Creating a Classifieds Web Business

Web Business have known a very fast development in the last few years. It is very easy now and convenient to run your own business from home, in front of your computer. One of the most accessible internet business is classifies ads web business. Classified Ads Web Business are easily to setup, don't require but a few money to start and are quite easy to maintain. So you can easily start an internet business of this kind and continue to go to your job. Your time after job will be sufficient for you to grow your business. So, if you have decided to go for a classified ads site, first you have to decide what sort of classifieds you will build. You can build a general classified ads site, with several categories from different fields, or you can build one with a specific, for example an auto classifieds, a pet classifieds, an art and antiques classifieds, and so on. To be able to decide, you have to study the competitor market. See what other sites are already used and try to orientate to a segment where there is a deficiency. That way, with proper advertising, your site will gain traffic, which won't happen very quickly if there are already too many sites alike. Also, you have to choose what type of ads will be posted: free ads or payed ads and what the payment system will be, whether the categories will have different prices or a user will pay for a period of time, if ads will support one or many pictures, and other features. If you have decided what type of site you will build, you have to find a domain name and rent it or buy it. The domain name should be easy to memorize, not too long, and it should be connected with the type of web business you are developing. When you think you have found a name, you have to verify if that domain name is not already registered by someone else. So you will have to find a hosting company that also sells domains to tell you if the domain is available, and if it is free you will register it. Next step, if you have a picture of how you want your classified ads site to look like and what features to include, you will have to look for a classifieds script. If you don't know exactly how you will want your site to be, surf on the internet a little, find other classifieds sites, until you make up your mind what features you want to include. Now you have the picture in mind, you have to find a script that includes the features you want. Usually, you will be able to choose between php scripts and perl scripts. Php and perl are most used for this type of scripts, because are usually both supported by hosting companies. Still, php is the used more, there are many good scripts written in php. Together with php and perl mysql is used for database support. You can find a nice general classified ads script at: http://www.mybizz-classifieds.com. Also, if you want to start an auto classifieds, go to http://www.carscripts.com. After you have found a script that is convenient to you (and eventually bought it if it is commercial), you have to choose a hosting where to host your site. For tips in choosing a hosting company, follow this link One thing that you have to pay attention to when you choose a hosting plan for your classifieds website is that the hosting plan offers you the what the script request (usually php, mysql and, if the script is encoded, the requested encoder). The script will have to be installed on the new hosting. To do that, you can ask for help to the owner of the script or other specialist, but usually you can install it yourself. Most scripts come with installing instructions and have friendly installers. Once you have installed it you can continue setting up from web categories and other settings. Now that your site is up, all you need to do is bring traffic to it. You can submit it to directories, write on forums, tell your friends, and any other method that will bring traffic. It is recommended, if you intend to place a cost per ad to allow free ads posting for a period,until there are enough ads posted (you must think that users don't want to pay for ads placed on sites where there are very few ads, because that will mean there is no traffic). Another idea to make money with a classified ads site is to post ads free, but charge other companies for placing their banner on your site. Maintenance of such site is easy to do: check and update

badword list if the script has one, verify the ads, add banners, answer contact mails.