

## creating a successful ghost website ©2007 by Fiona Broome

### 1. Choose a niche

Think about magazines v. zines. What can you create online that's different from what's already there?

### 2. Get a domain name

Don't pay too much. *Namecheap.com* is one of the best and cheapest. Hide your personal information.

### 3. Find hosting

Fiona likes *Omnis.com* and *Websitesource.net*.

### 4. Build content

For free website templates, see *OSWD.org*

For articles, you can get freebies from *eZineArticles.com*

### 5. Get listed at search engines

Do this through links at each search engine. Do NOT pay a pricey service to do this for you.

### 6. Create lots of unique content

Offer information and high-quality graphics that readers can't find anywhere else. (See Fiona's "How to find ghosts" flyer for ideas.)

### 7. Link to other websites. Get links back.

Do this personally and very selectively. Don't use a "free links exchange" service.

### 8. Ghost websites are a labor of love.

Most ghost websites barely cover their expenses with advertising. Fame is possible, but most likely among a small audience. Volunteers come & go, so be prepared to run the site on your own.

### 9. Maintain your integrity.

If you're going to do something sensational, be sure that you've thought it through and have no hesitation. Your reputation is your most important asset in this field.

For more information about ghosts and ghost websites, see *www.HollowHill.com*. For writing tips & more about Fiona, see *FionaBroome.com*.

## HOW TO FIND GHOSTS ©2007 by Fiona Broome

### Look in books, newspapers, magazines & websites.

The Halloween issues of most newspapers include ghost stores; check their archives. Also ask the Reference librarian at the public library; he or she may know stories.

### Ask people, especially students.

Many middle and high school students know the local urban legends. Some of those stories may be true.

### Visit established hauntings to see how they feel.

Once you know how a haunted place 'feels', you'll be able to identify other haunted places. Maybe it's an aura or an energy field, but *haunted places feel different*.

### Look for patterns. Become an historian.

Haunted places often have things in common, such as a violent or tragic history. (Ref: Austin's 'haunted bricks')

### Be very observant.

There may be far more ghosts than we realize. Learn to watch for signs everywhere: Something that you keep seeing out of the corner of your eye. Something odd (too quiet, cold spot, etc.). A 'creepy feeling' that you can't really explain.

### Investigate... as a skeptic.

Any site with apparently unexplained phenomena--even a 'creepy feeling'--will have hard evidence to support or debunk a haunting. Learn to look for it. Learn which ghost hunting tools work for you, and use them. (Ref. *Hollow Hill Podcasts*, 3 Sep 07 podcast.)

For more tips, how-to articles & courses, see <http://www.HollowHill.com>