



Starting an Online Business All-in-One For Dummies

By Shannon Belew, Joel Elad



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The all-in-one guide to everything you need to know to start an online business

Starting an online business can be a tricky undertaking. Luckily, *Starting an Online Business All-in-One For Dummies, 4th Edition* gives you the business savvy needed to make your online business boom. Cutting through technical jargon and hype, this plain-English guide arms you with everything you need to succeed, from developing a business plan and designing your website to making the most of marketing through social media—and everything in between. Plus, you'll get ideas for funding your online start-up, tips for moving your brick-and-mortar customers online, ways to breathe new life into a tired business, the latest on trademarks and copyrights, and much more.

- Includes updated information on web page design with HTML 5 and CSS, new analysis tools, and search engine optimization
- Gives you trusted information on Internet security
- Covers niche and advanced e-commerce topics

If you're in the exciting position of planning, launching, or maintaining a successful online business, this all-encompassing guide will make you an online entrepreneur in no time.

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Editorial Review

From the Back Cover

11 BOOKS IN 1

- Online Business Basics
- Legal and Accounting
- Website Design
- Online and Operating
- Internet Security
- Boosting Sales
- Retail to E-Tail
- Storefront Selling
- Fundraising Sites
- Niche E-Commerce
- E-Commerce Advanced

Everything you need to know to start and run a great online business

Always wanted to start an online business, but you didn't know where to begin? You're in luck! This complete guide features eleven books in one to bring you everything you need to dive right in. Get into the basics and then move on to more in-depth topics such as accounting, website design, security, marketing, fundraising, and e-commerce!

- Basics and beyond — find out how to start from scratch and get up and running with your online business in no time
- Keep the books like a pro — discover the various legal structures for your business, then find out how to keep the books in order
- All things Internet — design your website, choose the perfect web host, and make the most of search engine traffic
- Keeping things secure — keep things secure by following all the latest and greatest best practices in Internet security
- Skyrocket sales — increase traffic, jump into social media, master SEO techniques, and drive your new business's sales
- Find your niche — discover niche markets and how they can lead to tremendous success, and learn how to spot e-commerce trends

Open the book and find:

- Tips on creating a business plan
- Critical legal and accounting info
- The lowdown on website design and hosting
- Revenue models specific to the web
- How to take your operations online
- Tips on building and running fundraising websites
- A complete overview of niche e-commerce

- Advanced e-commerce information to drive business

About the Author

Shannon Belew is the co-owner of several online businesses and writes the Huntsville Times' column, "Today's Home Office." **Joel Elad** holds a BS in Computer Science & Engineering from UCLA and is the author of *LinkedIn For Dummies, 2nd Edition*.

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Willie Clark:

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