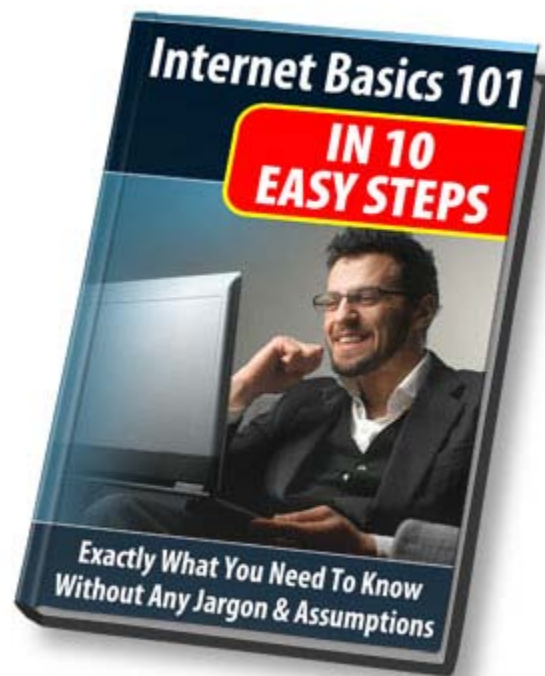


Internet Basics In 10 Steps



By John Delavera

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Introduction

Welcome to 'Internet Basics'.

As the name implies, my objective in this book is to teach you everything that you could ever need to know about how to make yourself 'visible' on the internet by creating and publishing your very first website.

As you are reading this, you are obviously an internet user! That being the case, you know how to surf the internet and have probably visited plenty of websites during your surfing.

So, you know that websites all look different from one another and that they all carry information of some type, either in the form of text (words on the page) or pictures (more commonly known as 'graphics' in internet-speak), while some sites feature videos or audio soundtracks.

Indeed, most sites feature a combination of all these formats, but no matter how the content (any information that is presented on a webpage) is presented to site visitors; all websites serve essentially the same purpose. That is to present information that the website owner wants the world to know about.

From this point on, I am going to tell and show you everything you need to know about creating and populating your first site, starting from where you are at the moment with little or no knowledge of websites other than the above.

I am going to do this in a methodical, step-by-step manner, so that you can see how everything that you are just about to start learning meshes together. By the time you finish reading this book, there will be nothing that remains mysterious about building your first website.

Let's get straight into creating your first website!

Step 1 - What will your site do?

A website is essentially nothing more than a selection of different kinds of informational materials, usually of differing types, that are collected together and then published on the World Wide Web.

When this information is collected and published on your site, it becomes website content, similar to the content that you see and read every time you land on someone else's website.

The first thing that you therefore need is an idea of what you want your site to be about, a theme around which all of your content pages will be built.

It is not enough to simply decide to build a website. You must know what you want it to be about, what you want it to do and who you expect to be interested in your site once it is published. Without knowing these things then nothing you do will have any direction or purpose and that is almost always a sure-fire recipe for getting nowhere.

Let us imagine that, for the purposes of this book, your interest is dogs, and that you therefore want to create a site that focuses on dogs.

Why would you want to do this? Presumably, the main idea is that you want to tell the world something about your favorite topic. Here are some of the things that you might do on your site:

- tell your favorite dog stories;
- publish some of your favorite dog pictures;
- add resources (like other websites) where there is lots of good information about dogs;
- focus on other sites that help dogs, such as dog rescue organizations and the like;
- offer tips, hints and suggestions about dog training and grooming;
- test various dog foods against one another for nutritional value
- sell dog related products or services

and so on.

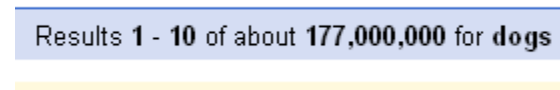
Building a site that is somehow dog related therefore represents the core elements of your site, but you cannot realistically hope to do all of these things on the same site. Doing so would make it something of an aimless mish-mash, and that would make it far less likely that people would want to visit your site more than once.

So, building a 'dog' site is too general and broad an idea. What specifically do you want to do? Is it just about telling the world about your own pet, or are you going to create a business related site that sells dog related products and services?

You need to narrow this down right at the beginning to make any of your subsequent actions make sense.

Once you have done so, then you will know what you want to put on the site that you are about to create.

You probably also know that there is already quite a lot of dog related information available online. For instance, a search using Google for the word 'dogs' returns a result that looks like this:



Results 1 - 10 of about 177,000,000 for dogs

Incidentally, for every piece of information that is already published online, there are still dozens or even hundreds of articles, reports and essays that are available offline (in books, magazines and so on) that have never been seen on the net before.

These represent a very rich source of 'seed' materials for the site that you are about to start creating, so do not ignore them.

Okay, so you now have an idea of what information you want to show to the world on your site.

The next question is - where are you going to put this information?

In other words, it is time to take the first step towards creating your website - choosing a suitable domain name that it will be recognized by.

Step 2 – Select your domain name

A domain name is the website name that appears in the window at the top of your web browser and it is usually the name that people use when they refer to any particular site. However, it is only that part of the name that you voluntarily choose. It does not include the `http://www` 'bit'.

So, for example, the domain name here:



is `ebay.com`, while here:



we have `yahoo.com`.

Step two of your ten step plan is to decide on the domain name that you want to give to your site, and in order to do this effectively, you need to look back at the first step for the purpose of your site.

The reason that this is important is that the purpose of your site should always be reflected in the domain name that you choose for your site.

There are many reasons why this should be the case. For instance, the more descriptive your domain name is, the easier it is for other web surfers to know what your site is about before they look. This ensures that most people who visit your site will already know what to expect when they get there, and when they visit this indicates their pre-existing interest in your topic or site subject matter.

Choosing a 'targeted' domain name ensures that the people who land on your site are likely to enjoy the experience and come back again. Your site becomes popular, and there is no website publisher that I know that does not want their site to become popular!

If, for example, you are Janie, and all you want is to create a site that details your life with your two dogs so that your friends in other countries can read about it, then you might try calling the site `Janies-dogs.com`.

That would indicate to anyone who found your site with that domain name attached through one of the major search engines like Google or Yahoo! that it is a personal site concerned with dogs that has been created by a person called Janie.

If, on the other hand, you want to set up a site that promotes and sells dog training supplies and products online, then a name like `dog-training-supplies.com` would be far more suitable.

Going back to what was suggested earlier about being specific about what you want your site to do, even though both of these sites are going to focus on the broad topic of dogs, their approach is very different. It follows that the domain name that each site owner selects must be different as well.

The central focus of your site is what will decide the domain name that you use for it in every case.

The actual process of grabbing your own domain name is called 'registering' the name in question, and the process can take place on any one of thousands of domain name registration sites. I will tell you where and how you should register our chosen name a little later.

Understand that every domain name is unique. There is only one google.com and one amazon.com, for example. If therefore the domain name that you want to register has already been registered by someone else, that is your bad luck, it's gone!

A lot of the 'best' domain names, those with the most immediate impact, were grabbed a long time ago. For instance, if your site is going to sell dog training products online, then DogTraining.com would be a perfect domain name for you. Sadly, it was taken years ago.

(By the way, capitalizing the D and T in that domain name as I did above is simply done to make it easier to read. It has no relevance at all when you type that address into a web browser, because the browser will always read it as dogtraining.com.)

What you need to do is draw up a short list of domain names that represent what your site is about and that you like, before you start the process of domain name registration.

Aim to have at least half a dozen names on the list, because inevitably, some of the ones you choose will have been registered by someone else already. If you pick only a couple of names, the chances are that they will both be taken, so it would be straight back to the drawing board anyway. You can short cut the process by having your list ready before you move to the next stage, which is registering your domain name.

Step 3 – Registering your domain name

As mentioned earlier, there are lots of sites where you can register domain names, but the site that I would recommend is [The Internet Company](#)

because they are one of the cheapest around, and they are also very good at what they do.

Open up the website and you will find a box that looks something like this on the home page:

FREE! ~~Hosting~~

- **FREE!** Complete Email
- **FREE!** Forwarding / Masking
- **FREE!** Change of Registration
- **FREE!** Starter Web Page
- **FREE!** "For Sale" / Parked Page
- **FREE!** Domain Name Locking
- **FREE!** Total DNS Control

Start Your Domain Name Search Here!

Enter a Domain Name:

www. .com

More Great Deals!

Risk Free Transfers - Includes a 1-year extension. [Starting at \\$6.95!](#)

Private Registrations - No spam, scams, or prying eyes! [Only \\$8.95/yr!](#)

Bulk Domains - Save when you register multiple domains with [special bulk pricing!](#)

	1 yr	2 yrs	5 yrs	10 yrs
SAVE! .COM*	6.95	6.95	6.95	6.95
.INFO*	9.99	9.99	9.99	9.99
.NET*	9.99	9.99	9.99	9.99
.ORG*	9.99	9.99	9.99	9.99
.TV	44.99	44.99	44.99	44.99
.US	9.99	9.99	9.99	9.99
.BIZ*	9.99	9.99	9.99	9.99
.WS	14.00	14.00	13.85	13.60
.NAME*	9.75	9.75	9.75	9.75

* Plus [ICANN fee](#) of 20 cents per domain name year. Certain TLD's only.

This is where you can check the availability of the name that you want to register by typing it in and hitting 'Search'.

Before doing so, however, here is something else that you should take note of.

You will see that the default setting is the domain name that you have chosen + the '.com' suffix. Whenever possible, you should always go for a .com domain rather than any of the other alternatives, principally because in the mind of most web surfers, web sites are .com 'places'. When such a surfer is in doubt and can only vaguely remember the domain name of a particular site that they want to re-visit, they will always type in whatever they remember and add a .com at the end.

So, forget any other suffixes – it should always be a .com if possible.

I have decided that my site is going to focus on selling dog training equipment, supplies and materials (books, video etc).

Purely for research purposes, let's start our search with the most obvious (previously mentioned) domain name:

Domain Specials
\$1.99* Domain Names, Transfers and Renewals! with each and every new, non-domain product you buy -- no quantity limit! PLUS, you get **Personalized Email (\$9.99/yr value!)**, **FREE Hosting**, **Quick Blogcast** and much more - \$105 in value**! \$1.99 reflected in your shopping cart at checkout. [Some limitations apply.](#)

DOGTRAINING.COM is already taken. [\(click here for info\)](#)

Check the domain names that you would like to register below. [Why you need multiple domains](#)

	.com*	.info*	.net*	.org*	.tv
Select All	X Not Available	<input type="checkbox"/> \$18.95 Backorder Now†	<input type="checkbox"/> Premium Domain price \$13,700.00	<input type="checkbox"/> \$18.95 Backorder Now†	X Not Available

Add Another Domain .com ▼ Search
[Try Smart Search](#)

† If this name expires or is cancelled by the registrant we'll try to grab it the instant it becomes available. [More](#)

More Options

Also Available
Smart Search
International Domains
Premium Domain Names

[Select All](#)

Premium Domain Names ?

☐ PennsylvaniaDogs.com \$1,349.00*
☐ PennsylvaniaDogObedience.com \$1,149.00*
☐ PennsylvaniaTraining.com \$1,299.00*
☐ PennsylvaniaDogKennel.com \$1,199.00*
☐ PennsylvaniaComputerTraining.com \$1,349.00*

☐ DogTraining.net \$13,700.00*
☐ DogTrainingCare.com \$1,688.00*
☐ TrainDog.com \$6,354.00*
☐ DogIt.net \$1,888.00*
☐ AlphaDogTraining.net \$588.00*

[See other domains like this.](#)

[Select All](#)

Additional Domains

☐ DOGTECHTRAINING.COM \$6.95*/yr - save \$1.80!
☐ DOGRADIOTRAINING.COM \$6.95*/yr - save \$1.80!
☐ DOGTRAVELTRAINING.COM \$6.95*/yr - save \$1.80!
☐ DOGTRADERTRAINING.COM \$6.95*/yr - save \$1.80!

☐ DOGMOBILETRAINING.COM \$6.95*/yr - save \$1.80!
☐ DOGSOFTTRAINING.COM \$6.95*/yr - save \$1.80!
☐ DOGCAMPTRAINING.COM \$6.95*/yr - save \$1.80!
☐ PETSITETRAINING.COM \$6.95*/yr - save \$1.80!

It's already taken, and that is no great surprise!

However, look a little further down the page, and you'll see a few alternative suggestions that [The Internet Company](#) is putting forward.

A quick glance tells me that there is nothing that I particularly like here, but clicking on 'See other domains like this' is likely to make things much more interesting.

On the next page, there is a long list of suggested domain names, but before looking through them click on 'Select all' and then 'Check availability', otherwise you could end up finding a great name only to find that is already taken:



This is what I see on the next page after doing this to establish that all are domain names that are available for immediate registration:

Previously Selected Smart Search Domains: These Are Available

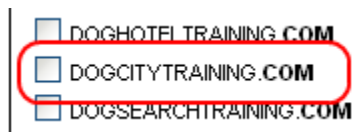
[Select All](#)

- | | |
|---|---|
| <input type="checkbox"/> DOGGUARDTRAINING.COM | <input type="checkbox"/> BESTPETGETTINGBETTER.COM |
| <input type="checkbox"/> DOGAUDIOTRAINING.COM | <input type="checkbox"/> EASYPETGETTINGBETTER.COM |
| <input type="checkbox"/> DOGCUSTOMTRAINING.COM | <input type="checkbox"/> YOURPETTRAININGSTORE.COM |
| <input type="checkbox"/> DOGMARINETRAINING.COM | <input type="checkbox"/> YOURDOGIMPROVINGLIVE.COM |
| <input type="checkbox"/> DOGBIKETRAINING.COM | <input type="checkbox"/> BESTPETTRAININGSTORE.COM |
| <input type="checkbox"/> DOGMUSICTRAINING.COM | <input type="checkbox"/> BESTDOGIMPROVINGLIVE.COM |
| <input type="checkbox"/> DOGHOTELTRAINING.COM | <input type="checkbox"/> MYDOGIMPROVINGONLINE.COM |
| <input type="checkbox"/> DOGCITYTRAINING.COM | <input type="checkbox"/> EASYPETTRAININGSTORE.COM |
| <input type="checkbox"/> DOGSEARCHTRAINING.COM | <input type="checkbox"/> EASYDOGIMPROVINGLIVE.COM |
| <input type="checkbox"/> MYDOGGETTINGREADY.COM | <input type="checkbox"/> EASYPUPPYTRAININGLIVE.COM |
| <input type="checkbox"/> HOUNDTRAININGPRO.COM | <input type="checkbox"/> YOURDOGIMPROVINGONLINE.COM |
| <input type="checkbox"/> EASYHOUNDTRAINING.COM | <input type="checkbox"/> BESTDOGIMPROVINGONLINE.COM |
| <input type="checkbox"/> YOURDOGGETTINGREADY.COM | <input type="checkbox"/> EASYDOGIMPROVINGONLINE.COM |
| <input type="checkbox"/> BESTDOGGETTINGREADY.COM | <input type="checkbox"/> MYPUPPYTRAININGSTORE.COM |
| <input type="checkbox"/> DOGGETTINGREADYPRO.COM | <input type="checkbox"/> EASYPUPPYTRAININGONLINE.COM |
| <input type="checkbox"/> PETGETTINGREADYLIVE.COM | <input type="checkbox"/> YOURDOGIMPROVINGSTORE.COM |
| <input type="checkbox"/> MYHOUNDTRAININGLIVE.COM | <input type="checkbox"/> BESTDOGIMPROVINGSTORE.COM |
| <input type="checkbox"/> MYCANINEIMPROVING.COM | <input type="checkbox"/> MYDOGGETTINGBETTERLIVE.COM |
| <input type="checkbox"/> MYPETGETTINGREADY.COM | <input type="checkbox"/> YOURPUPPYTRAININGSTORE.COM |
| <input type="checkbox"/> YOURCANINEIMPROVING.COM | <input type="checkbox"/> BESTPUPPYTRAININGSTORE.COM |
| <input type="checkbox"/> BESTCANINEIMPROVING.COM | <input type="checkbox"/> EASYDOGIMPROVINGSTORE.COM |
| <input type="checkbox"/> MYHOUNDTRAININGPRO.COM | <input type="checkbox"/> YOURCANINETRAININGLIVE.COM |
| <input type="checkbox"/> CANINEIMPROVINGPRO.COM | <input type="checkbox"/> BESTCANINETRAININGLIVE.COM |
| <input type="checkbox"/> YOURPETGETTINGREADY.COM | <input type="checkbox"/> EASYPUPPYTRAININGSTORE.COM |
| <input type="checkbox"/> EASYCANINEIMPROVING.COM | <input type="checkbox"/> YOURDOGGETTINGBETTERLIVE.COM |
| <input type="checkbox"/> BESTPETGETTINGREADY.COM | <input type="checkbox"/> BESTDOGGETTINGBETTERLIVE.COM |
| <input type="checkbox"/> PETGETTINGREADYPRO.COM | <input type="checkbox"/> EASYCANINETRAININGLIVE.COM |
| <input type="checkbox"/> EASYPETGETTINGREADY.COM | <input type="checkbox"/> MYDOGGETTINGBETTERONLINE.COM |
| <input type="checkbox"/> YOURDOGTRAININGSTORE.COM | <input type="checkbox"/> EASYDOGGETTINGBETTERLIVE.COM |
| <input type="checkbox"/> BESTDOGTRAININGSTORE.COM | <input type="checkbox"/> YOURCANINETRAININGONLINE.COM |
| <input type="checkbox"/> EASYDOGTRAININGSTORE.COM | <input type="checkbox"/> BESTCANINETRAININGONLINE.COM |
| <input type="checkbox"/> HOUNDIMPROVINGLIVE.COM | <input type="checkbox"/> EASYPUPPYTRAININGPRO.COM |
| <input type="checkbox"/> HOUNDIMPROVINGSTORE.COM | <input type="checkbox"/> YOURDOGGETTINGBETTERONLINE.COM |
| <input type="checkbox"/> MYHOUNDIMPROVING.COM | <input type="checkbox"/> MYCANINETRAININGSTORE.COM |
| <input type="checkbox"/> YOURHOUNDIMPROVING.COM | <input type="checkbox"/> BESTDOGGETTINGBETTERONLINE.COM |
| <input type="checkbox"/> MYPUPPYGETTINGREADY.COM | <input type="checkbox"/> EASYCANINETRAININGONLINE.COM |

As you can see, you have a lot of available options here. Is there anything that you can see in this list that suits what you want to do, or do you want to go back to the beginning of the process and try the next name on your own shortlist?

I would always try to use a name from this list rather than searching any more. I say this because, in my experience, as long as a domain name is reasonably indicative of what a site is focused on, the specific domain name does not really seem to matter all that much, and therefore I tend to waste as little time as possible on domain name selection.

In this example, I would be quite happy using this:



so that is the name that I will go for – DogCityTraining.com.

Once you have found a name that you like, you will need to create an account if this is the first time that you have use [The Internet Company](#). After that, you simply follow the registration procedure, step by step, from the beginning to the final point where you pay for your new domain.

One thing that you will note is that the price quoted for the domain name that you are registering (currently \$6.95) is an annual fee:

Domain Pricing Per Year				
	1 yr	2 yrs	5 yrs	10 yrs
SAVE! .COM*	\$6.95	\$6.95	\$6.95	\$6.95

It is best if you can afford to pay for two years' registration rather than one, as this is something that the major search engines (and in particular Google) like to see. They consider it to be a sign of site stability when a domain name is registered for at least two years, and they are therefore more likely to include that particular site in their search engine rankings, which is important as that helps more people to find (and visit) your site.

Once you have finished paying for your new domain name, you are now the proud owner of DogCityTraining.com.

Let us move to the next step, which is setting up your web hosting account.

Step 4 – Setting up web hosting

What you have so far is a domain name, and what you now need to do is get an account with a web hosting service. This is a company that will let you 'lodge' your website on their computer. They will then make that site available to the world via the internet, in return for a monthly hosting fee.

This means that your web host is effectively in control of your site, and you must therefore use a hosting organization that is both reliable and professional.

There are services on the net (like the big portal sites such as Yahoo and Lycos) that offer you free space to publish your website. The downside is that when your site goes live using any of these free services, you will discover that it is full of advertising for the site in question.

Also, these free services will only give you a very limited amount of resources and webspace to work with, and that space could be used up very quickly when your site becomes successful.

Webspace is generally expressed in two different ways.

The first part of the webspace 'equation' is the amount of disk-space (usually expressed in megabytes) that your site is going to occupy on your host's computer.

In fact, most web sites take up little disk space. Even an account offering as little as 20mb of disk space is likely to be more than adequate, as long as your site is not going to be heavy on video and multi-media materials, which tend to eat up the space extremely quickly.

The second criterion to consider is what is known as bandwidth, which is the term that is used to describe how much traffic ('packets' of digitally transported information) leaves your site.

The way that bandwidth is measured is that every time someone looks at a page of a particular 'size' then that is the bandwidth used.

If, for example, you have a plain text webpage that occupies only 20kb of disk-space, then every time someone opens that page, 20kb of information is sent to them. That is therefore the bandwidth that has been used by the visitor viewing that particular page.

What you are therefore looking for is a web host that is going to offer reasonable amounts of disk-space that your site can occupy, plus decent amounts of monthly bandwidth, so that any sudden surge of new visitors will not use it all up and take your site down in the process.

There are others things that you need to look for too, such as reliability and guaranteed uptime, and while there are some web hosts in the market who charge peanuts for their services - as the old saying goes, when you pay peanuts, you get monkeys!

For instance, your host is responsible for showing your site to the world via the internet. If their server computer goes down, it therefore means your site is offline until such time as they get their problems fixed.

This is where guaranteed uptime becomes a consideration.

You need to work with a host that can guarantee minimum uptime (i.e. the percentage of time that their servers are 'live' and working properly, generally measured monthly) of 99.9% and have the stats to back up the fact that they regularly fulfill that guarantee.

One of the most popular hosting companies is HostGator.com, and I would, in particular, recommend their 'Baby' hosting account, which for a monthly payment of only \$9.95 represents exceptional value (you can get it even cheaper if you can pay a year in advance).

This plan offers 600 gigabytes of disk-space and 6000 GB of bandwidth, which is certainly more than adequate for most sites.

Look for the 'Sign Up Now' box somewhere on the home page and click it:



This brings you to the first step of the sign-up wizard.

Check the second check circle for 'I will use my Existing Domain', type the domain name into the box (as shown in the next screenshot) and hit 'Next'.

Order Wizard

Select a domain option:

- ☐ Register New Domain
- ☒ I will use My Existing Domain and update My Nameservers only.

Existing Domain:

[Go Back](#)

The next page will ask you whether you have a coupon available.

There are usually a few places where you can pick up such coupons that most commonly entitle you to a discount of \$9.94 off your first month's payment, so that you actually pay only one cent!

Try searching Google or Yahoo! using the search term "hostgator coupons" – here is one that I found (but these change pretty frequently, so there is no guarantee that it still works at the time you are reading this):

Select a package type:

Package:

Domain: select primary domain

Billing Cycle:

Coupon:
(Have a coupon? Enter it here!)

[Go Back](#)[Calculate Totals >>](#)

Click 'Calculate Totals':

Order Details**dogcitytraining.com** (Primary)**Domain:**
I will update my nameservers only.**Main Package****Baby:**
Monthly @ \$9.95 + Setup: FREE

Package(s) Total	\$9.95
Sub Total	\$9.95
Coupon	(jury) -\$9.94
Total Due	\$0.01*

* \$9.95 will be due on the next renewal date: 2008/05/17
(Domain renewals billed separately.)

Tell us who you are:☒ I am a new customer.[Go Back](#)[Continue >>](#)

and then hit 'Continue'.

I am assuming that you are a 'new customer', as I have checked above. This being the case, you need to create your new account by completing the form on the next page before authorizing your account opening payment.

That is your web hosting account set up and ready to go.

Hostgator will now send you several e-mails about the account that you just created with them and the domain name under which you are going to build the website that you want them to host for you.

Keep these mails safe, as they are going to come into play in the next stage of the plan.

Step 5 - Updating your Nameserver

Although it might sound a bit scary and perhaps even a little painful, updating your nameserver refers to the process of tying your domain name, which is lodged on one website, together with your hosting account, which is presently in another 'place' entirely.

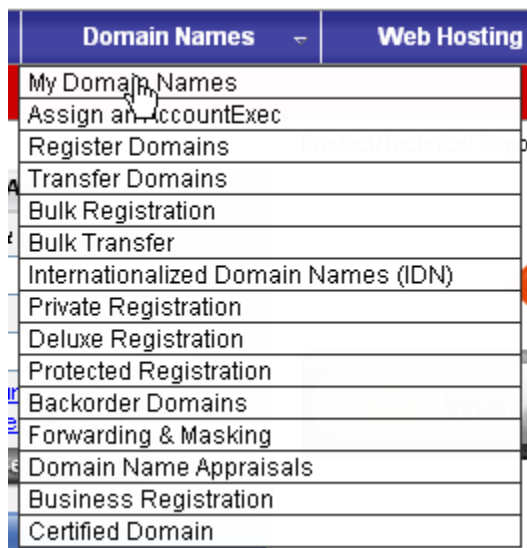
You are going to tell [The Internet Company](#) that, whenever anyone types DogCityTraining.com into their browser, they should be sent to your hosting account, where the website itself will be found.

Although it might sound difficult, it is in fact easy to do.

Look for an e-mail that you should have received from your webhost. Hostgator sends one that is titled "Your Hostgator Account Information" or something similar. This should contain a couple of lines that looks like code like this:

```
"Your name servers:  
ns237.hostgator.com  
ns238.hostgator.com"
```

Log back into your account at [The Internet Company](#) and hover your mouse over the 'Domains Names' in the toolbar across the top of the screen (in the picture it is blue, but this sometimes changes):



In the drop down menu box that appears, single left click on "My Domains".

The new domain that you registered 'DogCityTraining.com' should be in the Domain Manager area. Click on the name, and then look to the top of the screen, where you should see the word "Nameservers" appear like this:



Click on the word to open the 'Nameservers' control panel.

Make sure that the screen that you are open at is on the 'Custom Nameservers' tab and type in the details (or copy and paste them) from the hostgator e-mail that you opened previously, as shown below:

Set Nameservers

Select default parked, default hosted, or custom nameservers.

Default Nameservers		Custom Nameservers		Help	
Nameserver 1:	NS237.HOSTGATOR.COM *	Nameserver 6:	<input type="text"/>		Nar
Nameserver 2:	NS238.HOSTGATOR.COM *	Nameserver 7:	<input type="text"/>		Nar
Nameserver 3:	<input type="text"/>	Nameserver 8:	<input type="text"/>		Nar
Nameserver 4:	<input type="text"/>	Nameserver 9:	<input type="text"/>		
Nameserver 5:	<input type="text"/>	Nameserver 10:	<input type="text"/>		

Hit the 'Go' or 'Ok' button and that is it, job done.

This is not, however, an instant process, and it can take up to 48 hours for the change that you've just made to take effect (technically, this is known as 'propagating').

Do not therefore be surprised if you get a screen saying something like 'This domain is parked free by [The Internet Company](#)' if you log in to see what is happening in the next few hours. Try to be patient.

Here is something you can do to stay busy and productive while waiting!

Step 6 – How to set up an e-mail account

So far, you have decided on your domain name, registered it, opened a web hosting account and tied your domain to that account.

Your hosting account is not quite ready to go yet, because, once the propagation process from step 5 is complete, one of the first things that you will want to do is create an e-mail account that is tied to your new domain.

The name that you give to this first e-mail account will depend to an extent on what your site does, and what purpose the mail account is going to serve.

For example, if the site that you are building is essentially a business site (as in the example we are using) then you will be best served by creating a general, all-purpose business-like e-mail address such as an 'info@' address. If, however, it is Janie's personal site that we considered earlier, then the first e-mail address might be 'Janie@'.

One of the beauties of having your own domain name and hosting account is that you can create as many e-mail addresses as you want. For instance, over time, a business site will need various addresses for different 'departments' (e.g. 'billing@', 'sales@', 'support@', etc) or individuals, while your personal website can have as many different addresses as you want, for whatever purposes you like.

In the future, everything that you do with the site that you are going to install on your webhost's computer server will be controlled through a 'cpanel' (short for 'control panel').

Hostgator have a fully functional demo model on their site, so this is an ideal time to learn how to set up your first e-mail address (without any danger of messing things up) by using the demo program.

Go back to the hostgator home page and look for the cpanel 'Demo' click through icon.

At the time of writing, it is positioned as you see in the screenshot on the next page, but they redesign the home page quite regularly – it makes it more of a challenge for their customers, I guess – so it may not necessarily be in exactly the same place as you read this.

HOME WEB HOSTING RESELLER HOSTING DEDICATED SERVERS SUPPORT ORDER NOW AFFILIATES

Hosting \$4.95/mo
» Web Hosting
» Unlimited Sites
» [Learn More ...](#)
ORDER NOW!

Reseller \$24.95/mo
» Reseller Hosting
» Unlimited Sites
» [Learn More ...](#)
ORDER NOW!

Dedicated \$174.00/mo
» Dedicated Hosting
» Unlimited Sites
» [Learn More ...](#)
ORDER NOW!

Our Most Popular Hosting Plan

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- 6,000 Gigabytes of Bandwidth
- **Host UNLIMITED Websites**
- FREE Instant Setup
- 99.9% Uptime Guarantee
- 45 Day Money Back Guarantee
- CGI, PHP 4 & 5, RoR, Perl
- MySQL, SSH, SSL, IMAP, POP
- **FREE Site Builder**
- cPanel Hosting ([View Demo](#))
- 24/7/365 Upgraded Support
- No Contracts or Hidden Fees
- [More Info](#)

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SPRING SPECIAL!
20% OFF INITIAL ORDER
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Sign Up Now!

New to Web Hosting?
Build a professional website in minutes, with out any web hosting experience. Choose from over 4,500 templates!

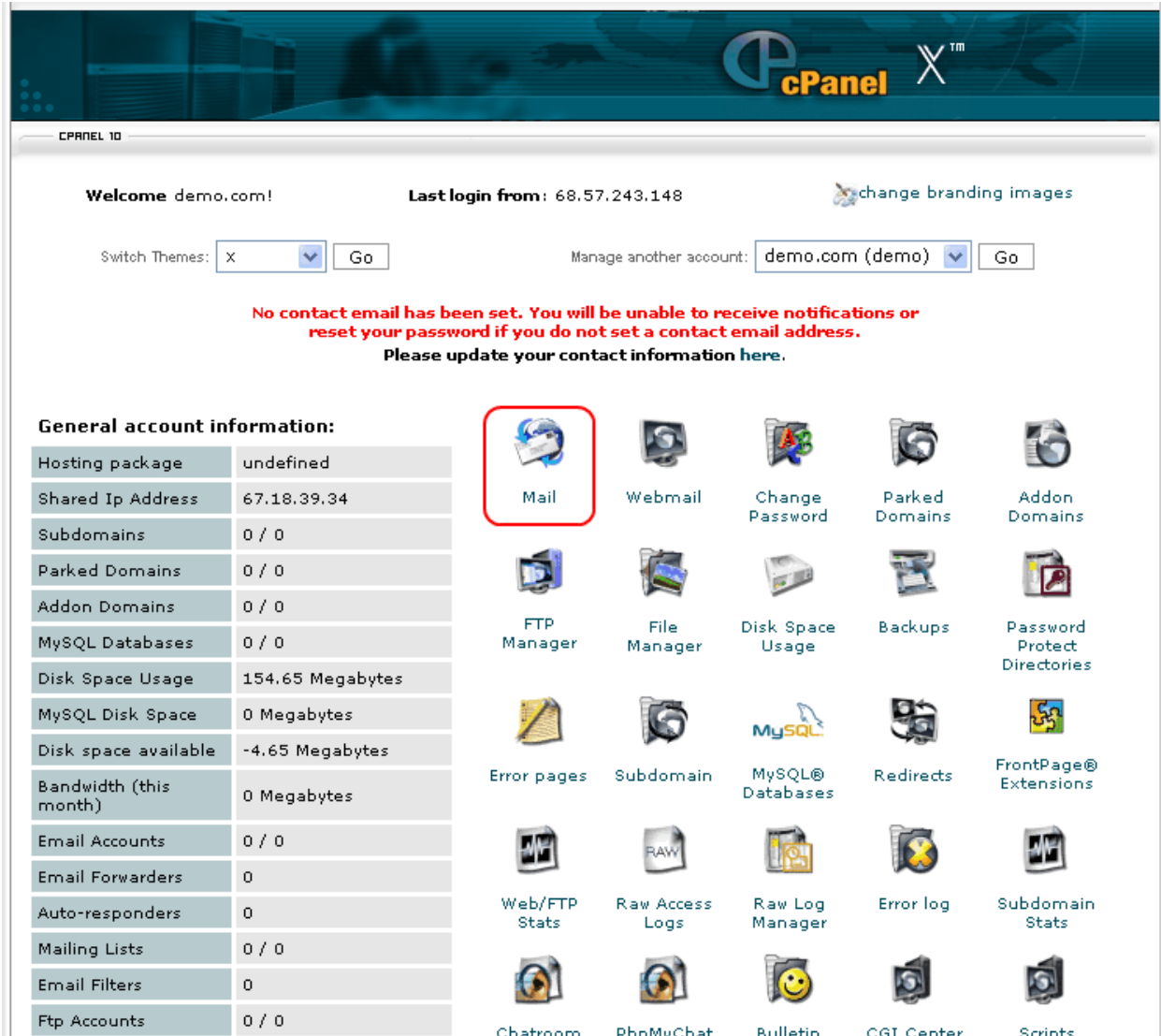
Coming from another host?
We know how difficult it can be moving to another host. That is why we will handle the entire process for you.

Award Winning Web Hosting

One way or another, it will be there somewhere on the home page, so find it, and click through to open up the demo cpanel:

Using a cpanel is without any doubt the simplest way of managing any website, and over time you will become more and more impressed with what you can with your site once you have mastered working with the cpanel. For the time being, perhaps it looks a little daunting, but it is actually simple to use.

When you want to create a new mail account, you simply click 'Mail' as indicated:



Next, you need to hit 'Add/Remove/Manage Accounts':

Mail Manager Main Menu

- » Web Mail
- » Email Domain Forwarding
- » Add/Remove/Manage Accounts

And then 'Add Account' from the 'Mail Account Maintenance' screen:

[Add Account] | [Go Back]

This brings you to the final account creation screen. Type in the name that you want the account to appear under and add your password:

Add Mail Account

E-mail:	<input type="text" value="info"/>	@	<input type="text" value="demo.com"/>	<input type="button" value="v"/>
Password:	<input type="text" value="info"/>			
Quota (optional):	<input type="text" value="10"/>			Meg
<input type="button" value="Create"/>				

The initial mailbox size is 10 megabytes by default and, as this can be changed later, I would leave that as it is.

So, all you would do now is click on 'Create' and that is another job done.

Once your hostgator c-panel is live (which it should be as soon as your account is confirmed) this is all that needs to be done to begin creating as many e-mail addresses as you need, although you only need one to start off with!

Using your e-mail account

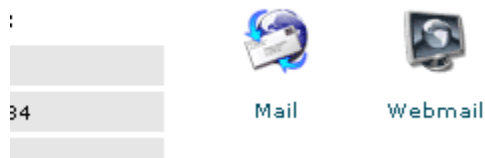
Once your account is set up, you will, of course, want to know how to access and use it.

There are two ways that this can be done.

The first option is to use a program that downloads all of the mail to your computer such as [Outlook Express](#) or [Mozilla Thunderbird](#). Detailed instructions of how to do this can be accessed by clicking on the links.

The alternative is to use webmail to access your mail account, which has the advantage that you are able to get into you mailbox from any computer, no matter where you are in the world. You gain access through webmail by using the cpanel at hostgator.

Click the 'Webmail' icon in the cpanel that is adjacent to the 'Mail' icon you used to create the account:



This brings you to a screen where you are offered the choice of which webmail program you want to use. I personally use 'Horde' but there really is no good reason for it – it is simply a matter of familiarity and habit – so choose the one that you want and click through:



At the next screen, you will be prompted to log-in using the user name and password that you created earlier, and that should take you into your account.

At the moment you only have one e-mail address registered and therefore the webmail program that you are using does not offer you a choice of which account you want to access. Once you have more than one e-mail registered, then you will have to choose the mailbox that you want to open, as well as the program that you want to use to do so.

Step 7 – Your FTP client

If you have ever used any of the free website builder programs that are offered by the leading portal sites like Yahoo and Lycos, you might have appreciated that one of the smart things that these site builders do with these free services is keep everything within the confines of their site.

For instance, you build the site inside their site before they show it to the world for you. Therefore, you have little or no control over the site and if tomorrow they decide to 'can' the site that you have built (for whatever reason) then there is nothing that you can do about it.

You may also have noticed that hostgator offers a site builder program as part of your account with them, and that there is even a demo of the program that you can access through the home page:



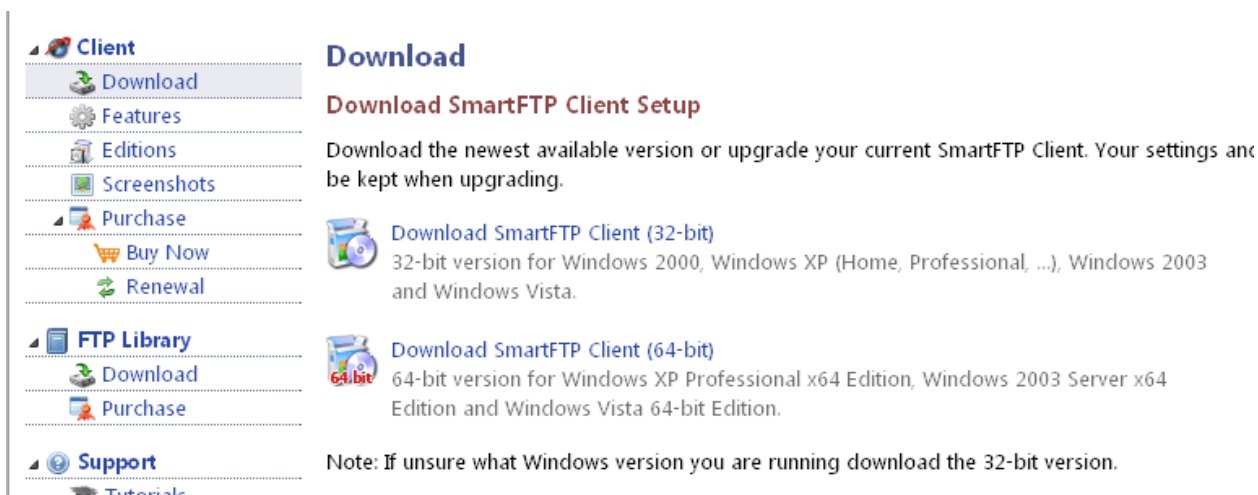
By all means, take a look and see what kind of sites the program can produce for you, but understand that, if you use this program to create your website, then you do not 'own' the site – hostgator does. This is not a problem while you continue to use their services, but if you should ever decide to stop using them for any reason, then that is where the problems could start.

For this reason, it makes far more sense to build a website on your own computer, and this is something I will walk you through using only free software later in this book.

However, while your website is on your desktop, the world cannot see it as it has not yet been published online.

You therefore need a way of transferring your site files to your webhosting account in order to get it 'live' and online. The way that you do this is by using a software program called an FTP client.

The FTP client (it stands for 'File Transfer Protocol', in case you want to know) that I would recommend is [Smart FTP](#), which is available for free download [here](#):



The image shows the SmartFTP Client download page. On the left is a navigation menu with links: Client, Download, Features, Editions, Screenshots, Purchase, Buy Now, Renewal, FTP Library, Download, Purchase, Support, and Tutorial. The main content area is titled 'Download' and 'Download SmartFTP Client Setup'. It explains that users should download the newest version or upgrade their current one, with settings kept. Two download options are provided: a 32-bit version for Windows 2000, XP (Home, Professional, ...), 2003, and Vista; and a 64-bit version for Windows XP Professional x64 Edition, Windows 2003 Server x64 Edition, and Windows Vista 64-bit Edition. A note advises downloading the 32-bit version if unsure of the Windows version.

Client

- Download
- Features
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- Tutorial

Download

Download SmartFTP Client Setup

Download the newest available version or upgrade your current SmartFTP Client. Your settings and be kept when upgrading.

Download SmartFTP Client (32-bit)
32-bit version for Windows 2000, Windows XP (Home, Professional, ...), Windows 2003 and Windows Vista.

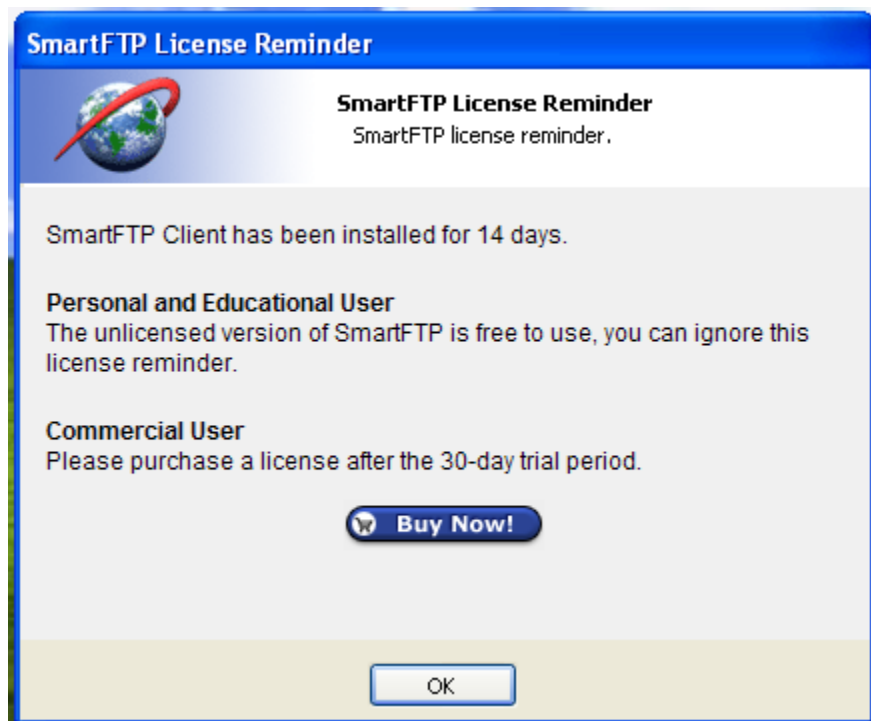
Download SmartFTP Client (64-bit)
64-bit version for Windows XP Professional x64 Edition, Windows 2003 Server x64 Edition and Windows Vista 64-bit Edition.

Note: If unsure what Windows version you are running download the 32-bit version.

Select the version that is appropriate to your operating system (32-bit for standard XP driven machines and every operating system prior to that, 64-bit for XP Professional v64 and Vista 64-bit) and download the program.

Install it on your machine, and then open the program.

Maybe the first time that you open the program (and certainly every time that you do so in the future) a window will open that looks like the one below. You can see that this program is free for personal use, although, in theory at least, the idea is that if you are a commercial user, you should buy a license after 30 days.

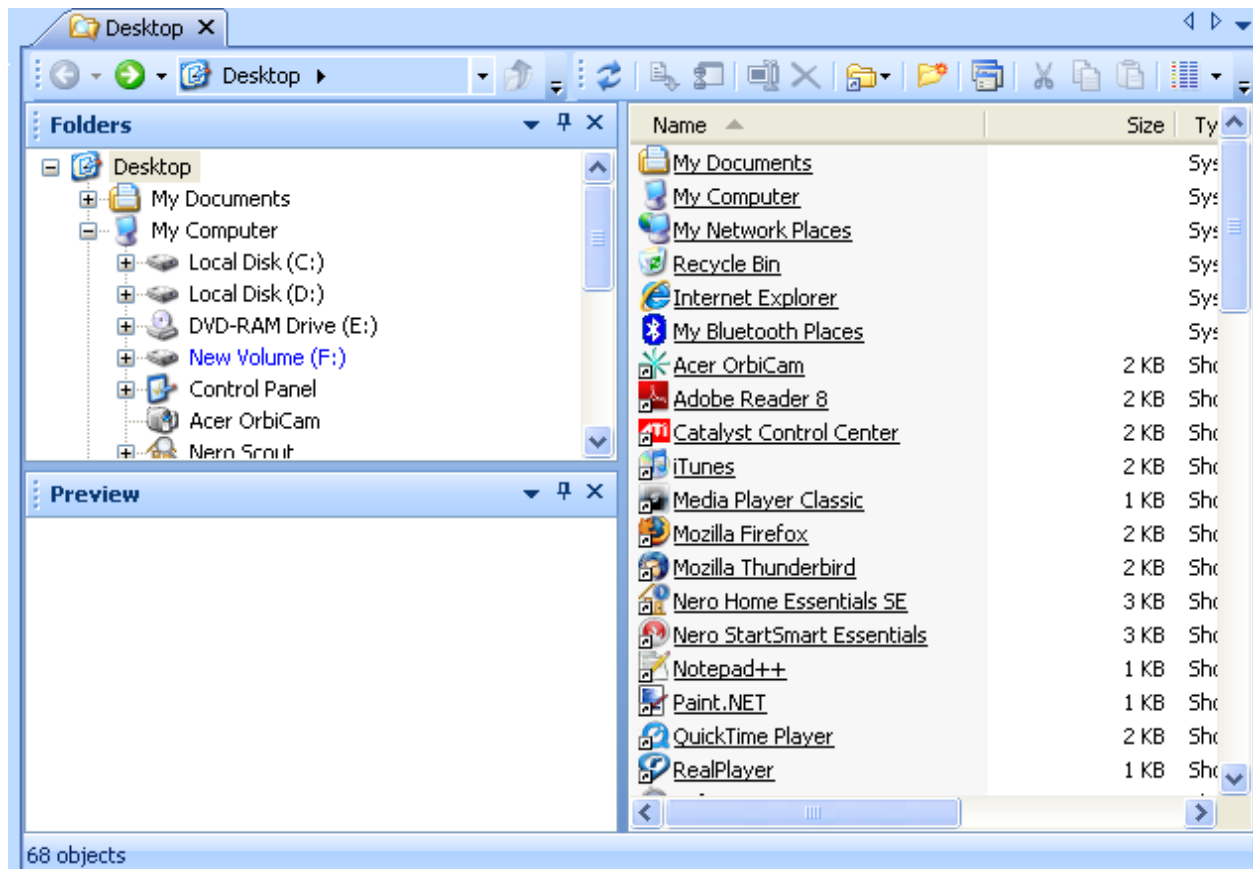


In your case, simply click on 'Okay' and that will open the program up.

The first thing that you might see when you open the program for the first time is a notification asking what you want to do next, with the options being 'open a new local browser' or a 'new remote browser?'

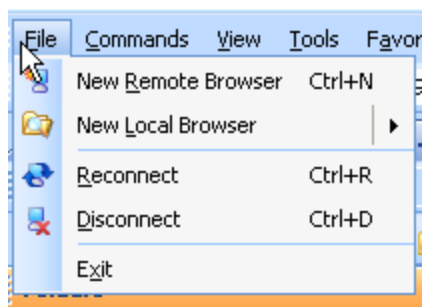
To explain, in 'FTP-speak', a local browser is your own computer while the remote browser is the computer where your webhost is going to host the website that you want to transfer the files to.

If you are prompted by this question, hit 'local browser' and a window with a list of all the folders and files that you have on your computer will appear on your screen.



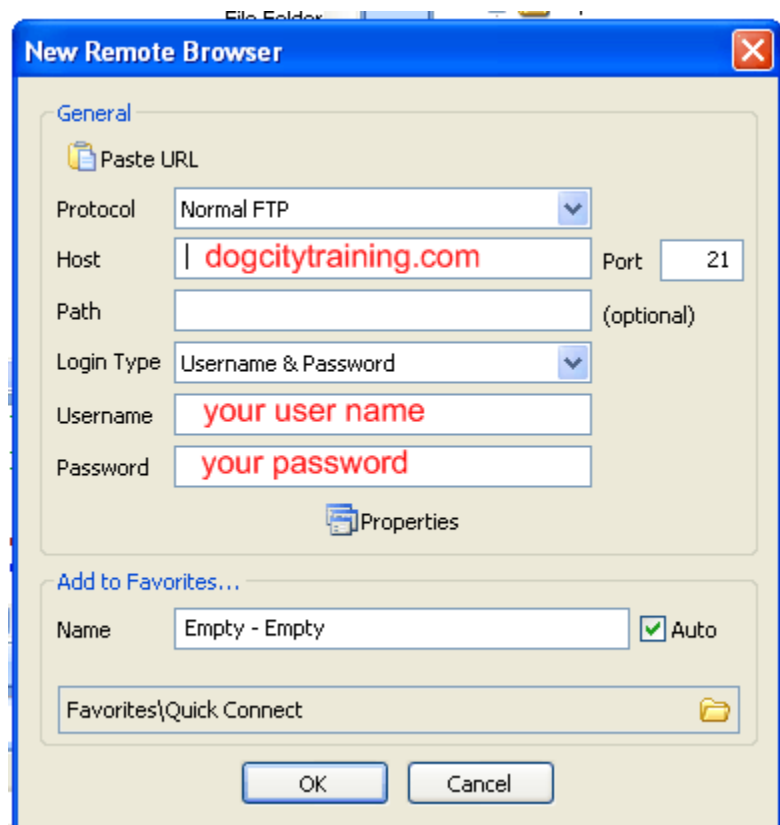
If, however, Smart FTP does not ask you what you want to do the first time you log-on, that is no big deal because what you are going to do is exactly the same in any event. You just need to access it a little differently.

In this case, go to 'File' at the top left hand corner of the SmartFTP utility, click it and then hit 'New Local Browser' from the drop down menu:



Now you have your desktop PC showing in the SmartFTP FTP client utility window. Next, you need to add the 'Remote Browser' (i.e. the webhost's computer to where you are going to send your site later on) and you do this from the same drop down box under 'File'.

This action opens a window that looks like this, which is where you create your 'New Remote Browser'. :



Complete the details as shown.

In the box for 'Host', you can add either the domain name (without the http://.www) or the IP address that your webhost has allocated to your site.

You should find this in one of the earliest e-mails that your webhost sent to you (Hostgator has one titled 'Your Hostgator Account Information') and it will be a series of numbers that should appear like this in the mail:

'Your site's IP address:
69.93.298.382'

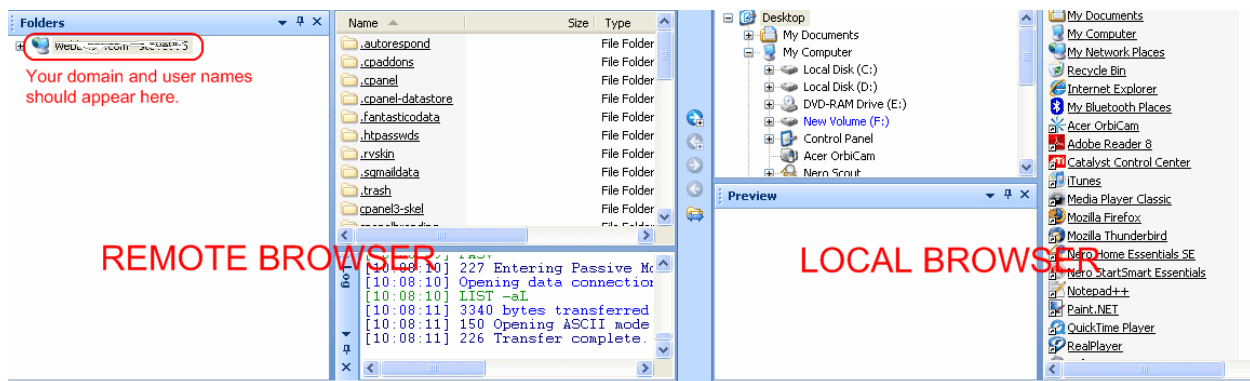
Try using the domain name first, as this is far simpler and only resort to using the IP address as a fallback option if there are any problems.

Then, add the user name and password that you used when you created the webhosting account, and click 'OK'.

Assuming that everything works properly, what will now happen is that a new window will open on the left hand side of the screen within the SmartFTP utility. This will be the remote browser window that you just created, and your local browser will be moved over to right hand side of the screen.

Within the remote browser window, you should see activity as SmartFTP attempts to connect to your hostgator account.

When it does so, you will see your domain name appear at the top of the open window, meaning that everything has been successful. SmartFTP is now ready to upload your site from your computer to your webhost as soon as you are ready:



That is one more step completed, so let's move on to one of the most important of all the individual steps that together represent this setting up process.

Step 8 – Why and what? Your autoresponder

The example site I am setting up for the purposes of this book is DogCityTraining.com, a site that is going to sell dog training supplies and materials.

In other words, it is a business based site, rather than a purely personal one. I am assuming that this is what you are interested in doing too. I know that the vast majority of people who read this book are thinking about setting up their first business enabled website, and therefore most of what you read has a business site bias.

There are hundreds of thousands, if not millions, of business enabled websites currently operating on the net, and thousands more go live for the first time every week.

Some will be successful, some not so. Although the reason that some succeed while others fail can be put down to a wide variety of factors and differing circumstances, there is one (perhaps surprising) constant that differentiates the two groups, the successes from the failures.

It is not that the successful business site owner is particularly smart or clever, or that they can come up with hundreds of unique ideas. In some cases it is true, but in many cases, that really is not the key reason why these people succeed and make millions of dollars, while others fail miserably.

The key to online success is maximum automation.

The people who succeed do not build a business from a site where they have to answer every e-mail query by typing in a manual reply, or by dealing with every customer support request themselves. They do not process every order that they receive, manually, one after one.

For sure, at some point, these people will reach a level of success where they probably have people working for them who can take care of a lot of these tasks, but don't forget that they started off in exactly the same place you are now.

At some point in their life, they too decided that they wanted to make money running their own business online, and had no-one working with them, no support and no systems in place.

How did they get from that situation to where they are now?

Simple. They put systems in place right from the very beginning and automated as much of the 'admin' side of their business as they could, so that they could leave themselves free to concentrate on the important part of the business - that is, making money.

The #1 key to online success is having effective systems allied to automation. Do that right, and you will be able to focus on making more money every day, rather than wasting your time responding to e-mails or answering customer support queries.

One of the most important tools that you can add to your business system is an autoresponder account, because it is this account that lets you automate a significant chunk of your everyday operations.

In simple terms, an autoresponder is a program that answers your e-mail for you.

Going back to when you were setting up your e-mail account, you might have seen 'Auto-responder' in the 'Mail Manager Main Menu':

Mail Manager Main Menu

- »» Web Mail
- »» Email Domain Forwarding
- »» Add/Remove/Manage Accounts
- »» Default Address
- »» **Auto-responders**
- »» Email Filtering

Answering your mail is exactly what this program does. However, that is all it does as well. It is the kind of thing that you would set up while you went on vacation to tell anyone who mailed that you are away.

This is not what I am referring to when talking about autoresponders. A professional quality autoresponder can do this simple task for you, of course, but it can do so much more besides.

For example, one of the most valuable assets that any online business can build up is a mailing list of active, responsive prospects and customers (it is usual to have a separate list for each group).

This is because your prospects are the people that you have the best chance of turning into customers, while your existing customers will buy from you time after time as long as they continue to be satisfied with your products and services.

How do you build such a mailing list? Well, you do not do it by going out and buying a mailing list, no matter how cheap it might be. That is a very dangerous and short sighted tactic, something you should never do if you really expect to be successful in online business.

What you do is add a form to your webpage that offers your site visitor the opportunity of subscribing to your newsletter, or offers them a valuable free

gift which you will send them by e-mail. If the offer is attractive enough and your site visitor decides to go for it, they add their name and e-mail address to the form, and, bingo, there is another name added to your mailing list.

Where is the form created? Within your autoresponder account, of course.

Where does that mail go that requests the information that you promised to send? It goes to the autoresponder (not to the e-mail address that you set up on your own webhosting account earlier), which then sends the requested mail to them, and adds them to the mailing list that is being built by your autoresponder account.

What you then do is create a series of e-mail messages that you want sending out to your mailing list members in sequence, with a few days or a week between each mail. These messages contain useful (free) information and promotions for products that you are selling.

The responder sends these out in sequence, and (here is the smart part, the place where automation really starts to be effective) every time someone new signs up with you, the autoresponder fits them in right at the beginning of the process, and deals with them from there on automatic pilot.

So, by creating a mailing list, you are building a valuable asset for your business, and pushing your sales message to everyone who joins your mailing list once or twice every week for as long as people stay on your list.

All you need to do is create a series of messages one time only, load them to your autoresponder account and it will do the rest, effectively building your business for you while you focus on other more important things like making money.

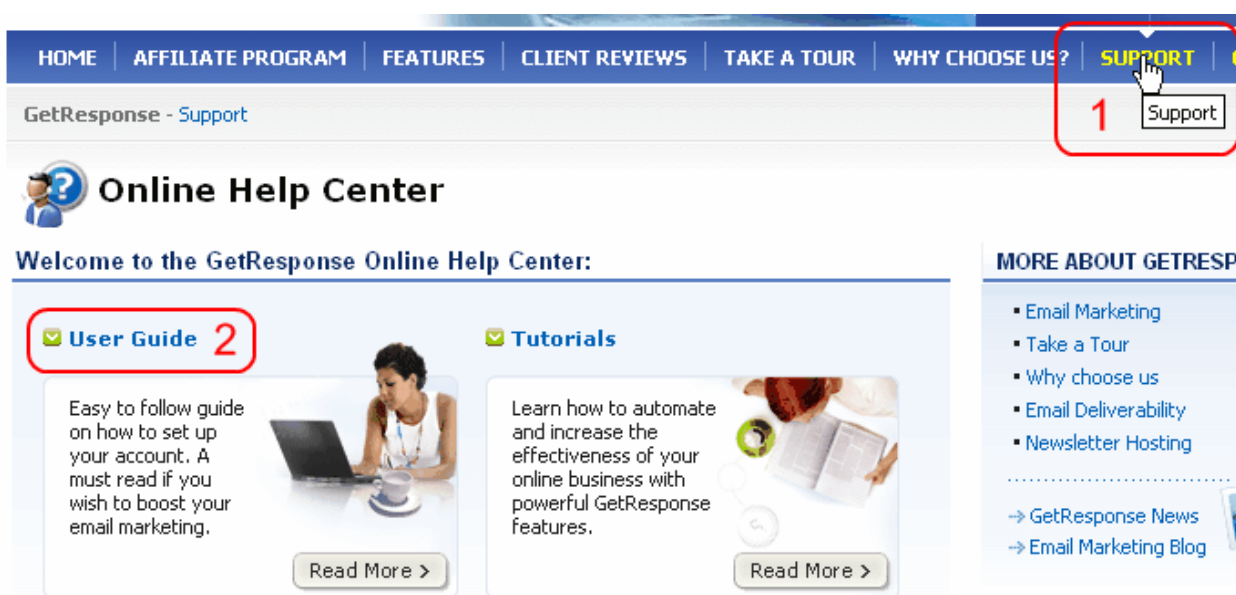
The importance of having a good autoresponder attached to your business website cannot therefore be underestimated, and if you can afford it, the best two responder services in the market are those offered by [Turbo Autoresponders](#) and [GetResponse](#).

Both services will cost you a monthly fee, but, when it comes to autoresponders, you really do get what you pay for and these two companies offer the best services, bar none.

There are detailed setting up instructions for an [Turbo Autoresponders](#) account available through both the 'Knowledge Base' and 'Video Tutorials' links in the drop down menu that you will find by clicking the 'Support' tab on the home page:



In a similar fashion, you can find the detailed initial instructions for GetResponse by clicking on the 'Support' tab at the top left of the home page (1) and then opening up the 'User Guide' (2).



Using a paid autoresponder service is definitely the way to go.

Step 9 – Decide what web pages you need

Everything is now basically in place to start creating your website.

The first thing you need to decide on is how many pages you are going to need, and what purpose each of them will fulfill. Once again, this comes back to what our site is designed to do, as this purpose will define what pages you need to include.

Let us return to DogCityTraining.com, and imagine that the site I am going to create is going to start off doing two things.

It is going to sell real world dog training supplies, but I am going to do this through a marketing methodology known as affiliate marketing. I am going to find a company on the net that is selling a suitable range of products, and sign up with them as an affiliated sales person. I will promote their products on my site at my own expense, but every time a sale is generated from my site, I will be paid a percentage of the sales revenue as a commission.

I will specifically look for a company that has already created some great advertising materials and use them on my site to promote their products, so I do not need to build a specific sales page for this product range.

However, I need somewhere that these advertising materials can be placed. Possibly the best solution would be to feature pages with interesting dog training related articles to which the ads could be attached. I will therefore need to build some article pages for my site.

Moving on to the second thing that I am going to sell, which is a book about dog training that I have written which I am going to send to customers as an instant digital download, a different approach entirely is needed.

Because this is my own product with no pre-prepared advertising or promotional materials available from anyone else, I need to create a specific sales page to promote the product. I also need a page from which the product can be downloaded.

Some method of accepting online payments direct from my sales page is necessary, ideally for a payment processing system that automatically completes the payment transaction and delivers the product to the customer.

I mentioned when talking about autoresponder accounts that collecting the names and e-mail addresses of visitors to your site is a vitally important part of your long term business building strategy.

This equally applies to DogCityTraining, so I need to include a page on my site that is specifically designed to do nothing but collect those details from as many visitors as possible.

From all of the above, it is very easy to appreciate just how important it is to have a structured site plan in place beforehand, so that you know exactly what pages you need to create before you begin building your site.

Just going into this with the vague notion of 'building a website' is never really going to cut the mustard!

Step 10 – The site creation process

Learning about html

Websites are all created using a 'language' that your web browser can translate into the words, pictures and videos that you see presented to you when you are surfing the net. There are quite a few different languages, with some representing higher levels of sophistication, flexibility and adaptability than others.

So, whenever you see people in online forums and on chat board sites talking about php, css or javascript, all that they are referring to are various languages that web pages can be written in.

Given that the languages that people are scripting web pages in are growing ever more complex and sophisticated, it is not something that you should think about using at the moment.

For the time being, you should stick to creating web pages using basic, simple html ('HyperText Markup Language') code which is the one that has been popular for many years, and has the significant advantage that it is relatively simple to create pages with.

The two offshoots of the fact that html has been in use for so many years are that, firstly, there are many excellent free resources where you can learn everything you could ever need to know about it, and, secondly, there are plenty of free tools available that you can use to build or modify pages in html.

For example, here is a short list of sites where you can learn a great deal more about html and how to use it:

<http://www.pagetutor.com/index.html>

<http://www.htmltutorials.ca/>

<http://www.htmlcodetutorial.com/>

<http://www.html.net/>

<http://www.htmlgoodies.com/>

These sites are all very interesting (if you happen to like this kind of thing), but in truth, you don't really need to know html to any great depth in order to build your first site, so it is not necessary to study it as if your life depended on it.

But not losing focus..

Here is another tip. Remember that I suggested earlier that you should automate as much of your online business activities as you can, purely as a way of making sure that you focus on the important things such as marketing, promotion, selling and thereby making money?

The same rule applies here.

Do not allow yourself to be distracted by the actual site creation process, making the fatal error of spending too much time on things that do not really matter.

Of course, if you are creating a website that is going to present your business, interest or hobby to a potential global audience of millions via the wonders of the internet, then you want it to be as good as you can make it.

It is, after all, your online 'shop window' and so it is valid to argue that you should take time and make an effort to make it look as attractive and professional as you possibly can.

Nevertheless, I have seen many sites that you would describe as being ugly even if you were trying to be kind to them that were still very successful (in terms of sales generated) because of the power of the message that they conveyed.

The point is that even the ugliest of sites will generate sales if the message or the product is strong enough, whereas you can spend days, weeks or perhaps even months 'prettifying' a site, and if the product or service behind it is poor, then it will never sell more than a handful whatever you do.

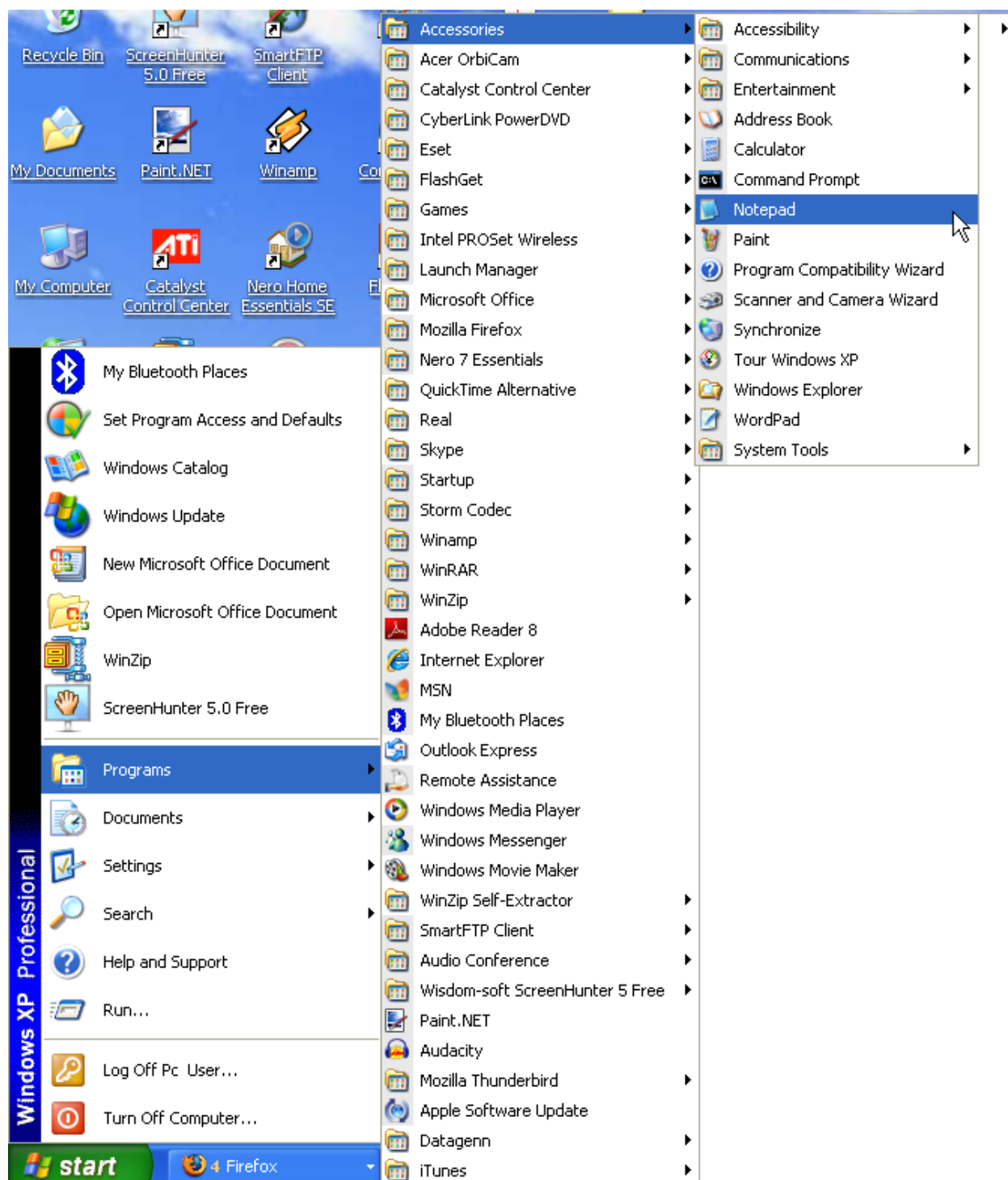
The product or the message is more important than the site that is carrying it, so you should not lose sight of where your primary focus should lie.

Creating html pages with a text editor

There are two ways that you can create pages for the web using html.

The first way that you can do so is to use a text editor program.

For example, you could use the basic Notepad text editor that most Windows driven PCs have pre-installed. You can find this by clicking on 'Start', then 'Programs', 'Accessories' and finally 'Notepad':



As an alternative (and a thoroughly recommended one) you can download and install the excellent [Notepad++](#) for free. This is something that you should definitely do if you plan to use a text editor, simply because it is much easier to work with than the standard Windows Notepad.

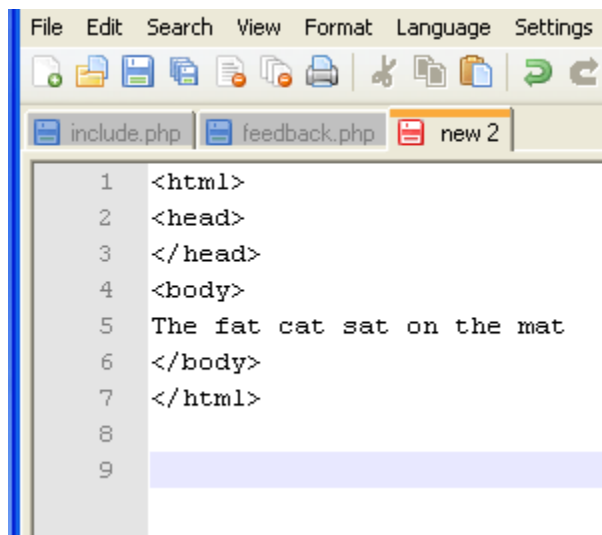
For example, unlike the 'standard' Notepad, Notepad++ numbers every line of the text that you create (there is an example below), which makes it far simpler to keep track of what you are doing.

So, just as a test, let's create an html web page using a text editor.

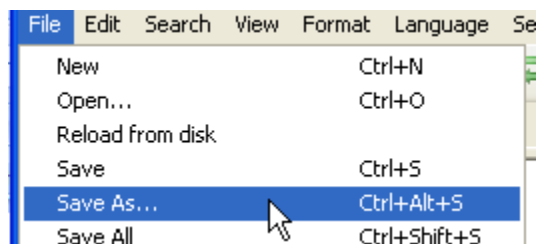
Open up the text editor program that you are using, copy the following code and paste it into a new text page:

```
<html>
<head>
</head>
<body>
The      fat      cat      sat      on      the      mat
</body>
</html>
```

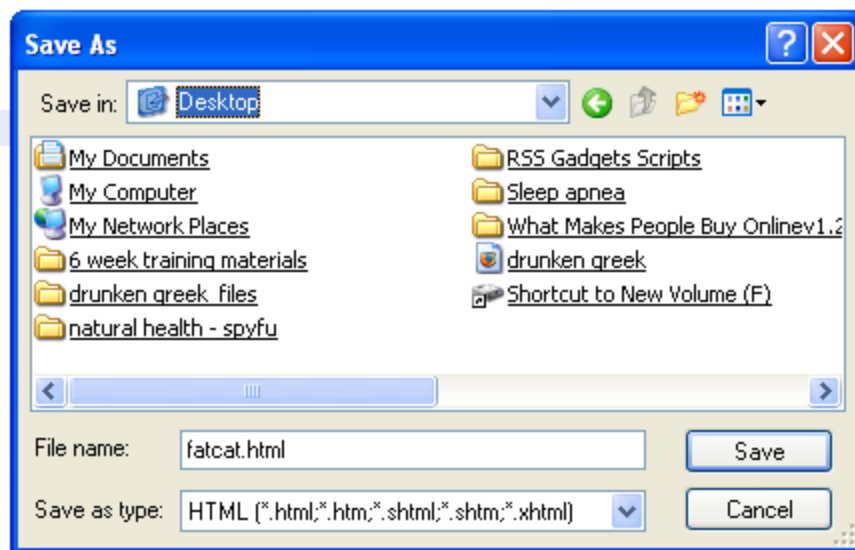
Paste this into the text editor that you are using, as I have done below into Notepad++:



Now I go to "File" and then 'Save As':



I want to save this file as an html document, so let's call it 'fatcat.html':



Make sure that you know where your machine is going to save the document (in this case, I want to keep it on my desktop for easier access), then click 'Save', and the job is done, as the newly appeared Firefox icon on my desktop demonstrates:



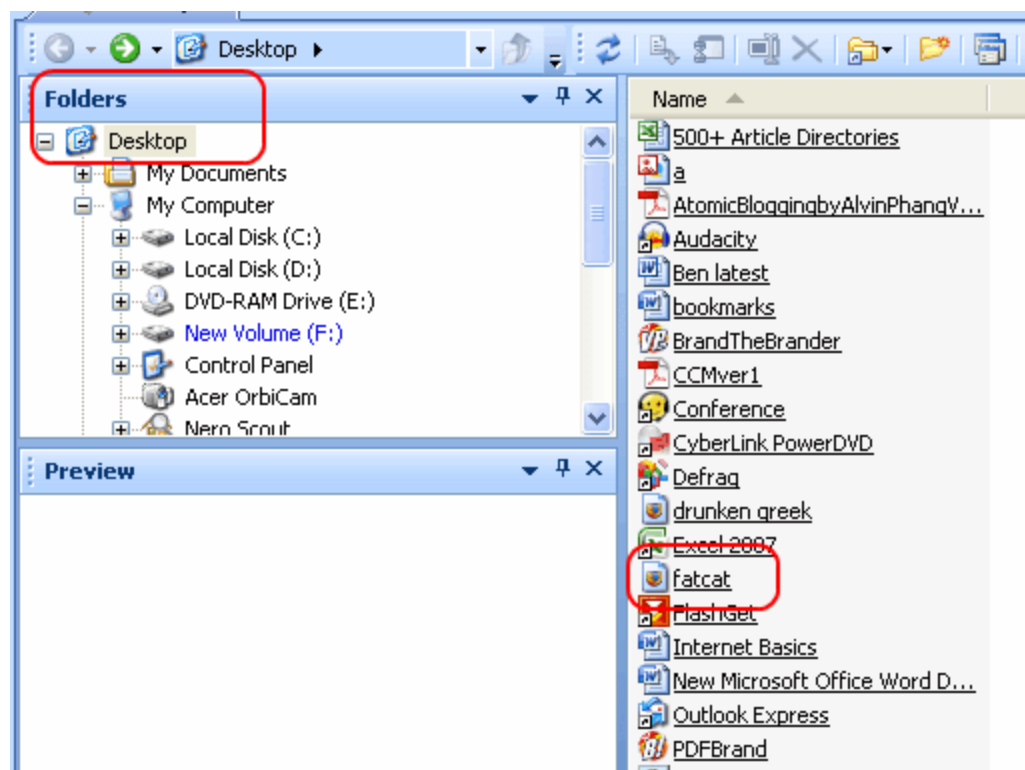
Now, because this file has been saved as an html file already, I could simply open it in my 'local browser' (remember the phrase?) - that is, on my own computer - just by clicking it, but I am not going to do that.

What I am going to do instead is use this file to show you how easy it is to upload files to your website using SmartFTP.

Locate the desktop icon for the SmartFTP program and open it up.

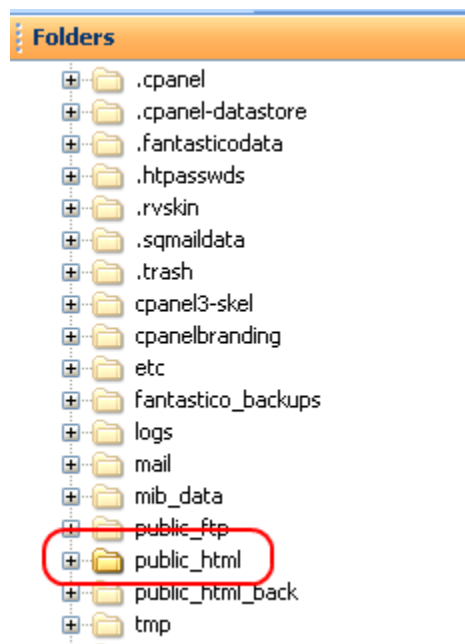
The first job is to locate the new file in the local browser, my own computer, on the right hand side of my SmartFTP client utility screen.

I make sure that the 'Folders' are open to the correct place (in this case, my 'Desktop' where I placed the new html file) and look for 'fatcat' over to the right hand side:



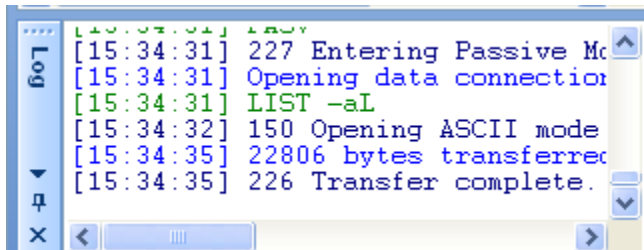
Now we need to go to the other side of the screen to open out all of the folders that are 'hidden' beneath my domain name by clicking on the '+' sign to the right of the domain name.

This should open up a list of folders that looks like this:



The 'public_html' folder is where all of your webpages are going to be uploaded to, so now it is a simple matter of clicking on our friend 'fatcat' in the local browser window and dragging it across to the 'public_html' folder.

You should see a message in the 'Log' box on the remote browser side of the screen that tells you that the transfer is complete:



So, all that remains now is for you to test it by typing (in this example)

DogCityTraining.com/fatcat.html

Into an open web browser window and hitting the return button:



Success! Okay, it is nothing too exciting, but the point is that those few lines of html code transcribed into a simple text document enabled me to broadcast my very simple message to the whole world!

That was easy, of course, but that does not disguise the fact that there is a problem here. In this example, I took a tiny snippet of html code and copy/pasted it into a text editor. Imagine how hard it is going to be to create lots of pages in this manner, all of which are going to be considerably more complex than this simple example. Imagine having to learn html from scratch and then creating complete web pages featuring not just one simple line of text, but many pages full of text, together with pictures, videos, links and so on.

It is going to take a lot of time and effort. You will find many experts who will tell you that the only way to create web pages in html is by creating it from scratch in a text editor. However, most of the people who take that stance tend to be experts in html themselves. They are often purists, people for whom the skills of creating web pages in html are almost more important than the final results.

You, on the other hand, are on a mission to get your web pages published as quickly as possible, because that is the way that you will get your message out to the world in the least possible time.

I guess that you do not really want to learn all the tiniest, most intricate details of how to make web pages in html. You just want to do the job as quickly as possible, while still building a site that looks good and works well.

If your site is going to be business oriented, then you want to start making money as quickly as you possibly can too.

For all of these reasons, it makes far more sense for someone who has no great intrinsic interest in html to build their pages using a 'WYSIWYG site editor' software program.

Using a WYSIWYG editor

A WYSIWYG editor is one that works on the basis of 'what you see is what you get', hence the name.

You will find an excellent WYSIWYG editor here that you can download for free: <http://free-website-builder-wysiwyg-html-editor.com>

The idea is that, instead of creating everything from scratch, you can use the program a little like a word processing program such as Microsoft Word or [Open Office Writer](#) (which is an excellent free alternative to the whole Microsoft Office program suite, incidentally).

The software then turns the word processor-type document into an html coded page, which you then download to your machine and subsequently upload it to your site.

It is the program that creates all of the html code for you, and you really do not need to know a great deal about the coding at all.

Having said that, I have found that having at least some basic html knowledge is useful even when using a WYSIWYG editor, because that lets you to make minor edits and alterations which can sometimes make a big difference to the quality of the final site.

If you have been using Microsoft office for some time, and have ever tried your hand at building web pages in the past, then you may have had some experience of working with a WYSIWYG editor in the form of Microsoft Front Page.

If you still have it, do not be tempted to use it!

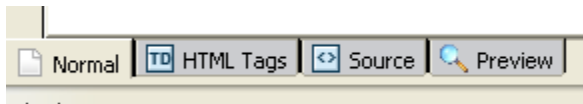
It is no longer supported by Microsoft, it is full of bugs and it produces some of the ugliest html coding ever seen! Of course, the 'beauty' of the coding does not matter a great deal to you, because it is code, so you cannot see it.

It does, however, matter a great deal to the search engines, and they are extremely important to your site (especially if you have a business site that you want people to find when they use Google or Yahoo to search), so Front Page should be avoided!

Bad coding can also mean that a site will not even open in some web browsers, so it really is not worth risking using Front Page.

That is especially true when there is a great alternative that you can download and use entirely [free editor here](#) and another good one is from [Nvu.com](#). This is a WYSIWYG editor that is easy to use.

When you first open the program, look to the bottom left corner of the screen. There are four tabs that look like this:



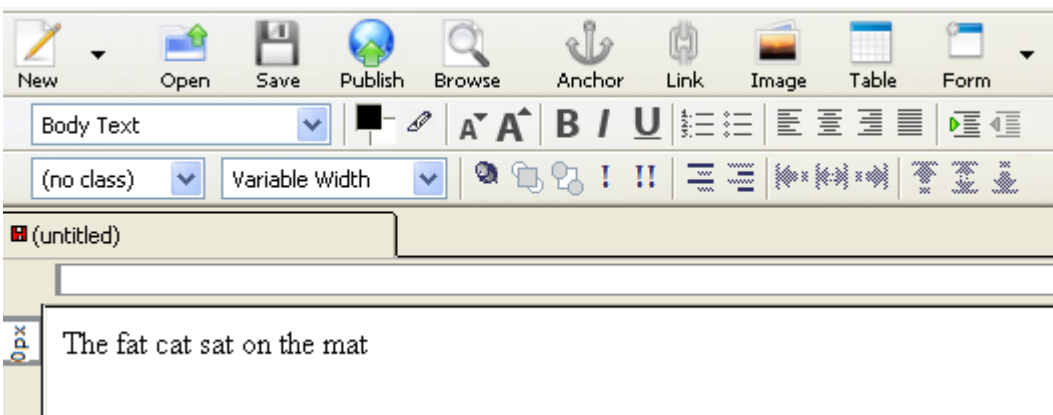
When you have the window open in 'Normal' mode, you are using it like a word processor.

If you simply type in the same phrase as we used before - 'the fat cat sat on the mat' - and then switch to view the .html source by clicking the 'Source' tab, this is the code you see:

```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2. <html>
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.     http-equiv="content-type">
6.   <title></title>
7. </head>
8. <body>
9. The fat cat sat on the mat
10. </body>
11. </html>
```

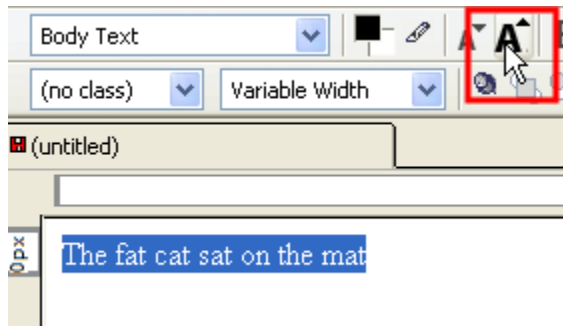
which is similar to what we created earlier ourselves.

Now if you look at the tools that are shown in the toolbar across the top of the page, you will probably immediately recognize their similarity to those used in word processing programs like Microsoft Word:



and they are used in pretty much the same way as they are in Word as well.

For instance, if you want to make the text bigger, you simply right click the text and drag your mouse across to highlight it, and click the 'Larger Font Size' icon at the top of the page:



So, creating a web page using a WYSIWYG editor like Nvu makes the whole process a lot easier.

You could, for example, simply copy a passage of text and paste it into the 'Normal' Nvu window, download the file to your desktop and upload it.

That would be a very simple but informative text-only web page created in about 20-30 seconds.

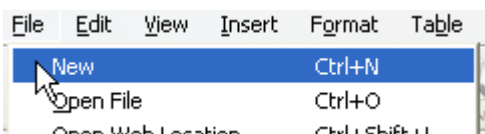
It is therefore a great deal better and quicker than using a text editor to create your pages from scratch. Nevertheless, even using Nvu, it is still going to take time to create a lot of good looking pages and that is time that could be better spent elsewhere, doing other things.

You want to spend the minimum amount of time creating your site, because you want to get it live as quickly as possible. You still want it to look good, and that takes time, so how do you solve the problem?

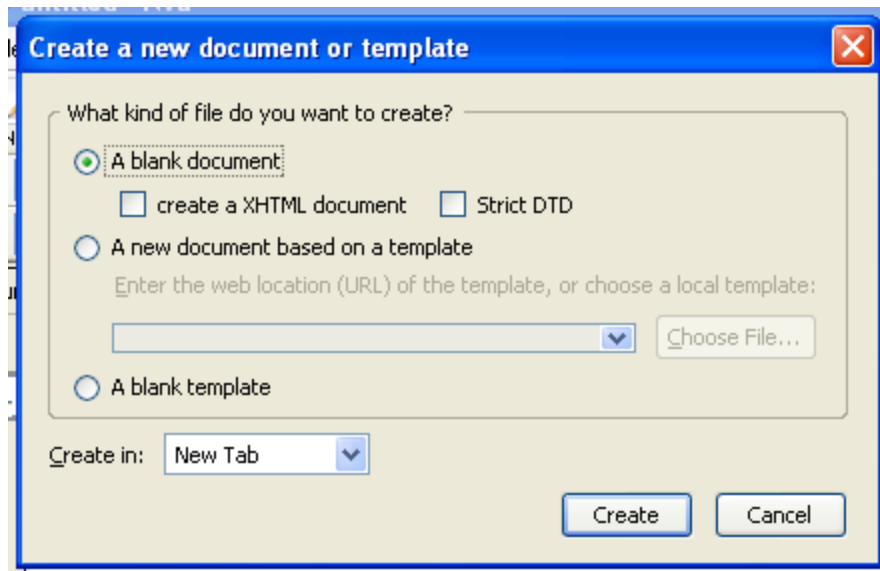
Template magic!

You use a free template.

Click on 'File' at the top left corner of the Nvu opening screen, and then click 'New':



It should open a box like this that asks you what you want to base your new site page on, a 'Blank document' or 'A new document based on a template':



Click the second choice.

Now, head for one of these sites to find a template that you like:

<http://www.oswd.org/>

<http://www.freewebtemplates.com/>

<http://www.opensourcetemplates.org/>

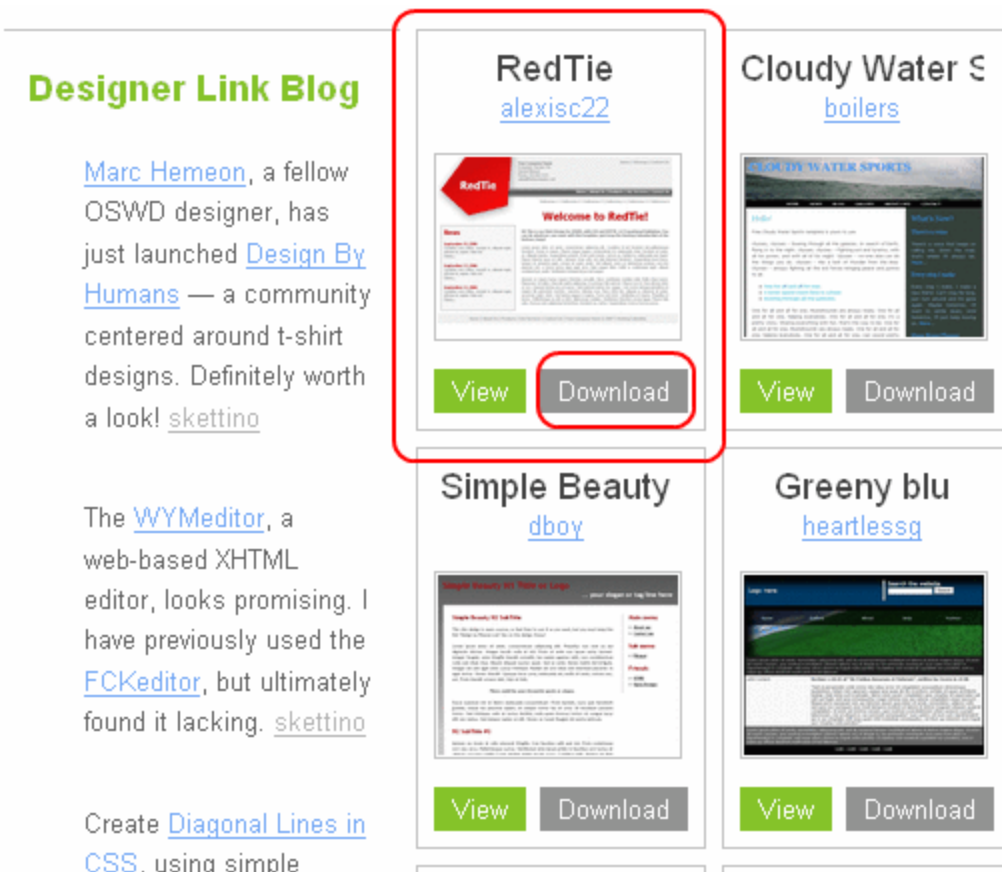
<http://www.templatesbox.com/topsites/index.html>

The Turbo Membership provides members with new templates every month.

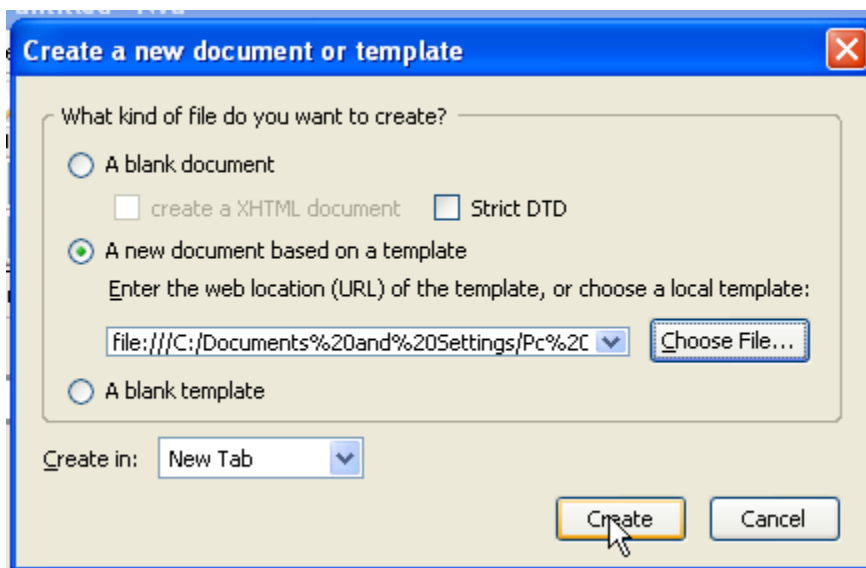
Learn more about that here: [Turbo Membership](#)

Download the template that you want to use from the site to your machine, and load it from there into Nvu using the drop down panel shown above.

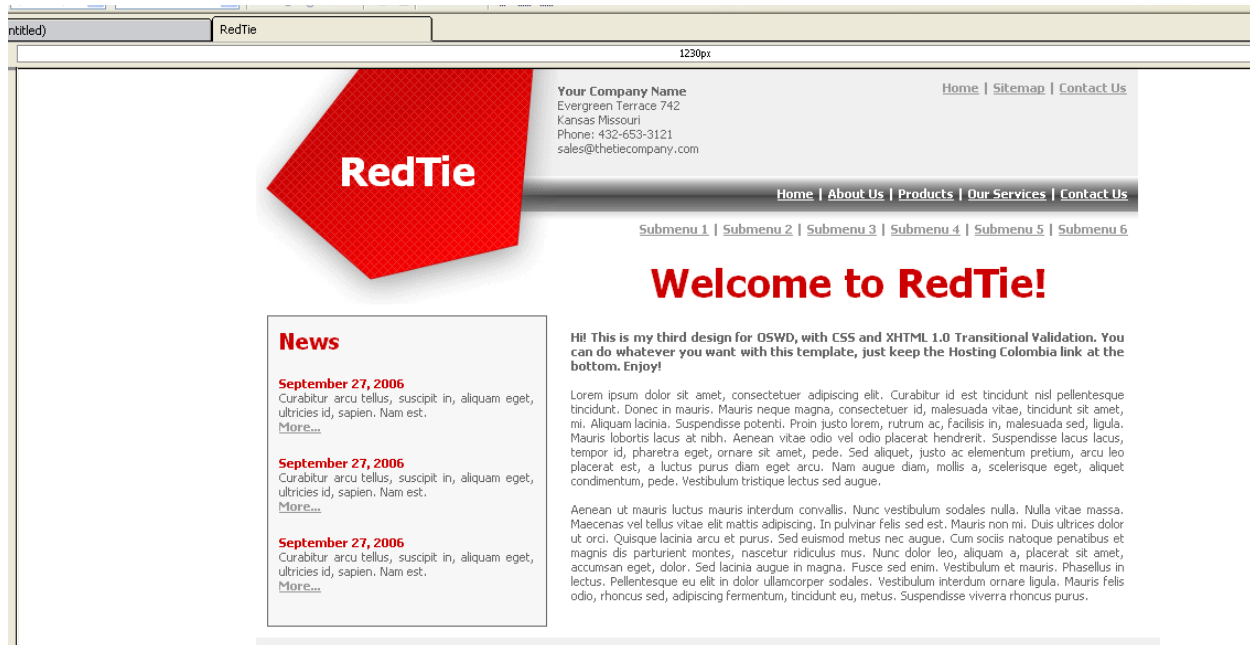
How about trying this template?



I download it to my PC, unzip the file, and then use the Nvu drop down box to locate the index .html page within the unzipped folder (using 'Choose File...') before clicking 'Create':



And here's the result in the Nvu 'Preview' window:



Loaded up in Nvu, fully ready for editing in any way that I want!

When you are trying to edit, I would recommend that you start doing so from the 'Normal' view.

Sometimes, however, people who design templates make it a little more difficult than they need to, and you might find that using the 'Normal' window in Nvu does not let you edit the template the way you want.

In that case, simply switch over to the 'Source' tab and edit the source html code itself (remember that I mentioned that knowing a little about html would help?).

For example, I obviously want to include my own business address on my web pages, as opposed to the address of the original template designer:



I just need to locate this text in the html coded page 'Source' window and make the alterations from there if doing so in 'Normal' mode does not work:

```
21. <div class="bodytext" align="left"> <br />
22. <strong>Your Company Name</strong><br />
23. Evergreen Terrace 742<br />
24. Kansas Missouri<br />
25. Phone: 432-653-3121<br />
26. sales@thetiecompany.com </div>
27. <div id="toplinks" class="smallgraytext"> <a
```

Can you imagine any quicker way of getting your site live than using a template as your starting point in this way, and then editing as you need to suit your own circumstances?

All I need to do now is give this file a name, and download it to my desktop.

Then, I upload it to the web host's server using SmartFTP in exactly the same way as demonstrated before, and that is my web site 'live'.

Incidentally, if you want this to be your home page, it is still loaded into the same "public_html" folder, but make sure that you call the file 'index.html'.

Also, make sure that the home page ('index.html') that you create for your site has links to all of the other pages of your site, and that all pages associated with one another are all linked together too. Use the 'links' that are already included in the template for this purpose:



No matter how many pages you need to create, you should still use the same template for every one so that your site has a continuous style or theme that is recognizably yours.

Using a template also ensures that even building a site with lots of pages should not take too long and you know that your site is going to look good as well.

So, using templates does truly represent a magically quick way of building an attractive and professional website, and with so many templates on offer from the sites highlighted earlier, there is sure to be something that you can use, no matter what your site is about.

Conclusion

Now you know just how easy and simple it is to create and then publish your first website, and I trust that many of the things that previously seemed somehow complicated and mysterious about web site creation are now crystal clear.

Of course, the first time you work your way through the ten step process that you have just read, you may want to keep this book beside you for reference as you go along. I would therefore recommend that you print it out to make that easier.

Once you have worked through the process the first time, you will be surprised how quickly you will pick it all up, and no doubt by the time you come to creating and publishing your third or fourth site, all of this stuff will seem like old hat to you!

That would be great news, as that would mean that this book has done its job.

Now you know where to start and have a step-by-step blueprint of exactly what you need to. You have seen how easy the whole process of creating and publishing a web site really is, and you know what tools you need and where to get them.

What are you waiting for? Get creating your first site right now!

John Delavera

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- **How to get your subscribers to open and read every word of your emails** *(Amazing!)*
- The tiny **two word question** that will rocket your online success faster than you thought possible *(Works like magic!)*
- Three super simple, easy-to-do, non-technical methods of **ranking higher in the search engines** *(A child can do these!)*

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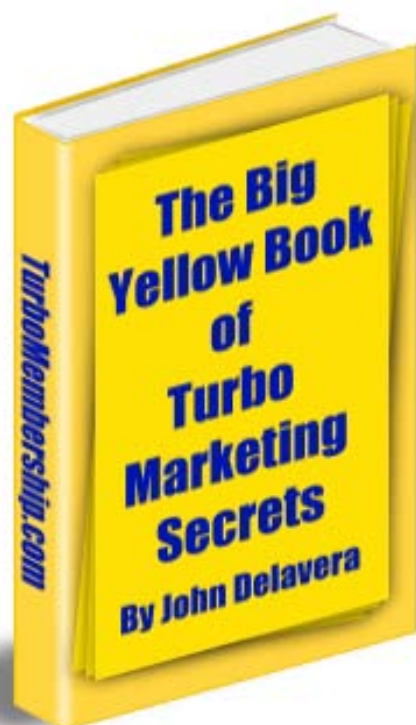
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