



From Concept to Community: How I Built An Online Community And Took It Viral In 25 Days With Little Money And No SEO

April L. Hamilton

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I announced the official launch of my new online community, Publetariat.com, on 2/11/2009. The site got over 7,000 hits in the first 24 hours following its launch, and 3-month average Alexa traffic rank in the top 6.92% of all websites-a figure which, when adjusted to account for the brief time period during which Publetariat had been open to the public, equates to a rank in the top 2% of all websites. What makes these results even more astonishing still is the fact that I'd only come up with the idea for the site one month before, on January 15, 2009. In 18 days, I'd taken the site from concept to go-live. In just 25 days, I'd taken it from concept to an Alexa traffic rating in the top 2% of all websites! In this book I explain how I did it, and provide the practical, concrete tips and advice you need to create your own online community success story.

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