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3 Ways Programming Forums Can Help Grow Your Online Business by [Jordan Hartley](#)

Article published on January 13th 2012 | [Forums](#)

Starting an online business seems like a pretty easy thing to do at first? I mean, you just build a website or online store and start selling your merchandise, right? If only it were that simple. It doesn't take long to figure out that there can be a pretty high level of technical knowledge required to create and maintain a professional looking and properly function website. And then you've got marketing to think about. How will your potential customers find your website among your competitors? How will you promote your product or service? More importantly, how will you make people care about what you are promoting enough to give your website a serious look? Fortunately there are places to turn for help before all this becomes overwhelming. On that note, here are 3 ways a programming forum can help you grow your online business.

1. Build it right in the first place.

You'll save yourself a whole lot of time, money and frustration by making sure that your website is built properly to serve its required functions right from the beginning. Programming forums provide access to community provided advice, tips and techniques to help you do this. Think you're in over your head, technically speaking? Then a programming forum is a great place to find a website designer.

2. Learn website maintenance.

Completing the website construction phase is a big step on your way to online business success, but your work is far from over. Regular maintenance is required to keep your website up-to-date both from a technological/functionality perspective, as well as from a user point of view. The functionality aspect of website maintenance can be learned from tutorials accessed through your membership in a programming forum. Maintenance from a user perspective has more to do with content.

3. Do you know SEO?

SEO is the acronym for Search Engine Optimization. Is it important? Quite frankly, if you don't have a thorough and functional understanding of SEO tactics and strategies, your website might as well not even exist. Yes, it's critically important. So important, in fact, that you will find SEO featured as its own category for discussion on most programming forums.

With a well-built and maintained website, you will have established a solid foundation for future success. To get that traffic rolling in, you will need to learn and develop a solid understanding of SEO. The information found in programming forums can assist you with all three, helping you to grow your online business.

Article Source:

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Article Keywords:

Programming Forum, Programming Forums, Webmaster Forum, Webmaster Forums

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