

99 Tips for Building a Functional and Profitable Website

Here are 99 tips to create a profitable health and wellness website:

1. Create and reserve a domain name.
2. Make sure that you know what will draw visitors to your website.
3. Research and obtain HTML software.
4. Learn how to use HTML.
5. Design different pages of the website and how to link them.
6. Research the competition and use the knowledge to be better than the best.
7. Research and obtain a web-hosting provider.
8. Obtain expert help, if needed.
9. Research and secure URL that you want.
10. Know how much time and money it takes to create a website.
11. Be knowledgeable about coding.
12. Know how to change the background color of the web pages.
13. Set a default font on the web pages.
14. Add graphics to your web pages.
15. Test different website design options.

16. Know how to save graphic files as .jpg or .gif files and add text.
17. Know how to transfer the website's files to the your internet provider.
18. Know how to link the web pages to each other.
19. Learn to make tables and create the layout of the site.
20. Obtain a professional logo and name for the company.
21. Ensure that each page has your contact information (phone, email, fax).
22. Each page should contain a copyright notice.
23. Each HTML page should match the title.
24. List the company's city and (or) state.
25. Include the date the site was last updated.
26. The site should contain a photo of you to make you more relatable.
27. Include a FAQ section.
28. Each page should have a similar look and feel.
29. Each page should have a Meta tag.
30. Explain who you are and what makes you unique.
31. Explain the services that you will provide.
32. Explain free versus fee-based services.
33. List the solutions that your visitors will receive by working with you.
34. Show the benefits that the consumers will get from your goods or service.
35. Offer free products or services to attract new customers.
36. Have interesting links for your site's visitors.
37. The site should be easy to navigate.
38. Explain who you want to serve and why they should read more.
39. Have someone review the site to eliminate jargon.
40. The site should fit a fourteen-inch monitor without having to scroll.
41. View the site through several browsers.
42. Check the links regularly and fix those that are broken.
43. HTML should be validated.

44. Meta tags should be verified.
45. Link e-mail addresses (so people can click and send you a message).
46. On average your page should be under 30K text and 50k graphics.
47. Set up an email address using the website URL name@mywebsite.com
48. Compress graphics for faster/better function .
49. Obtain a traffic report from the web hosting company regularly.
50. The website should look professional.
51. The graphics should be clear.
52. The website should be unique.
53. Each page should contain no more than two different fonts.
54. Use .gif files that are interlaced so that they appear faster.
55. ALT tags should be used.
56. Use colors that can be properly displayed by all browsers.
57. Choose the colors that speak to your clientele.
58. The site should have a theme.
59. Name the links in a way that all users of the site will understand them.
60. Site users should be able to find what they are looking for in 3 clicks or less.
61. No single page should contain more than six options.
62. The site should contain an index.
63. Use image maps.
64. Guide visitors on how to use the site or what they should see next.
65. Use buttons to go back, forward, to the top of the page, and to the home page.
66. The site should contain a functional and user-friendly search engine.
67. Avoid blind alleys on the site.
68. Get multiple people to view the site and offer constructive criticism.
69. View the site in its entirety to make sure it works well.
70. Offer the consumer multiple ways of purchasing products or services.

71. Present services in a way that makes people want them.
72. Purchasing should be an easy process.
73. Use a secure server.
74. Use real time to process transactions by credit cards.
75. Include customer testimonials.
76. The site should have a satisfaction guarantee.
77. Tout your expertise on the site – it is a marketing tool.
78. Build credibility by offering articles, mp3 recording or video.
79. Use self- tests or checklists to sell products or services.
80. Use meta tags correctly.
81. The site should offer a place for people to recommend the site to others.
82. The site should be listed on search engines.
83. Offer a way for people to sign up for updates, information or free gifts.
84. Link yourself with similar businesses.
85. Monitor the site on search engines.
86. Join a web ring.
87. Use an email signature to refer others to the website.
88. Direct people to the website using brochures or business cards.
89. Join an association that includes a listing to the site.
90. Include free teleclasses as a gift in exchange for email addresses.
91. Offer a newsletter that people can sign up for online.
92. Use polls or surveys to make the site interactive.
93. Offer a chat room on the site.
94. Offer a discussion board
95. Use auto-responder to send free reports, etc.
96. Introduce yourself with video or audio.
97. Offer referrals for the viewers of the site.
98. Offer viewers useful links.
99. Express your personality on the site.