted webhost.
- 9 Don't get caught up on design, functionality is better than a beautiful website, just get a premium theme and logo made on Fiverr to begin with.
- 10 Have your mailing list in place and collecting leads from day 1 as your email list is your biggest asset.
- 11 Have a clear strategy for traffic from SEO, social media, other websites in your niche, email and paid.
- 12 Focus on HELPING people and solving problems and the money will come, NOT on just making money.