# Learn To Make Websites



Essential Step-By-Step Instructions To
Creating Your Own Website Today.
1st Edition - April 2009

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**LearnToMakeWebsites.com**

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# Chapter 1 - Introduction

Setting up a website is something that a lot of people want to do. We have all heard the stories of untold fortunes being made with a few simple clicks of a mouse. We've all heard of people creating a website and going on to make millions in just a few days or weeks.

It can be done, but it is not as easy as many people make it out to be.

There is work involved and those people have put in *a lot* of work to make that happen. There are a lot of things that go into making that kind of money, and it is never done alone. Those marketers make that kind of money because they have an army of affiliates promoting the website.

If you're now sure what affiliate marketing is, [click here](#) to get the definition as found on Wikipedia.org

# Why I wrote this book

I remember when I first became interested in making money online. It was back in 1997, when I got my first computer. I had been working in construction and landed a new job in law enforcement that paid me more money. After a couple of months I got my first computer from Sears.

I went home and plugged it in. I had been hearing people talk about the Internet, but really didn't know that much about it. I hooked the computer up and got online for the first time the day I got that computer. Within a couple of months I started getting emails about making money online.

I kept seeing how easy it was and how much money I could make by joining this program, or that program. I caught the bug and spent a few hundred dollars over the course of the next year on one get-rich-quick scheme after another.

I was chasing one thing after the next and never really learned how to do anything. I eventually gave up, and  spent the next 10 years focusing on my

career, and didn't really think about Internet Marketing all that much.  It would cross my mind occasionally, but it was fleeting at best.

Then in late 2006 I started thinking about it again and started playing around with it, but wasn't really serious about it.  I got a lot more focused in late 2007 and started actually trying to learn what I could.  What I came to realize was that if I wanted to make money online, I needed a website.  Now I have several websites in a variety of niches.

So I decided to write this eBook to help people get their first website online, and to get a better idea of how they can make money online.  The first time I made money was after I set up a website.  The product was not mine, I sold an affiliate product that made me $40, and it cost me about $5 to make that sale.  (My cost does not include the price of a domain name or web hosting, which we will discuss later.)

Anyway I realized how much sooner it would have happened for me if there had been a book that told me how to make my own website.
Instead I had to figure out what to do and how to create a site myself.  Then I had to figure out how I could make money with it.  So it took me a while to figure everything out.

I had to sort through tons of information to figure out HTML code so I could design my own website.  I had to learn how to do FTP (file transfer protocol).  Don't worry if that doesn't mean anything to you right now, it will by the time you finish this book.  FTP is the process used to put your website on the Internet.

Once I finally made my first sale I was a mix of excitement and frustration.  I was excited because I had finally done it, I'd finally figured out how to make money.  But I was frustrated because it took so long.  No one had a book that would teach me step by step how to build a website.

So I decided to write this book to help everyone else who is trying to get started.  I spent months learning how to do what you will learn how to do in a couple of hours by reading this book.

# Managing Expectations

Before we jump into the meat of the book I want you to take a minute and read this next section.

> Most people who try to set up an
> online business never make any money.

Why?

It's because they focus too much on what other people are making and trying to do the same, and not on building their own business.

As I mentioned earlier we've all heard the stories about people making millions of dollars on the Internet.  It's easy to get caught up in the hype around those numbers, but you have to start somewhere.  Expecting to jump online and make even a thousand dollars a month right out of the gate is not realistic.  It's possible, just not realistic.

Let's put it into a different perspective.  As I write this I am also watching a Mixed Martial Arts (MMA) fight on television.  I love MMA fights.  It is the ultimate combat sport.  These guys are highly trained and highly conditioned athletes.  I know how to do a lot of the ground fighting moves they do, in fact in my career as a deputy sheriff I taught other people how to do them too.

While I am very knowledgeable in the techniques and am very capable of what those athletes do, I'm not at their level.  While I understand what it is they do (the theory behind the techniques, how to apply the techniques, etc), I can not expect to jump into the ring with one of them and compete.

The same thing applies with Internet marketing.  You can not expect to put a site online today, and be making $1,000 a month in the next 30 days.  This is a business that is always evolving and you have to start learning about it.  You will always be learning new ways to make money.

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So don't expect to make money even tomorrow, you might, but it is more likely that it will take you a few weeks or possibly even a few months before you make any money.  It all depends on how quickly you learn and implement the things you are learning.

Many people get discouraged because they come online and try something for a week or two and don't make any money.  They don't give themselves time to learn how to put it all together.  Don't fall into that trap.

I want you to keep one thing in mind as you begin your journey to build an online business.

> Every year thousands of people go to college and pay tens of thousands of dollars to get a college degree.  While they go to school and study toward their degree, no one asks them how much money they've made in their career yet.

My point here is that education is a process.  During your Internet marketing education you will be able to make money, but don't get discouraged if you don't make it very quickly.  Also, friends and family will probably talk down about it if you don't make money quickly.  Just keep the above statement in mind, and even point it out to them, then keep working on it.

Believe me, it's worth it.  Once they see you become successful, some of the people who talked down to you about it are going to ask you to teach them to do what you are doing.

Treat setting up your online business as seriously as you would if it were an offline business.

As you go through the guide you will see several screen shots that I included to help illustrate things I was explaining.  You will notice in a lot of the images that I blurred out some details.  These are details that I wanted to keep private, and will in no way affect your ability to use this guide.

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# Chapter 2 – Why do I need a website?

This is probably a question you are either asking yourself, or have asked yourself at one time.

When I started trying to make money online I asked myself that question.  I asked it because I was not sure why I would need one, and no one ever explained to me why I should have one.  I also did not realize how easy or cheap it was to get a website online.

<mark>A website is <u>critical</u> to the success of your online business!</mark>

When I started trying to build an online business in 1997, I struggled and failed.  I don't mean to imply that the reason I failed is only because I did not have a website, but it was a part of it.

Think about it as if your business were going to be offline.  How successful do you think you would be if you did not have a store or office for your business?  You might succeed, but the odds are stacked against you.

Today people expect a business to have a website.  And if the business does not, people wonder why.  It makes them wonder whether or not the business is stable and if they can trust that business.  Websites are so cheap there is no reason you should not have one.

So the simple answer is, you need a website so people can find you.  There are many other reasons to have a website, but this is the most basic. It will also help build trust.

This leads us to the next question about having your own website.

# Can I use a free website?

That depends on whether you want to be seen as someone who is a hack and can not be trusted, or someone who is a professional.

People can spot a free website a mile away because all free websites have advertising on them that has nothing to do with the topic of the website. These will be links that point back to the service allowing you to use their free website building and hosting service.

The only free website is an affiliate website.

Now we hit on what affiliate marketing is earlier, but what I'm talking about in this case is a little different. What I mean here is that the website is used to promote a product.

There are some affiliate sites that are already set up with a product on them, or several products on them. The drawback to these sites is you do not really own them. The product owner does. So let's say you decided to promote a book about training dogs, and the owner of the book says he will give you an affiliate site for free.

What he is doing is giving you a site pre-made, that has been tested by him, and he knows it will make sales. The only product you will be able to promote on that site is his.

Another kind of affiliate website is one where a hosting company allows you to build a website using their free website builder, and they will provide hosting for you for free also.

The problem with these websites is generally two-fold:

- One, there will most likely be links and/or banners on your site that promote the hosting company. You can not get rid of these links unless you upgrade to a paid hosting package.

- Two, your domain name will be what's called a subdomain of the hosting provider. So, for instance, one such provider is Homestead.com. If you were hosting a dog training site with them your site name would be something like www.somedogtrainingsite.homestead.com.

If you are trying to sell something on this site, how professional does that look? Not very. If someone sees your site on a search engine next to www.somedogtrainingsite.com, which looks more professional with just the site name? The second one does. Yours looks like a hobby site, not like a professional site.

Also who is going to reach for their credit card to buy something from the first site? Very few people will. People by and large are not going to purchase something from that site because it doesn't come off as trustworthy. Websites are cheap and if someone is not willing to invest their money to get one when they are asking a customer to spend money, customers get suspicious. Their radar goes up and starts telling them the site belongs to a scammer of some sort.

Now here is what I think is the biggest problem of all with an affiliate site.

If the affiliate site goes out of business, your business is gone! You don't own anything. Someone else owns your business and controls your entire future. If they go out of business, you do to.

But, if you own your website, you are in control. If a product you are promoting stops being produced, you just find a new product. If your hosting company goes out of business, you simply move to a new one. You can also promote as many different products as you want. With a site provided by product owner, he will not allow you to promote competing products on his site.

The bottom line is, you need to get your own website. I will show you later where you can buy a domain name, and also where you can get hosting. You can get a domain name for less than $10 per year, and hosting for about $7 a month.

There is absolutely no reason you should not have your own website.

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# Chapter 3 – How to begin creating your site

OK, if you're a complete beginner (also called a newbie in Internet marketing circles), this is where you need to start. We are going to cover buying a domain name and setting up a hosting account.

If you already have a domain name and hosting account you can skip ahead to chapter 5.

First in case you're not familiar let me explain briefly what a domain name is. A domain name is the information someone types into a browser bar to find your website. For my website you would type in www.learntomakewebsites.com.

You will need a hosting account also the hosting account is where you store the pages of your website so that people can find them on the Internet. The hosting company acts like one of those GPS navigation systems. You type in where you want to go in the browser and the browser contacts the hosting company.

The hosting company then give the browser the path to the website. What I mean is the hosting company is going to give directions to the browser, just like a GPS navigator would give you directions to your destination. I explain it a little bit more later in the book, but I wanted to give you a brief idea now to help you follow along.

## Step 1 – Getting your domain name

Now there is a lot of information out there on how and why to select a certain domain name. I'm not going into the how and why, that is beyond the scope of this book. I will tell you that you there are a couple of things you want to try and keep in mind when selecting a domain name.

First, you want something people can remember, and if it is short that's good too. Second, try to use a domain name that reflects the purpose of your site. Using a keyword that is related to your topic is best.

Let's use the dog training site again as an example.

If you were to choose the domain name www.stevestraining.com, that does not let anyone know what your site is about. If you were to choose www.stevesdogtraining.com, that is better. But what kind of training is it? If it is obedience training, getting that name in there is even better. So www.stevesdogobediencetraining.com is the best yet.

So try to focus on what you want your site to be about, and choose a domain name that uses that. It is not critical, but it will help you rank in the search engines better which means people will be more likely to find you.

Once you choose a domain name you need to find a domain registrar. I recommend NameCheap. I get my domains for under $10 a year through them, and I've never had any problem with their service.

You can choose whoever you want, all you need to do is go to your favorite search engine and type in "domain registrar" and you will get several that you can choose from. Although cheap is in the name, name cheap is not the cheapest. You can save a few pennies here and there by going for the cheapest service you can find. But remember, there are times that you get what you pay for.

That's why I use NameCheap, their service has always been top notch for me.

## Caution! – Buyer Beware!

Let me take a minute and caution you about getting package deals. There are services out there that will offer package deals for domain name registration and hosting. NameCheap does this as well, but I don't take them up on that offer and I'm going to tell you why.

As a part of building your online business, one thing you are going to want to do is build an email list. I'm not going into how to do that in this book, because again that is beyond the scope of this guide. Now in case you don't know what I mean by an email list, let me explain.

An email list is a list of people who have either signed up to receive information from you, like you did to get this book, or who have made a purchase of something you were selling. You will sign up for a service that helps manage your email list, and when someone signs up for your information, they give you permission to contact them by email from then on.

Why do you want to build an email list? Because it is one of the best ways to make money online. As long as you are honest with your subscribers and give them value, you will make money from the list. If you are dishonest with them, fail to provide them valuable information, or promote junk to them just to try and make money they will leave you.

As I already mentioned, I am not going to try to teach you how to do email marketing in this guide. That goes beyond the scope of this guide.

I will however share with you things that I have learned about making money online (like email marketing) in my Website Success newsletter. You were automatically added to my email list to receive the newsletter when you gave me your email address to get this book.

Now let's get back to the guide.

Now what happens is when someone joins your email list, they will have to click a link confirming that they want to be on your list so they can receive information from you. Sound familiar? It should, you had to do the same thing to get this guide.

So now what has happened is you have been added to my email list and I will be sending you regular information teaching you how to build your business. I will also tell you about products and services that other people

have to offer that could help you with your business. So as long as you stayed subscribed to my list, you will continue to learn from me. If you unsubscribed you will not get any more information from me.

Anyway, when someone joins your list they have clicked that confirmation link. The confirmation is very important. There are people who will forget they signed up for your list and complain when they receive emails from you that you spammed them. When they have clicked the link confirming that they want to receive information from you, you can prove that you did not spam them because they gave you permission.

Now there are 2 types of people who will complain that you spammed them:

1. People who honestly forgot they gave you permission to email them.
2. People who know they gave you permission but are too lazy to "opt-out" of your list.

Now "opt-ins" is what it is called when someone joins your list and clicks the confirmation link. "Opt-outs" is what it is called when someone clicks a link that removes them from your list. Every email you send will have a link that allows the person who receives it the ability to click that link and they will be removed from the list.

This is why I say there are people who are too lazy to opt-out. It's a little weird to say they are lazy, because it actually requires more effort on their part to make a spam complaint than it does to click a simple link to be removed. But there are people who will just scream spam instead.

Now here is how this relates to using a domain name registration and hosting package combo from one place.

When your hosting provider gets a complaint from one of the people on your list, they are going to take it seriously. But when you have someone that has opted into your list, you can prove they gave you permission and protect yourself. But there are hosting providers that will not care about that.

One such provider is GoDaddy. I used to host a couple of my sites with GoDaddy, but never experienced it myself. From what I have read

GoDaddy is one of the worst hosting providers to deal with when this happens. I have read several stories where a marketer using GoDaddy received a spam complaint. GoDaddy has gone in on numerous occasions and just seized the site and shut it down.

These marketers were able to show proof to GoDaddy that the person complaining joined the list and confirmed they were giving permission to the marketer to email them. The powers at GoDaddy didn't care! It's in their terms of service that if they get a complaint that you are spamming, they can shut your account down and seize the site.

Now you might ask yourself why they would do that. I don't know this for sure, but here is my theory.

Let's say your site has been around for 3 years, and they get a spam complaint about you. Now lets assume you get thousands of visitors to your site each month, and have thousands of links on other sites pointing back to pages on your site.

If GoDaddy shuts you down, they are going to throw up a page that displays information about GoDaddy. Here is an example of one of those pages.

GoDaddy has all those links on the left under the "Sponsored Listings" section that earn them money every time someone clicks one of them. The same applies to the links on the right side under the "Releated Searches" heading. Every thing else is related to GoDaddy's service, which also makes them money.

So what I believe happens is GoDaddy now has all those pages from your site displaying advertising that others pay them for, and for their service. They will most likely make more money displaying their message on all the pages of your site than you were paying them for hosting. All the links back to their site also give them "extra credit" from the search engines.

What I mean is the more links a website has pointing back to it from other websites, the more the search engines think people must really like the website being linked to. So now GoDaddy has placed links back to their site all over the website they just took over.

Now because you registered your domain with them, and then hosted it with them, they have complete control over your site. It's because of the way they handle this that I refuse to do business with them now. I would highly recommend that you avoid them also.

I would be able to make money by recommending that you use them, but this is part of that honesty thing that I was talking about earlier.

GoDaddy is one of the worst with this policy, but most likely any hosting provider could do this if they wanted to. All they would have to do is put it in their terms of service, and it becomes legal.

Here is how you keep this from happening to you.

Get your domain name from one place, like [NameCheap](); and your hosting somewhere else like [HostGator]().

Here is why you want it at two different places. I buy my domains from NameCheap and I can control whatever hosting provider I want to use by changing some information in my domain control panel. I will show you how to do that later.

So in the event HostGator ever tried to do to me what GoDaddy does, I can still access my domain control panel because it is located at NameCheap. So I can then simply setup a hosting account with a new hosting provider, log into my NameCheap control panel and change the Doman Name Server (DNS) information. Don't worry if that makes no sense to you, it will later.

If you host in the same place you buy your domain and they lock you out of your site, you're locked out of everything. This means when you try to log in you can't even get into your control panel to make the changes because they locked you out. And it's legal because it's in their terms of service.

Now HostGator can never lock me out of my NameCheap control panel because they have no control over it. NameCheap will not lock me out if HostGator receives a complaint, because there is no violation, or complaint of a violation, of NameCheap policies.

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So in this way I ensure that my website _always_ remains under my control and no one else's.

OK, now let's get back to creating your site.

So when you go to NameCheap here is what you will see.



Notice the red arrow I placed in the picture. It is pointing to the domain name search box. Enter the name you want without any spaces in it and click search. You'll notice that the only thing checked under section 2 to the right is the .com extension.

Just leave it like that. It will search all extensions and tell you what is available and what is taken. Ideally you want a .com extension. I only take other extensions if I <u>really</u>, <u>really</u> like the name for some reason. So click the search button.

If your domain is available you will be able to buy it, just follow the directions on the screen to complete your purchase. If it's not available you will be able to enter a new search query on that page to search for something different. Keep searching until you find something you like and buy that one.

When you choose to buy a name you will be prompted to create a buyer profile and you will choose a username and password. Keep track of those, because if you close the browser, you'll need them so you can log in and make changes or buy more domains in the future.

Now let's go get a hosting account.

## Step 2 – Choose a Hosting Provider

As I mentioned a couple of times already I recommend [HostGator](HostGator).

Basically all a hosting provider does is provide a way for your website to be connected to the Internet so people can find it. Buying a domain name does not cover this. All buying the domain name does is give you the exclusive right to use that domain name.

So when you go to HostGator, here is what you will see.

Click the order button for a hosting package. You do not need a Reseller account or a Dedicated server. Once you click the order button for a hosting account you will see this.

Notice it is set at "Register New Domain" by default. Change it to, "I will use My Existing Domain and update My Nameservers only". Enter your domain and the appropriate extension, then click next.

This screen will appear.

Notice I used my website LearnToMakeWebsites.com in the example. The package chosen by default is what they call their Hatchling package. The other two choices are baby and business. Hatchling will allow you to host one domain on your account. That's all you need for now. If you set up more domains later, you can upgrade to a Baby account and host unlimited domains on that account.

Now click continue and just follow the rest of the steps to set up your hosting account. Once you're done you will receive an email at the address you provided them with the information you need to log into your hosting account control panel. Keep this information handy because you will need it anytime you want to log into your control panel.

With HostGator it will be something along the lines of: yourdomainname.com/cpanel

When you put "/cpanel" at the end of your domain name a box will pop up asking you to enter your username and password that you created when you

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purchased the hosting account.  It will also be emailed to you in the welcome email I told you to keep handy.

Now that we have those steps out of the way, you're ready to start creating your first website.

# Chapter 4 –Domain Name Server Setup

This only applies to you if you setup a hosting account separate from your domain registrar.  I gave you some reasons why you should keep them separate in Chapter 3, but ultimately it is your choice.

If you used a hosting account from the same place you got your domain name, this section will not apply to you, and you should skip ahead to Chapter 7.

Domain Name Servers are also commonly referred to as DNS, or Name Servers.

Let's recap what we already covered earlier about what you get from your registrar and your hosting company.  You use a registrar to purchase the exclusive right to use a domain name.   You use a hosting company to host your website so that when someone types in your domain name they can see your website.

When you buy your domain name, your registrar automatically points your domain name to their name server.  If you got your hosting package through the same company you purchased your domain through, you don't have to do anything.  When you upload your site to the server, it will show up without any problem.

When you purchase a separate hosting account, the host provider will have a different name server that you have to use.  This means you will need to change this so your website will show up once you upload it.

Now I know this sounds complicated, but its actually easy.  Here's how you do it.

Because I use NameCheap to buy my domains and HostGator for my hosting, I will be showing you how to change it between those two. Whichever company you choose you will be able to do the same, and the way you do it will be very close to this.

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First you will log into your account at NameCheap, you will have created it earlier when you registered your domain name.  I circled the login area in red in the picture below.
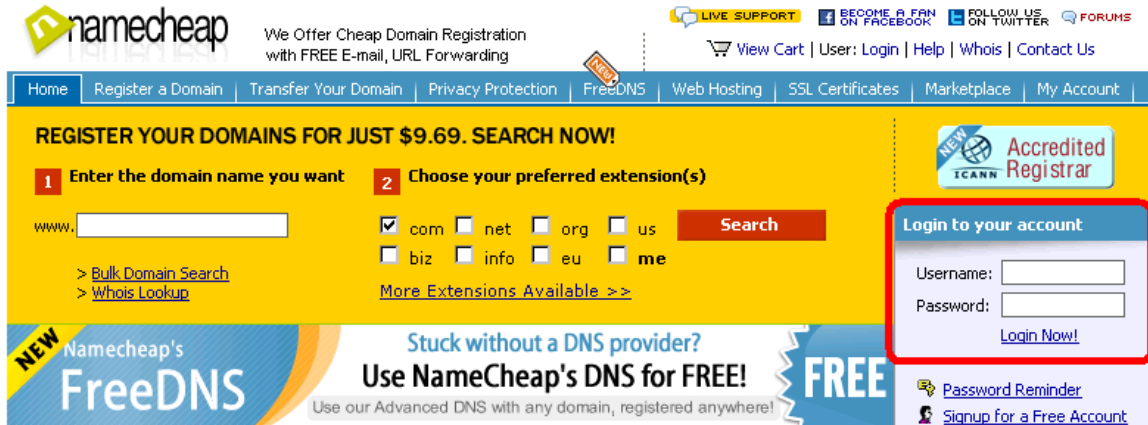


After you're logged in, you will click the "manage domains" link.  You might not have to click this link since you only have one domain name at this point.  If that's the case, you will not see a screen like the picture below, you'll see the next picture instead.
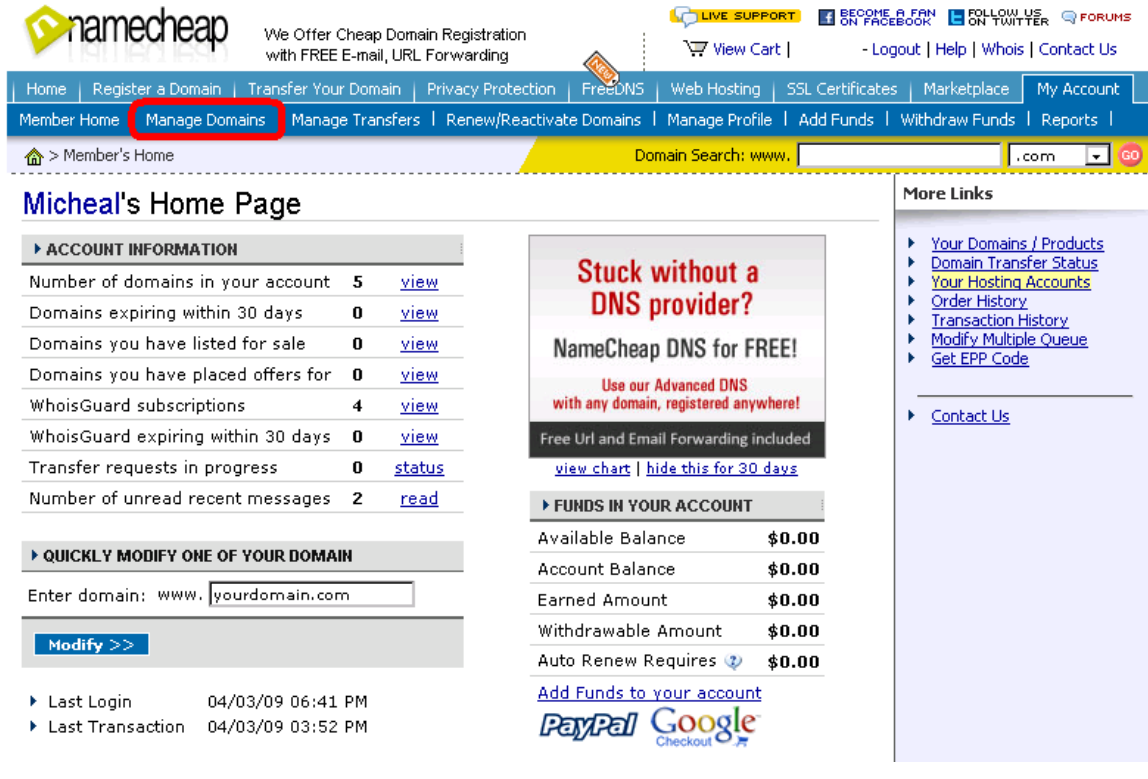
Next you will see a page that looks like the one below.



Click the link I highlighted, it will take you to the page where you can control your domain name servers.  It will take you to a page that looks like the picture below.
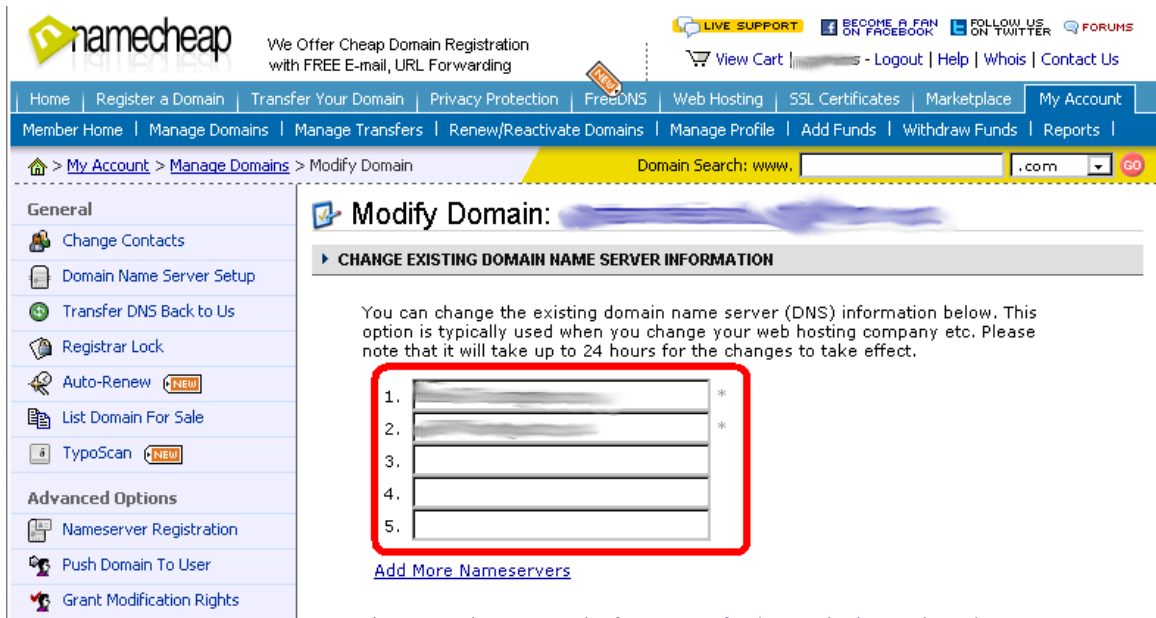
The part circled in red is where your name server settings are listed.

Now go back and grab the email your hosting company sent you earlier. On that email they probably told you what your name servers were. If you didn't get that information in the email, open a new browser window and log into the cpanel of your hosting account. It should be something like www.yourdomain.com/cpanel. A username and password box will appear, so enter your details in there.

Once you're logged in, look for a section titled "account information", this area tells you the address of your name servers. In HostGator scroll to the bottom of the screen and you will see it where the red arrow is pointing in the picture below.

Now go back to the browser window with the information from your registrar for your domain name servers and enter those details, replacing the ones that are already there. You will not need the old ones, so just replace them with the new ones from your hosting account, then click the save changes button.

That's it. Now you're done and once you upload your site to the server, which we will do later, your site will appear.

Important note:

It can take as many as 24 hours for the changes in your name server to take place. I've never had it take more than a few minutes, but it could be up to 24 hours before it takes place.

# Chapter 5 – Downloading the software
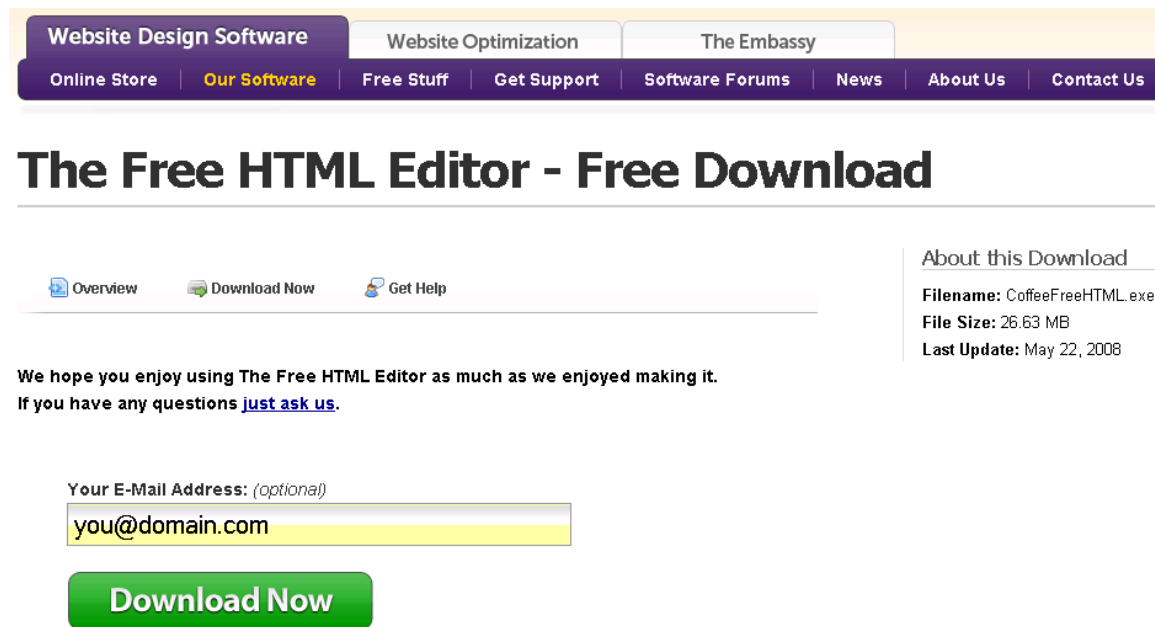
Now we get to the fun part.

The first thing we have to do is download a software program to build our site with.  I'm going to tell you about 4 programs that you can choose from.  The easiest to use seems to be one called KompoZer.  It is the one I will use later to show you how to build a website.  If you choose to download only 1, I would recommend that you get it.

Even though I recommend that you get Kompozer, I'm going to start with another editor from CoffeeCup.

You can get a free HTML editor from CoffeeCup at:
http://www.coffeecup.com/free-editor/download/

This is what you will see:



You can enter your email address and click the green Download Now button.  Entering your email address is optional.  You can still download the software without giving your email if you want.

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This is the one I like to use, but you might not care for it.  You need to know some HTML code to use the free editor.  I recommend that you learn some HTML because you will need to know it eventually to better control how your pages look.
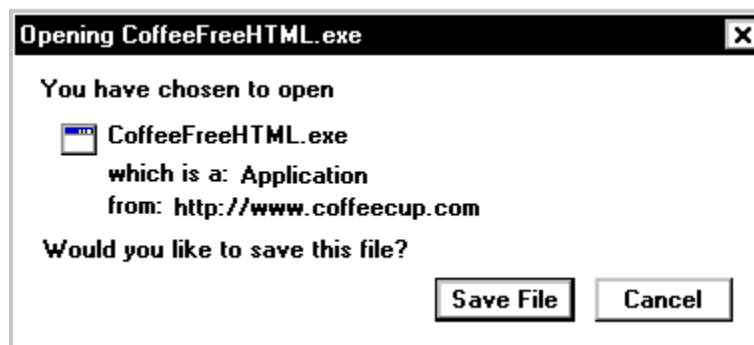
If you don't like that one or you want to try and find your own, just search for "free WYSIWYG HTML editor."  WYSIWYG (pronounced wizywig) stands for What You See Is What You Get.  This means what you actually do is what you will see on your website.  You do not need to know any HTML code to create a website this way.

You can get a WYSIWYG editor from CoffeeCup here:
http://www.coffeecup.com/designer/download/

This is a WYSIWYG editor from CoffeeCup that will give you a free trial for 21 days.  After the trial period is over if you want to continue using it, you will have to pay for it.  As I write this the price is currently $49.

Whichever route you choose to go, once you click the download button a box like this will appear.

```
Opening CoffeeFreeHTML.exe                              ☒

   You have chosen to open

      ▭ CoffeeFreeHTML.exe
         which is a: Application
         from: http://www.coffeecup.com
   Would you like to save this file?

                              Save File     Cancel
```

Click the save file button.  You will then be asked where you want to save the file to.  Choose a location that will be easy for you to remember.  I would recommend that you save it to your desktop since you are going to open it in a minute anyway.
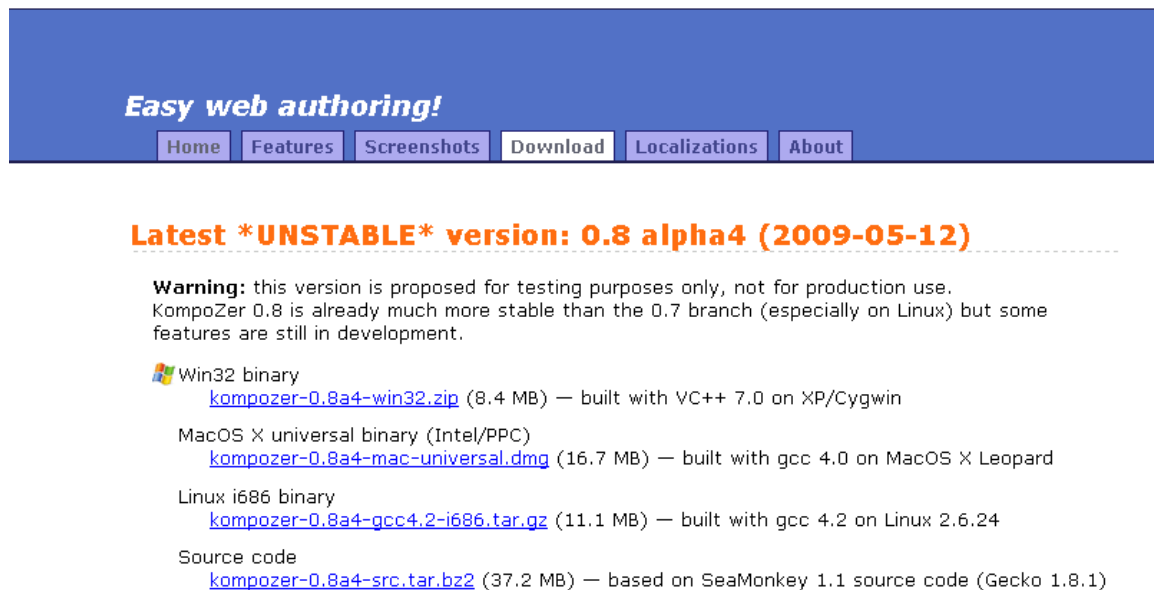
Once the download is complete, double click the icon to install the software on your computer.  Just follow the instructions and your software will be installed in just a few minutes.

The next program is one I already mention called KompoZer.  KompoZer is another free program and it's pretty easy to use.

You can download KompoZer at:
http://kompozer.net/download.php

Here is what the top of the download page looks like:



Notice at the top in orange is the word "UNSTABLE."  This is the version that is currently under development.  Scroll down the page a little and you will find the stable downloads in an area that looks like this.

**Latest stable version: 0.7.10 (2007-08-30)**

Win32 binary
    kompozer-0.7.10-win32.zip (7.6 MB) — built with VC++ 7.0 on XP/Cygwin

MacOS X ppc binary
    kompozer-0.7.10-mac.dmg (11.0 MB) — contributed by Sébastien Desvignes (aka bobo)
    successfully tested on both PPC and Intel based Macs

Linux i486 binary
    kompozer-0.7.10-gcc4.0.3-i486.tar.gz (10.3 MB) — built with gcc 4.0 on Linux 2.6.15
    kompozer-0.7.10-i386.deb (8.2 MB) — successfully tested on Debian Etch and Ubuntu 6.06 to 7.10
    kompozer-0.7.10-i386.rpm (8.2 MB) — successfully tested on RHEL5, Fedora Core 4 to 7 and Mandriva 2007

Source code
    kompozer-0.8a3-src.tar.bz2 (33.7 MB) — based on Nvu 1.0 source code (Gecko 1.7)

**Download!**
KompoZer for Windows

If you use a Windows operating system you need to download the file immediately below the heading "Win32 binary."  Click the link and the file will start downloading itself in a few seconds.  If you use a Mac operating system you will download the file immediately below the heading "MacOS X universal binary."  The file is going to be whats called a compressed file, also called a zipped file.

The folder will look like this:

kompozer-0.7.
10-win32
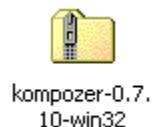
If you're not familiar with zipped files they are files that have been compressed into a smaller size to make them download faster.  Anyone can download a zipped file, but once it's downloaded you need to have a program that will allow you to unzip it.

You might already have a program on your computer that allows you to do this.  In a minute I'm going to tell you about a free program that I like to use for this called 7Zip.

---

Another HTML editor option you have is to download a program from Evrsoft called First Page 2006.  You can download it at: http://www.evrsoft.com/download.shtml

This is another free program that has a WYSIWYG editor.  You can use this WYSIWYG editor as soon as you download the free version.  First Page also comes in a zipped file.

For unzipping compressed files I like to use a free program called 7-Zip. You can download 7-Zip for free at: http://www.7-zip.org/download.html

The page you see will look like this:



I placed an arrow next to the file you will want to download.  This is the executable file, meaning once you download this you can double click it and it will install on your computer.  Notice next to the fifth download link from the top there is the word ".zip."  This is a zipped file, the kind of file you need this program, or one like it, to open.

Once you download 7-Zip, the icon to install it on your computer looks like this:

7z465

Double click the icon and go through the install procedure so you can use it. Once you've done that, here is how you use it.

Open the 7zip program and browse to the location where you saved the file for the FirstPage editor which looks like this:
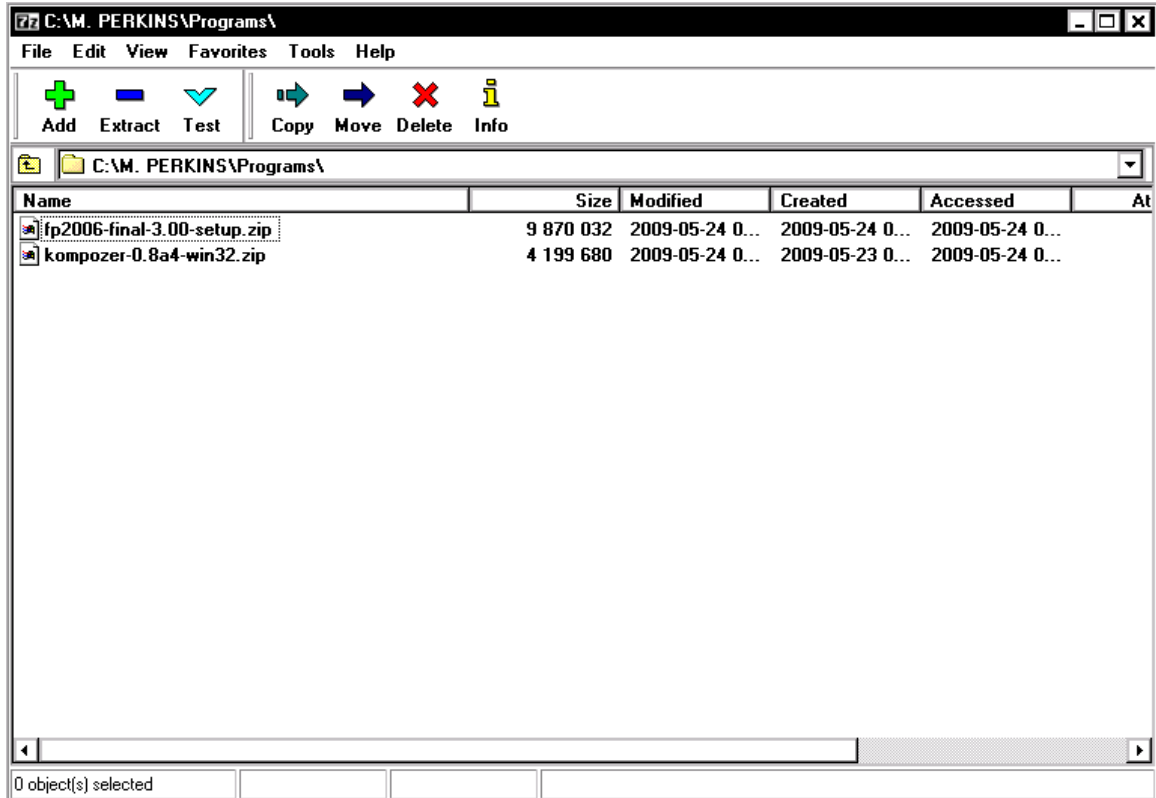


fp2006-final-3.
00-setup

The file needs to be in a folder on the computer, not the desktop. If it is on your desktop you will not be able to find it to open it with 7zip. So if you saved it to your desktop just right-click on it and then click copy. Open a folder in your C drive on your computer. Then choose Edit, Paste and a copy will be pasted into that folder.

Now, lets run through how to use 7zip.

I'm going to use to show you how to use this program to unzip a file using the FirstPage editor. In 7zip go to the folder where you saved the file you want to unzip. In this case it is on the hard drive of my computer. I have a file there called M Perkins, and another folder in that one called Programs that I saved the FirstPage program to.

Once your there it will look similar to the screen below, with your file in the large box on the screen below.

Double click the file that says "fp2006-final-3.00-setup.zip" (the exact name will change as the program is updated over time) and it will open all the files in that zipped folder and show them in the next screen, which I've shown in the following picture.
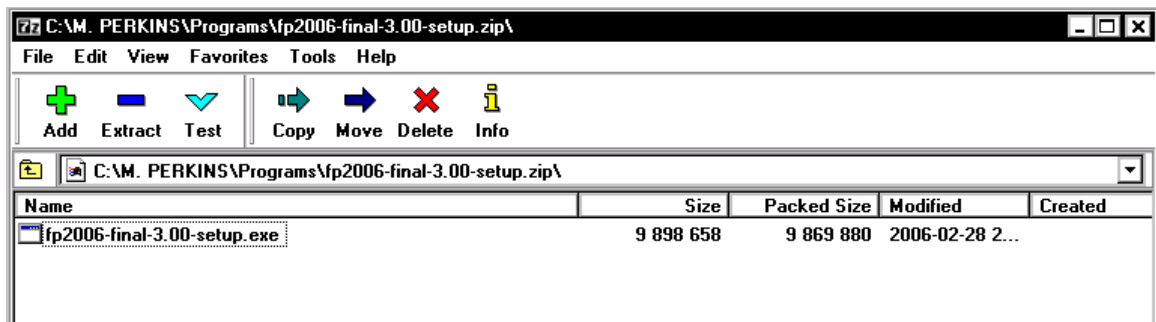


Next you will click on the extract button, the one with the blue "subtract" symbol.  The box will show up asking you where you want to save the file

---

to.  If you leave it as is it will save the file to the same folder you saved the zipped file to.  You can also change it to another location if you want.

When you're ready to save it, click OK and it will be saved to the location you specified.
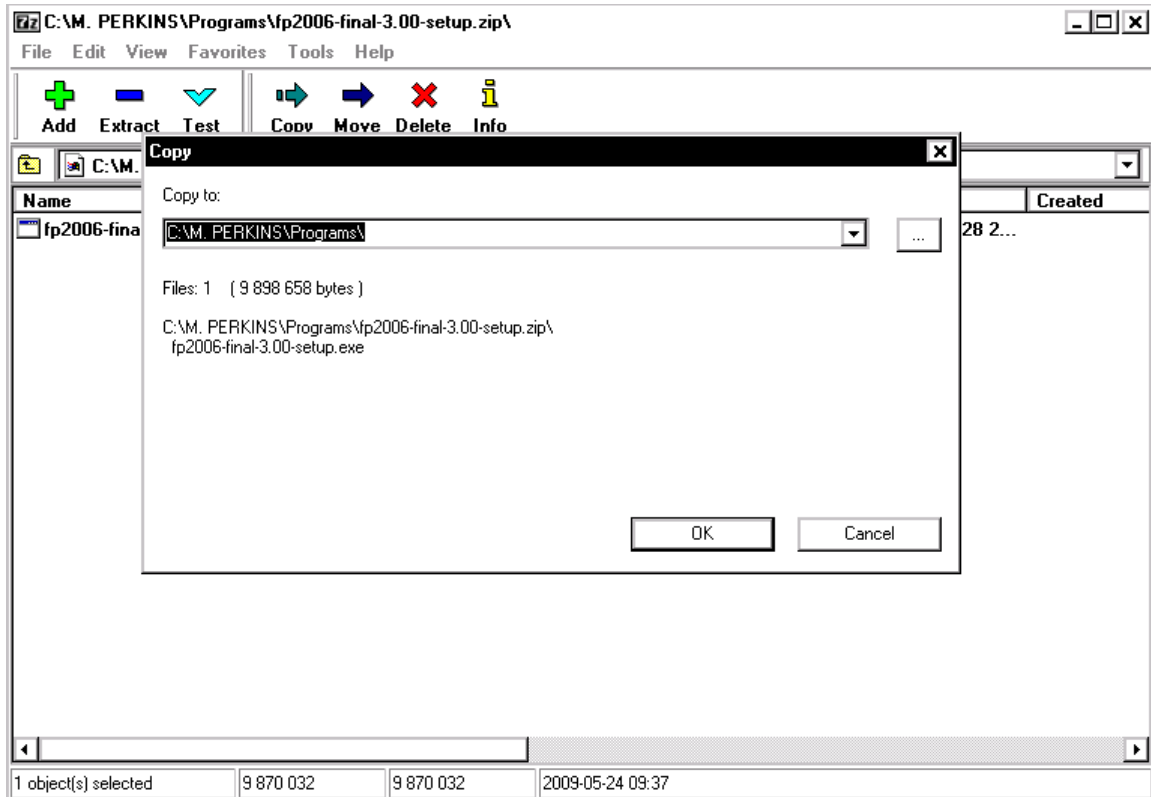


That's it, now the file is ready for you to work with.  The FirstPage file now shows in the folder in the picture below.
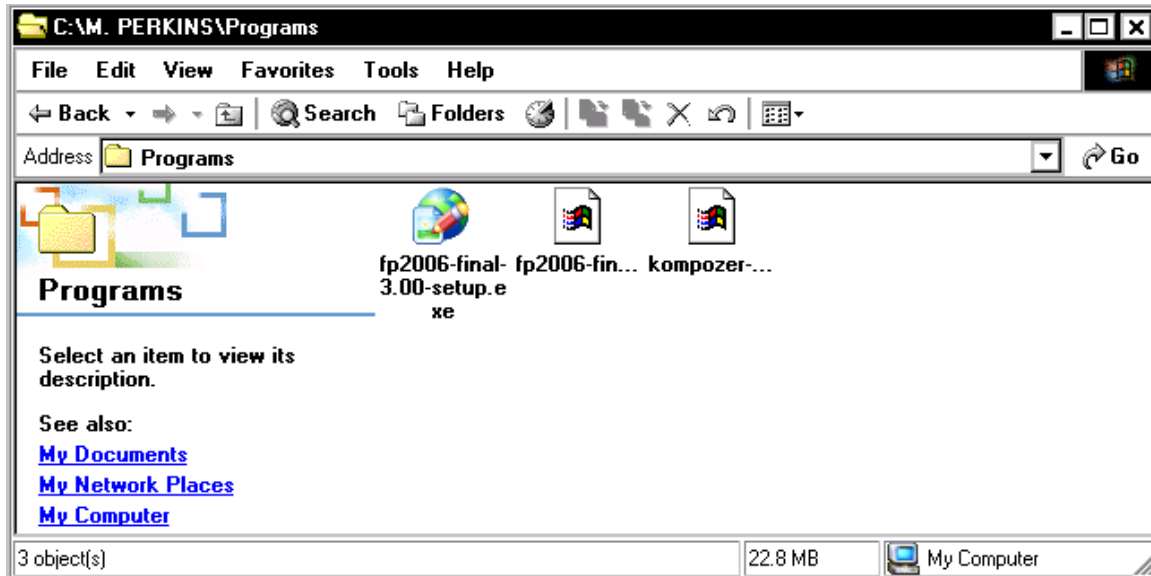
So double click the icon and it will go through the install process. Just follow the same procedure for each zipped file you ever download.

## FTP Software

Another software program you will need is an FTP program. I mentioned this earlier, but as a reminder an FTP program is what you will use to upload your website to your host server you got from HostGator earlier.

The program I like to use is FileZilla. You can download it at:
http://filezilla-project.org/download.php

Click the download link for the version that you need depending on your type of computer. If you have a computer that runs on a windows platform (which is most), you will download the file that ends in ".exe", this is the executable file.

Once downloaded, double click the program icon and follow the install instructions. We'll cover how to use it to upload your website files later.

# Learning HTML

As I mentioned I recommend that you learn some HTML so you can better control the look of your sites.  You can find a chart that tells how to use HTML at: http://www.web-source.net/html_codes_chart.htm

Scroll down the page and you will find this:

## HTML Tags Chart

To use any of the following HTML tags, simply select the HTML code you'd like and copy and paste it into your web page.

| Tag | Name | Code Example | Browser View |
|---|---|---|---|
| <!-- | comment | <!--This can be viewed in the **HTML** part of a document--> | Nothing will show (Tip) |
| <A - | anchor | <A HREF="http://www.yourdomain.com/">Visit Our Site</A> | Visit Our Site (Tip) |
| <B> | bold | <B>Example</B> | **Example** |
| <BIG> | big (text) | <BIG>Example</BIG> | Example (Tip) |
| <BODY> | body of HTML document | <BODY>The content of your **HTML** page</BODY> | Contents of your web page (Tip) |
| <BR> | line break | The contents of your page<BR>The contents of your page | The contents of your web page<br>The contents of your web page |
| <CENTER> | center | <CENTER>This will center your contents</CENTER> | This will center your contents |
| <DD> | definition description | <DL><br><DT>Definition Term<br>**<DD>Definition of the term**<br><DT>Definition Term<br>**<DD>Definition of the term**<br></DL> | Definition Term<br>**Definition of the term**<br>Definition Term<br>**Definition of the term** |
| <DL> | definition list | **<DL>**<br><DT>Definition Term<br><DD>Definition of the term<br><DT>Definition Term<br><DD>Definition of the term<br>**</DL>** | Definition Term<br>Definition of the term<br>Definition Term<br>Definition of the term |
| | | <DL> | |

On the left is what a tag looks like in HTML code.  Next is the name heading, which is what the code is called.  After that is an example of how the code is used.  Notice that there are two codes every time a code is used.  The code that starts what you want is called the opening code.

Let's use the example code for bolding words on a page, which is the third code down from the top.  The code is started by entering <b>.  Then you enter the text you want displayed on your website.  You stop the bolded text by ending the code with </b>.  All HTML codes are stopped by repeating the code, and placing a backslash at the beginning of the code.

Finally over on the right is a section called browser view. This is what the HTML code will make that section of your webpage look like.

If you use a WYSIWYG editor you do not need to know any of this. You can just do what you want like you are typing a word document. The editor takes care of inserting the proper code behind the scenes.

Even though you don't have to use HTML when using a WYSIWYG editor, I can't say it enough; you need to learn some basic HTML. You don't have to learn everything, just learn some of the stuff that you use over and over again.

The reason is when I was trying to use WYSIWYG editors I was not able to make my webpages look the way I wanted them to. I found the WYSIWYG editors to be limited in what they could do. That has been a few years, so things might have changed.

I don't use WYSIWYG editors anymore, so they might be better now than they were when I was trying to use them, but I doubt it.

# Chapter 6 - Creating your first Webpage

Let's get started creating your first page!

Go to wherever you saved the program you decided to use for your HTML editor, and double click the icon to start it.

The First Page icon will look like this:    The CoffeeCup icon will look like this:

Evrsoft First
Page 2006

CoffeeCup
Free HTML
Editor

The Kompozer icons will look like this:    The Site Designer icon will look like this:

KompoZer
0.7.10

kompozer

CoffeeCup
Visual Site
Designer

Open the one that you want to use and let's get started.  For purposes of this guide I'm going to use KompoZer since it is a very good WYSIWYG editor that you do not have to pay to use.

Open the KompoZer folder and look for this icon:

kompozer

Double click that icon to launch the program.  When you launch it, it will look like the image below.
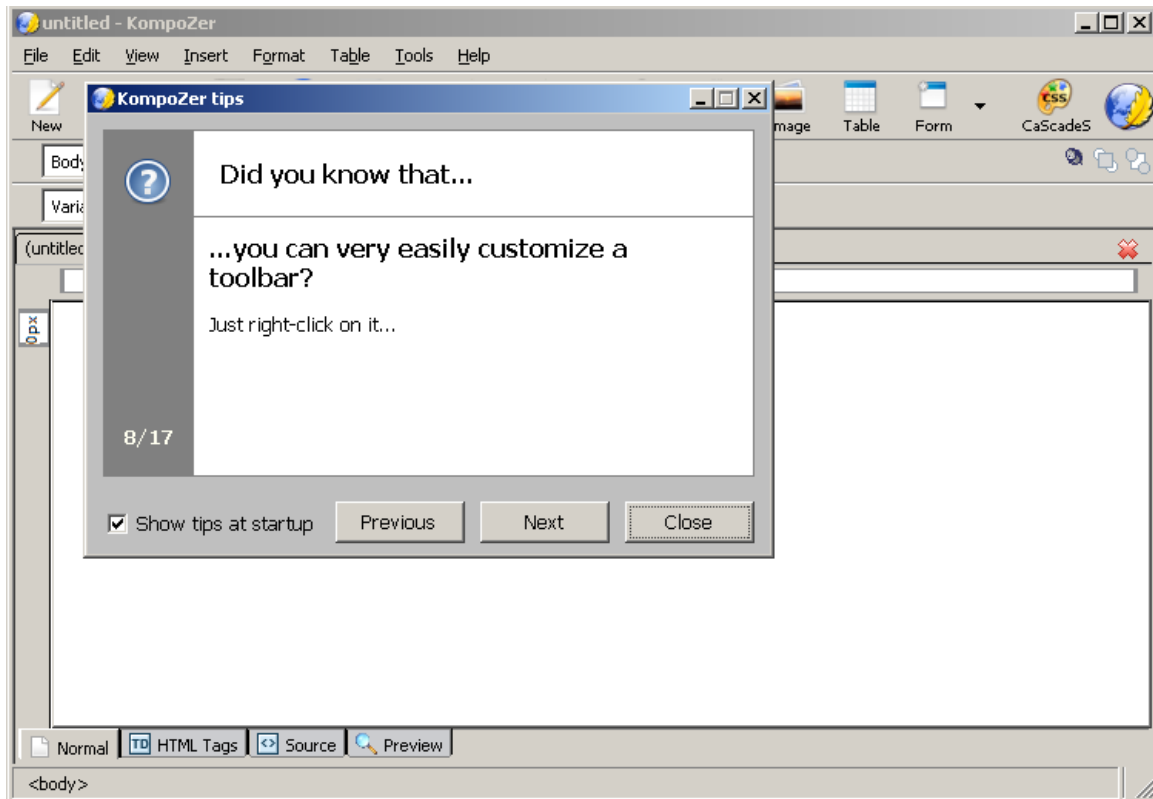
Click close unless you want to see more tips they have to offer. Now you are ready to open a template. Click file, then open file. Now find the folder you stored your templates in and choose one to start working with. Open the folder for the template you want to use and find the file that says "index."

Double click that file and it will open in the editor. In the image below I opened the template in the folder called "Site 3" from the templates I gave you when you joined.
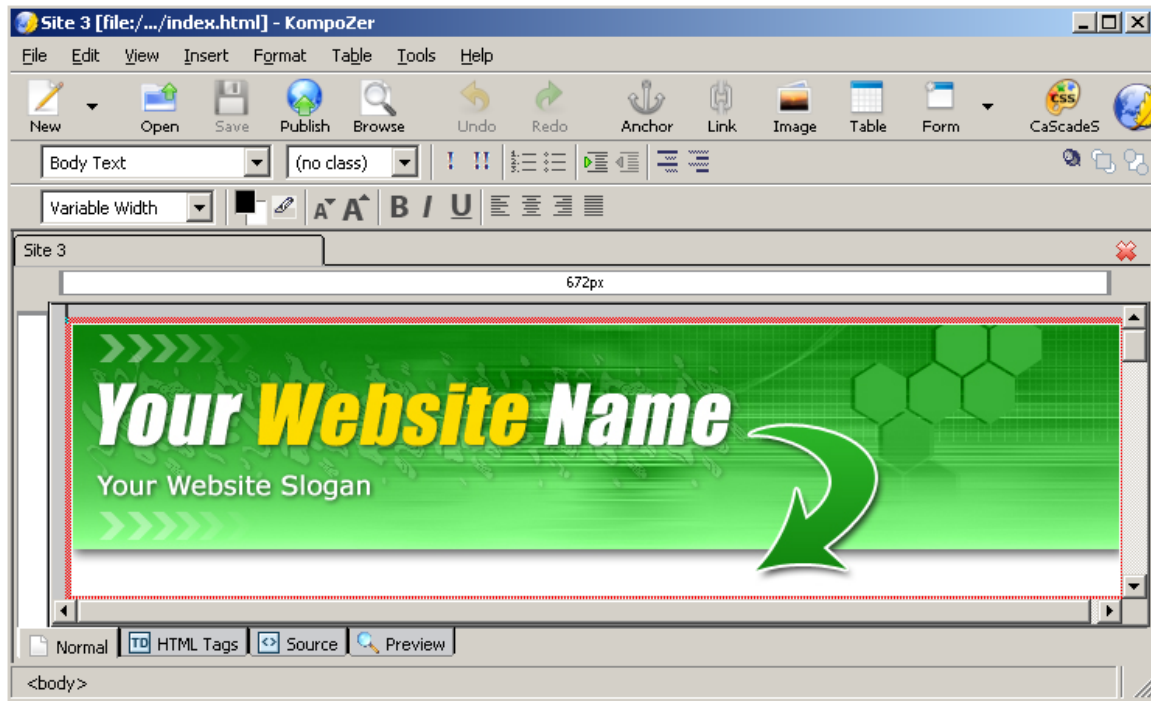
Each page will have a unique name, and you will use the name to link the page with the other pages you create on the site later. For the front page of the website, we want to call that the index page.

This is already the name of the file I opened. You need to create an unchanged backup of that file in case you mess the page up and need to start over from the beginning. So you're going to click file, save as, and name the file "template." Then close the template so it doesn't get messed up, and open the index file again to start working with it.

So on the top left of the screen below you will click the file tab, then choose the "save as" link like in the picture below. Then just type in "template" but without the quotes. Then choose where you want to save the file. You can just save it in the folder you are already working in for this website.
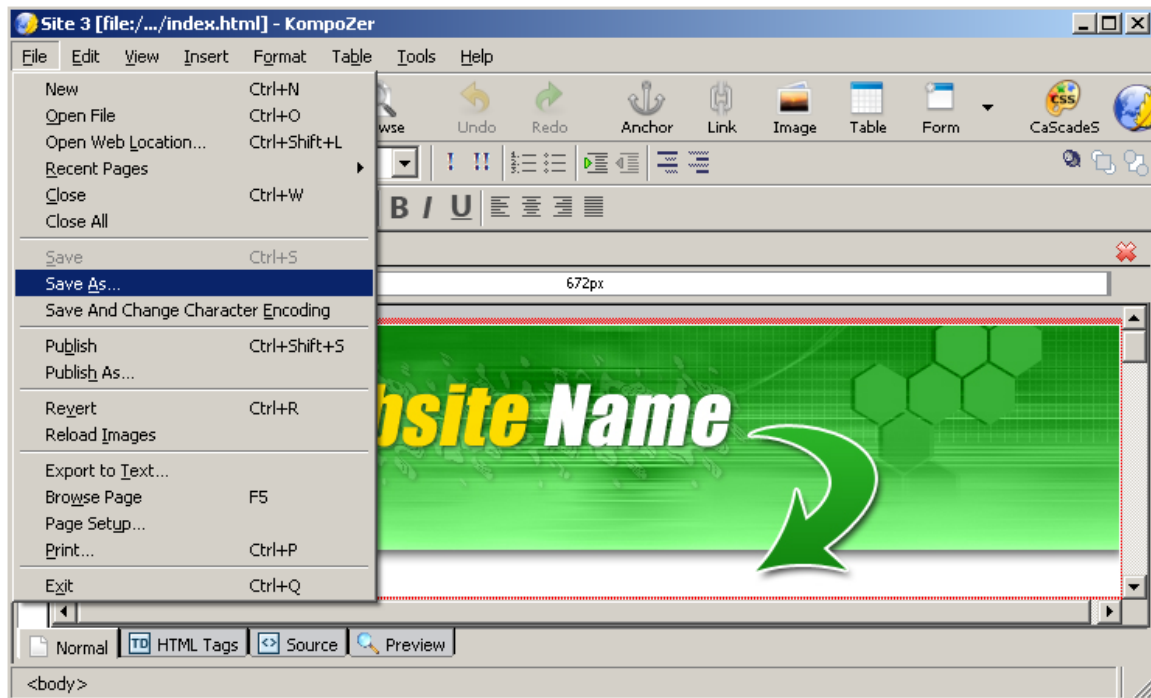
Next it will look like the picture below.  You should save it in the same folder you're already working in, and as I already mentioned name the page "template" where it asks for the File name.

Now click save and its saved and you're ready to keep working on it. Remember to save the file at regular intervals so you don't loose any work. The fastest way to do this is to push and hold the control button and then press the letter S.
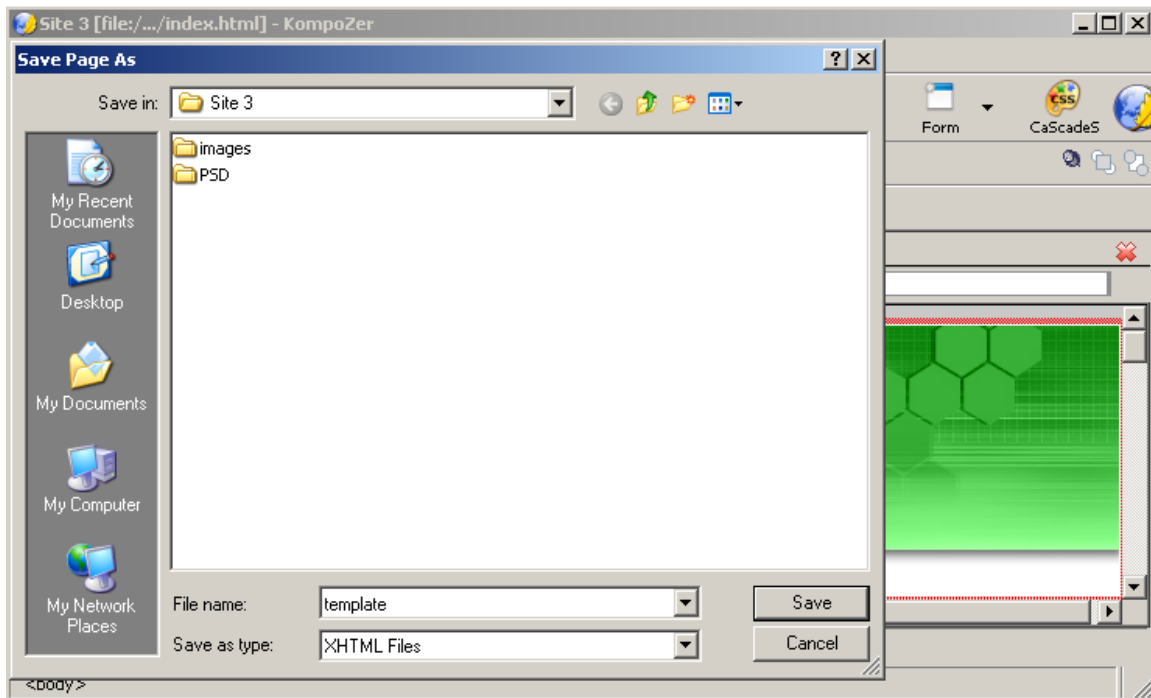
Once you open the index page again, click the view tab, then choose HTML source code.
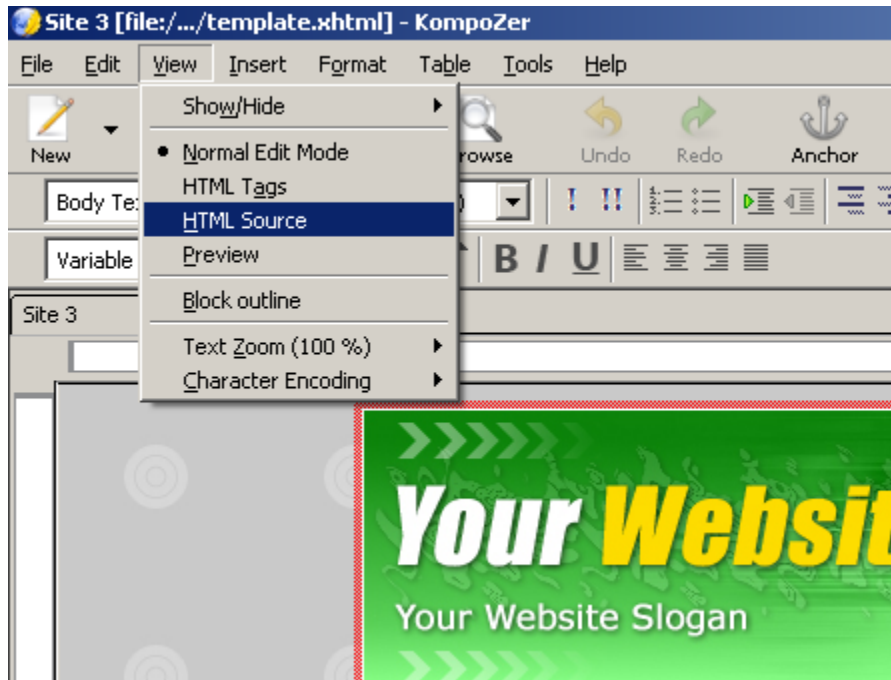
Now the part between the tags that says <title>Site 3</title> near the top mof the screen, you will need to change the part that says "Site 3." Change this to whatever you want your webpage to be called. This will display on the top left of the browser bar when someone opens your page, and also as the link people will see in search engines.

So if your site is about dog obedience training, you might put Dog Obedience Training in the title. This is known as the title bar in website terms. The title bar is very important when it comes to Search Engine Optimization (SEO). SEO is the process of making sure the pages of your website are properly setup for search engines to read them, and in turn place them in the search listings.

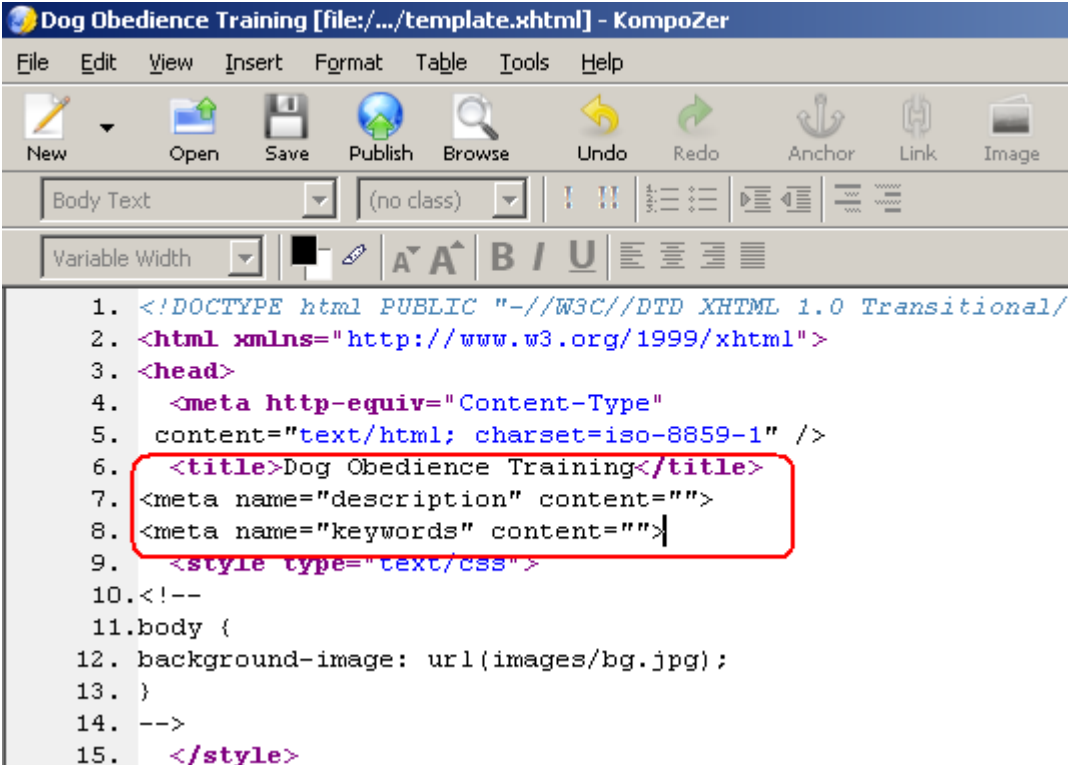An example of this is in the picture below.
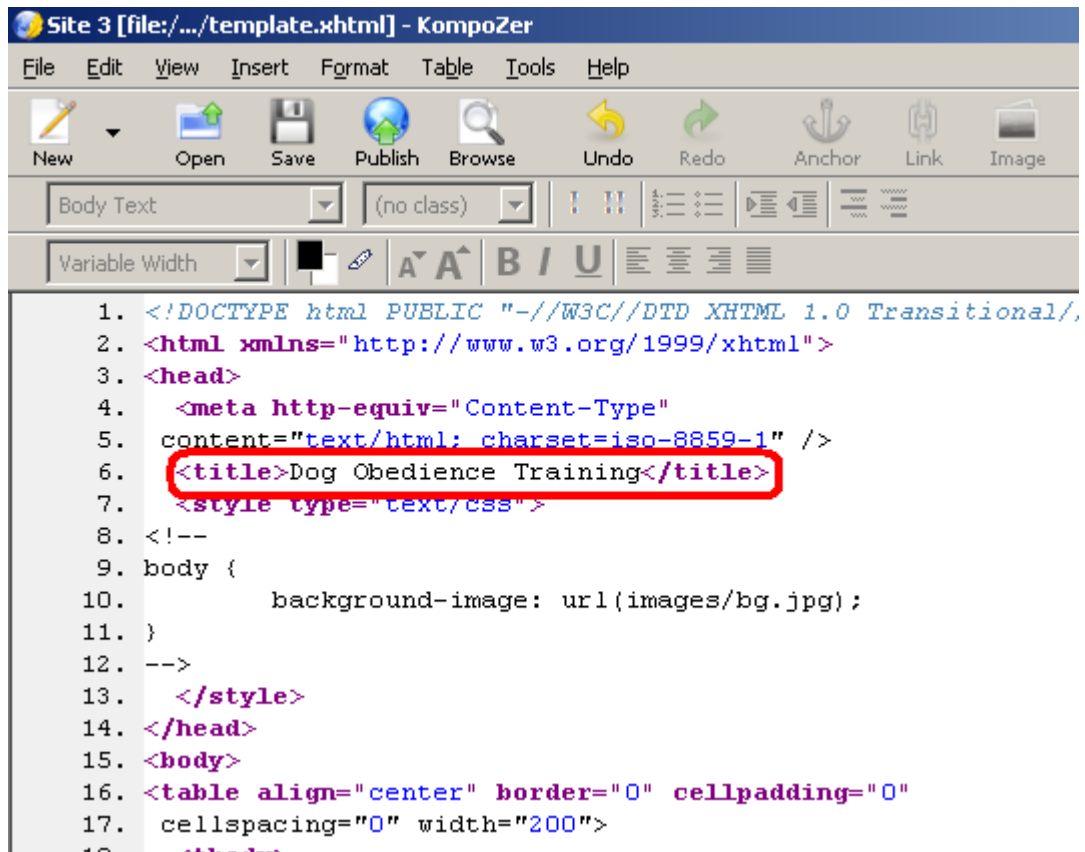
So now that we have that, we need to get some more information that is important to the SEO of our new webpage. We are going to insert an area to put the keywords we want our page to show for, and a description that will show on the search engine results.

Just to cover it for anyone who does not already know this, keywords are the words you enter into a search engine to find websites related to those words. So once you have the keywords that you want to target, put your cursor after the closing title code and hit enter. This will drop you down to a new line.

Here is the code for the description and keywords. Copy them and place them below the line with the title information.

```
<meta name="description" content="">
<meta name="keywords" content="">
```

Here is how the source code should look now:

As I already mentioned, make sure to save your work every few minutes.  If you don't and the program crashes (as programs do sometimes) you will loose all the changes you made since your last save.  So push and hold the control button and then push the "S" button, or click the file tab then save.

## Swipe Files

Now one question you will have is what to do to make webpage's that look good.  You're going to be starting at ground zero and not have much understanding of how to make it look really nice like a lot of those big sites.

Something you are going to want to do is create what is called a swipe file.  A swipe file is a file of sites that you like.  If you like the way they look either write them down in a notebook to keep track of them, or bookmark them.

Important Note:
A swipe file is meant to give you ideas on how you can make your website look.  You can not copy a website, then just change some of the information on it and call it yours.  This is stealing, and if you get caught, you can be prosecuted.

I have a Google account that I created to bookmark sites.  The reason I choose to use Google to do this is I can access them from any computer, not just the computer I bookmarked them on.

Here's how it works.  Go to Google and look at the top of the page, on the right side.  You'll see a link that says "sign in" click it.  You will then be taken to the page where you can sign in or create a new account.  You will see this on the right side of the screen.

If you don't already have one, click the link that says "Create an account now." Now just follow the prompts it gives you and create an account. It's free so there is nothing to loose.

Once you create your account, sign in. Now in the search box type in "Google toolbar." You will find a link to download the Google toolbar onto your computer. Download it and install it so it shows up on your browser. I have circled in red what it will look like in your browser in the image below.
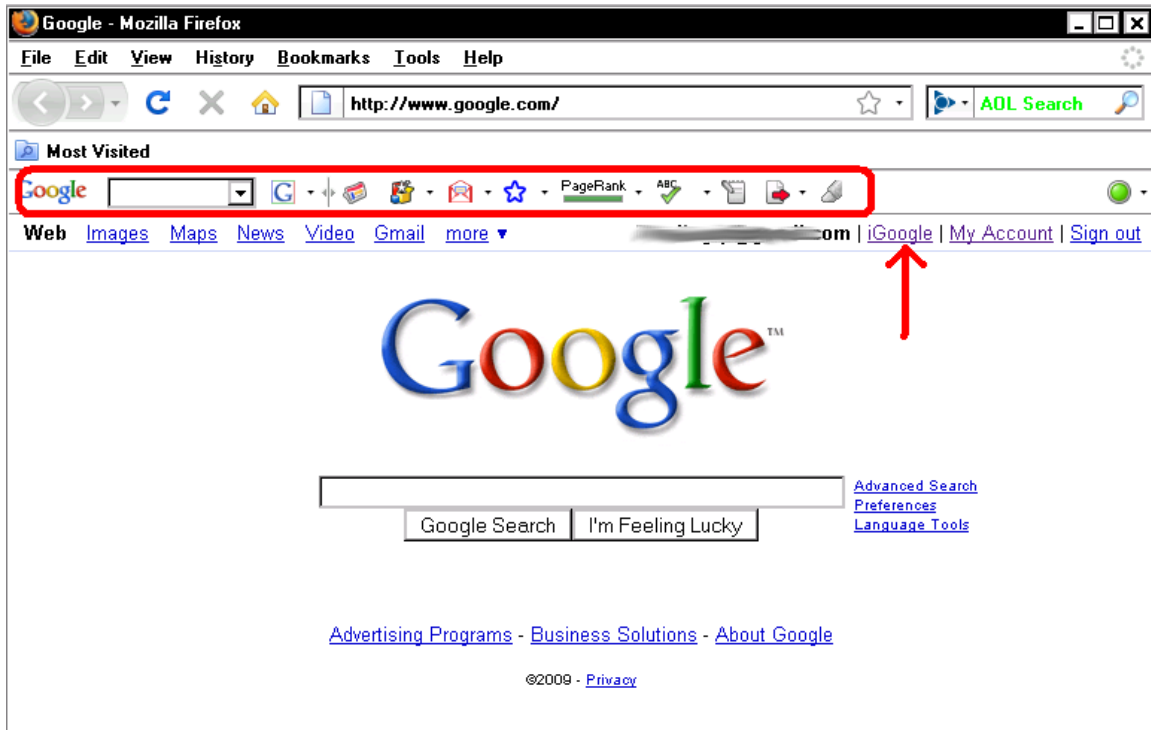
Anytime you want to access your bookmarks from a computer that does not have the Google toolbar installed you can still do so without installing it. Just log into your account and click the "iGoogle" link, which I pointed at with the red arrow.

If you click the iGoogle link your page will look like the picture below.  In the red circle is the area where your bookmarks will be.  You can view them on any computer just by signing into your account and clicking the iGoogle link.
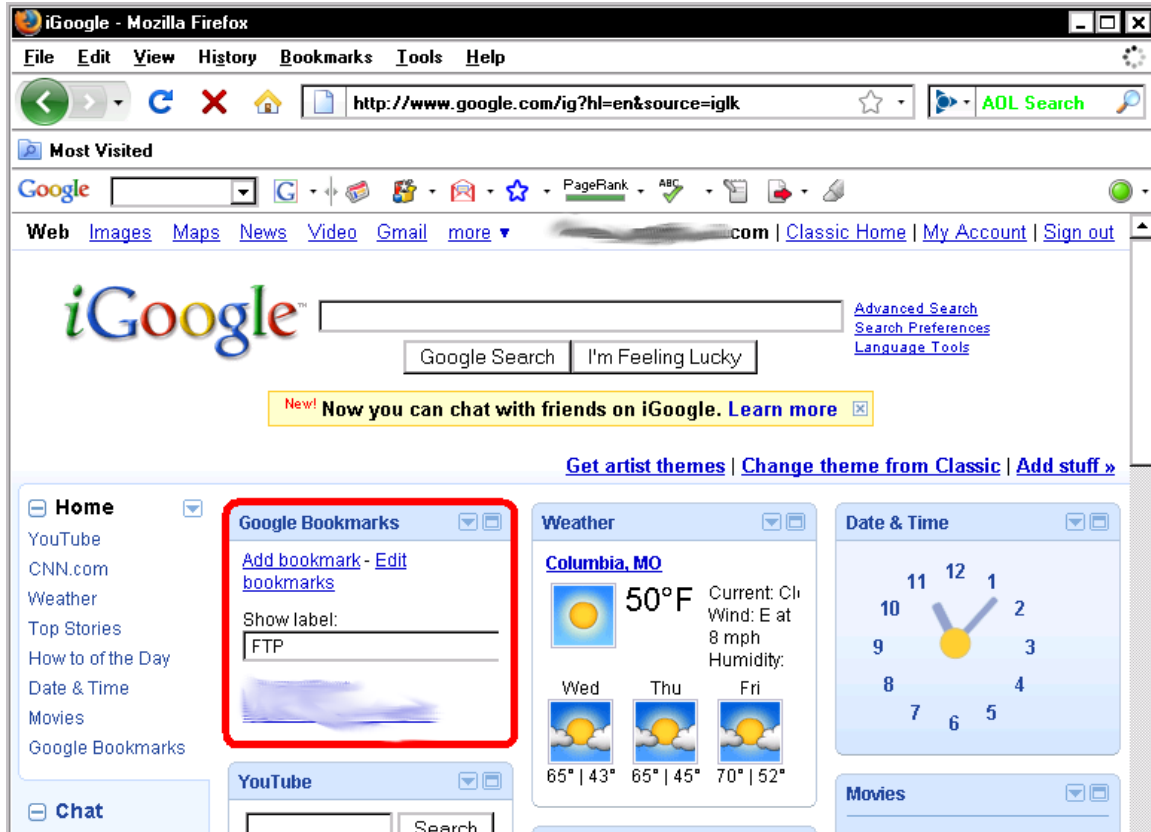
Another way might be to save the site in a swipe file on your computer rather that just bookmarking it.  What I mean by saving it is when you are viewing the page, click the "save as" button on the file menu.  Then at the bottom where it says "save as type" click the drop down menu.  You will see "Web page, HTML only."  Save it as this type and you will be able to open it as a webpage later without being connected to the Internet.

A reason to save it this way is because many webpages are going to change.  If you are looking to make money online with your website by selling something, you are going to hear a lot of talk about "testing."  Testing is the process of making a small change to your site, and waiting to see if it increases sales.  It it does you keep it.  If sales decrease you go back to what you had.

Now back to the swipe files.  The reason to create a swipe file is not to copy a webpage verbatim, but rather to use the things you like as inspiration for your website.

If you like the way something looks, you can put it in your swipe file and come back to it later and incorporate that element into your site. Just about all marketers do this. Even the big name marketers that everyone goes to for help do this. They find copy from a site they like and put it in their swipe file to use on their sites later.

As long as you don't copy the site, and put your name on it as yours, you shouldn't have any problem with this. Notice I didn't say you **won't** have any problems. The reason I didn't state it like that is I can't control what you do. If you copy the site, you will have problems. But if you use parts of the site to help you create your site, you should not have any problems.

I mentioned earlier that when you save your first page of your site you want to name it index, and save it as an HTML file. The index page is always going to be the first page that shows up when someone types in your domain name.



---
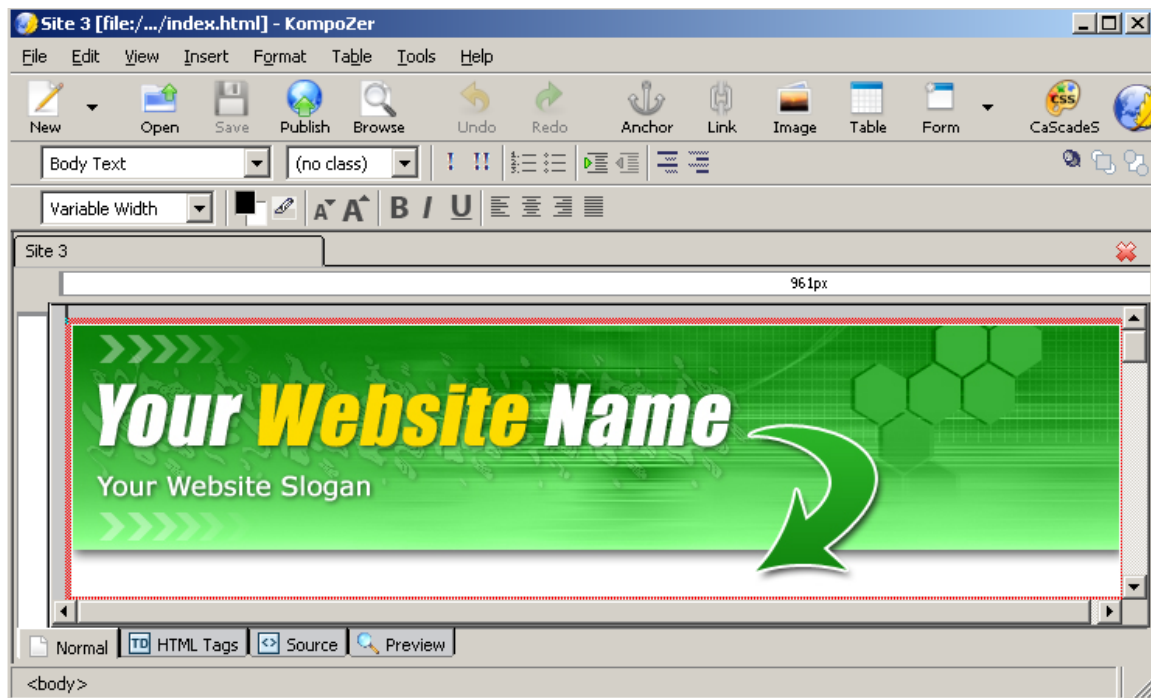
Now, lets look at the picture above for a minute so I can point some stuff out to you. First, look at the very top of the picture on the left side. After it says Site 3 you'll notice it says "[file:/.../index.html]"

This is the address for where the page is being pulled from. Don't worry about all that, it's just how webpage's work. It's the same when you see several things in the browser bar after the website name when you're on the Internet.

That is the process that the page has to be found on my computer. It's kind of like when you get driving direction from someone. They tell to go to Main Street, then turn onto Walnut, then turn onto Broadway and you'll find your destination. Webpage's have to be given directions on how to find what you're looking for, and that's what this information is.

Your links to other pages on your website or to another website have to be coded in the same manner. I will show you how to do that in a minute. It's a lot easier than you might think. But let's finish out how to save your webpage's.

You want to save any other pages with whatever name you want. The name should be based on what your webpage is about. So if you're making a website about dog training, maybe you're writing a page that talks about how to train a puppy to sit.

You might decide to call your page simply, "teachpuppytosit." So then when someone looks at that page on your website it will look like this in the browser bar, www.mydogtrainingsite.com/teachpuppytosit.html.

This lets anyone who sees that page in a search engine listing know the page is definitely about how to teach a puppy to sit. So it increases the chance of that person coming to your site more than just "sit" would.

# Inserting pictures

One thing that you will find on a lot of websites is pictures. You might decide you want to insert a picture on your website. If you want to insert a picture on the site without any text wrapping around it, you just place it wherever you want it.

In the screen shots below, I placed a picture on the webpage. Below that is a series of screen shots showing how I did that and the process I used to do it.
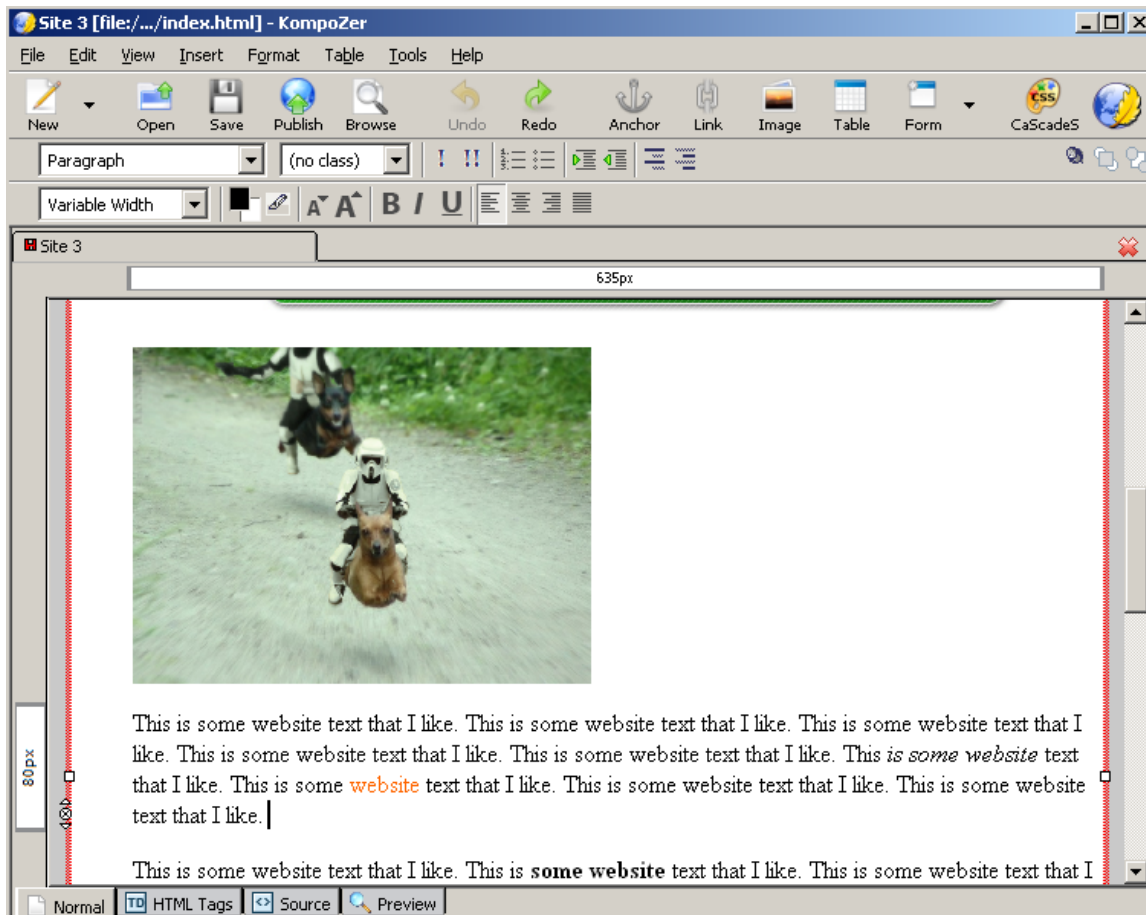


First you must have the picture located on your computer. In the folder you are saving your site files to, is a folder called images. Save all images you want on your site to that folder. When you upload your website files, you will also upload the images folder.

Now here's how I inserted the picture.

Click the button titled image about 2/3 of the way to the right side of the screen.  This will open a box for you to choose the image you want to insert.  Click the folder icon on the right side of that box, and select the image you want.

Halfway down the box is a field box with the heading "Alternate text."  Enter a name for the image in that box.  This does two things.

- First it will show these words in place of your image for anyone who has their browser set to NOT display images on a webpage.
- Second it helps give you better search engine ranking because the term you want your site to show for show up to the search engine more.
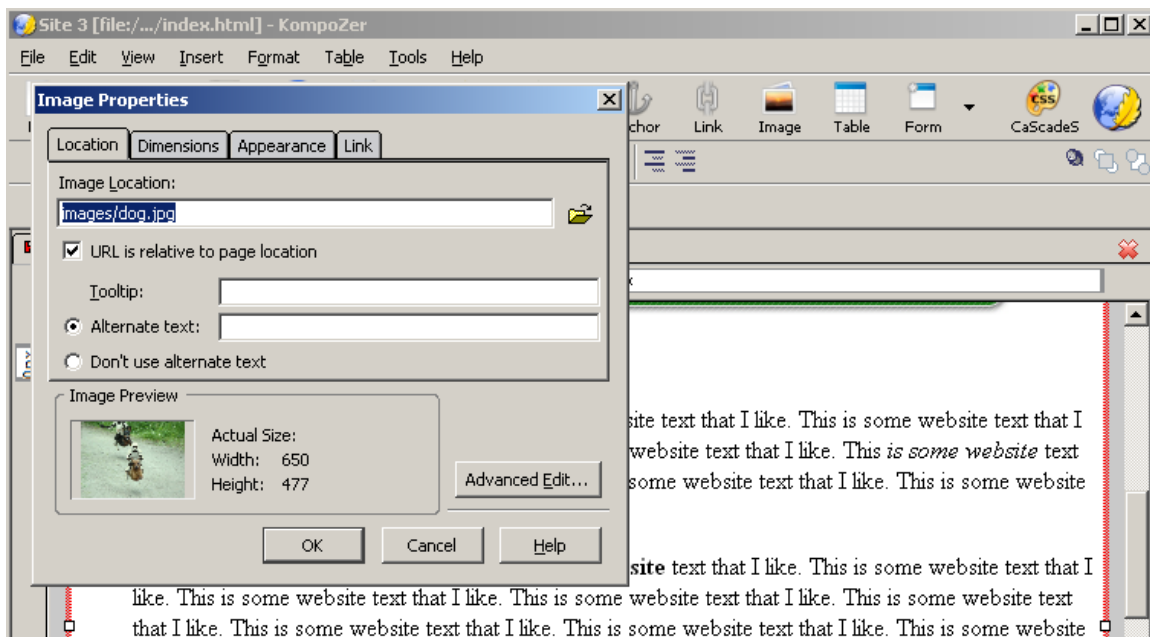


Then click the dimensions tab and choose custom size.  Leave the box checked that says "constrain."  This will let the program automatically keep the image proportioned right.

Put your cursor in the width box and just choose a size.  Start with something like 300 for a medium sized picture and about 200 for a small

picture.  The program will automatically adjust the height to the correct dimension.  Click the OK button and the image will be inserted into your web page wherever your cursor is sitting.

Once you install the picture if you want it be larger or smaller delete the picture and install it again with new dimension settings.

**Important note:**

Make sure you put the image you want to use into the image folder before you put it on your web page.  If you don't it will not show properly when you upload everything to your hosting account.
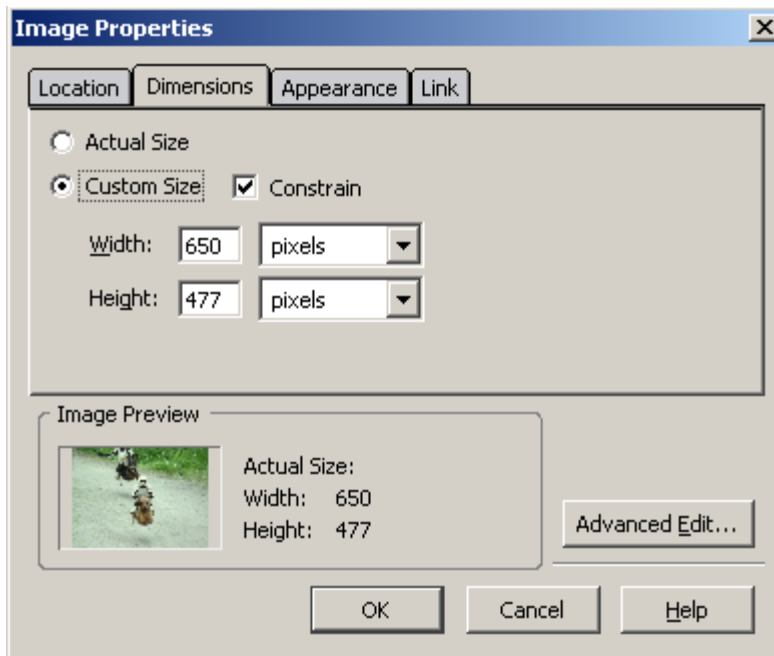


That's how you upload an image.  But what if you want your text to wrap around your image, like in the picture below.

Here's how the code looks.

```
24.          <tr>
25.              <td><img src="images/header.jpg"
26.  height="175" width="675" /></td>
27.          </tr>
28.          <tr>
29.              <td bgcolor="#ffffff">
30.              <p style="text-align: center;"> <font
31.  style="color: red;" size="+3"><big>This is some
32. header text.</big></font></p>
33.              <p align="center"><img
34.  src="images/headline.jpg" height="200" width="600" /></p>
35.              <p style="margin-left: 40px; text-align: left;">
36. <table border="0" align="left"><tr><td>
37. <img style="width: 300px; height: 220px;"
38.  alt="Dog training" src="images/dog.jpg" />
39. </td></tr></table>
40.              </p>
41.              <p style="text-align: left; margin-left: 40px;">This
42. is some website text that I like. This is some website text
43. that I like. This is some website text that I
44. like. This is some website text that I like. This is
45. some website text that I like. This <span
46.  style="font-style: italic;">is some website</span>
```

Here is the code so you can just copy and paste into a file to save and use anytime you want.  You can not do this without going into the code section and entering this manually.  There is no way to do this using the WYSIWYG feature.  This is one of the reasons I mentioned a couple of times that you need to learn some HTML code.

If you want the image to appear on the right side of the screen and the text to wrap around on the left side of the image, use the code for the right-aligned table.

| Left-aligned table to insert image code: | Right-aligned table to insert image code: |
|---|---|
| <table border="0" align="left"><tr><td> | <table border="0" align="right"><tr><td> |
| Place image code here | Place image code here |
| </td></tr></table> | </td></tr></table> |

## Creating links

This probably seems like it will be more difficult than it really is.  Here is the code you use to insert a link.

<a href="insert your link here" target="_blank">Insert text you want shown on your website.</a>

The part that says "insert your link here" is where you put the link you want to send someone to,  whether that's another page on your site, or another website.  What you put here is the *exact* address you want them sent to.  So if we were going to send them to Google, we would put http://www.google.com

All that address must be in there.  If you remove the http:// part, it will not work.  Also it must be inside those quote marks.  If either of those is missing, it will not work.

The part that says target="_blank", tells the link that when someone clicks it, to open a new browser window to visit that page.  If you want you page to remain open, so they will still be able to see you page later, this is the code you want.

If you want them to be sent to the new link without opening a new window, the target section would read, target="_self".  This means your website will be replaced in the same browser with the site you linked to.  So if you send them to a new site with this method and they close the browser when their done, your site is gone.  To return to your site with this linking method they have to click the back button on their browser.

I use the "_self" target when linking within my own websites.  When I link to a website outside of mine, I always use the "_blank" target.  This is because I don't want to completely loose that visitor.  The choice of how you create your links is yours, but when you get a visitor, you want to keep them as long as you can.

You can create your links using buttons on the KompoZer editor so you don't have to enter the code manually.  The screen shots below show how to do it.

First highlight the words on your page that you want to use for your link, then click the link button.  The link properties box will open like in the picture below.
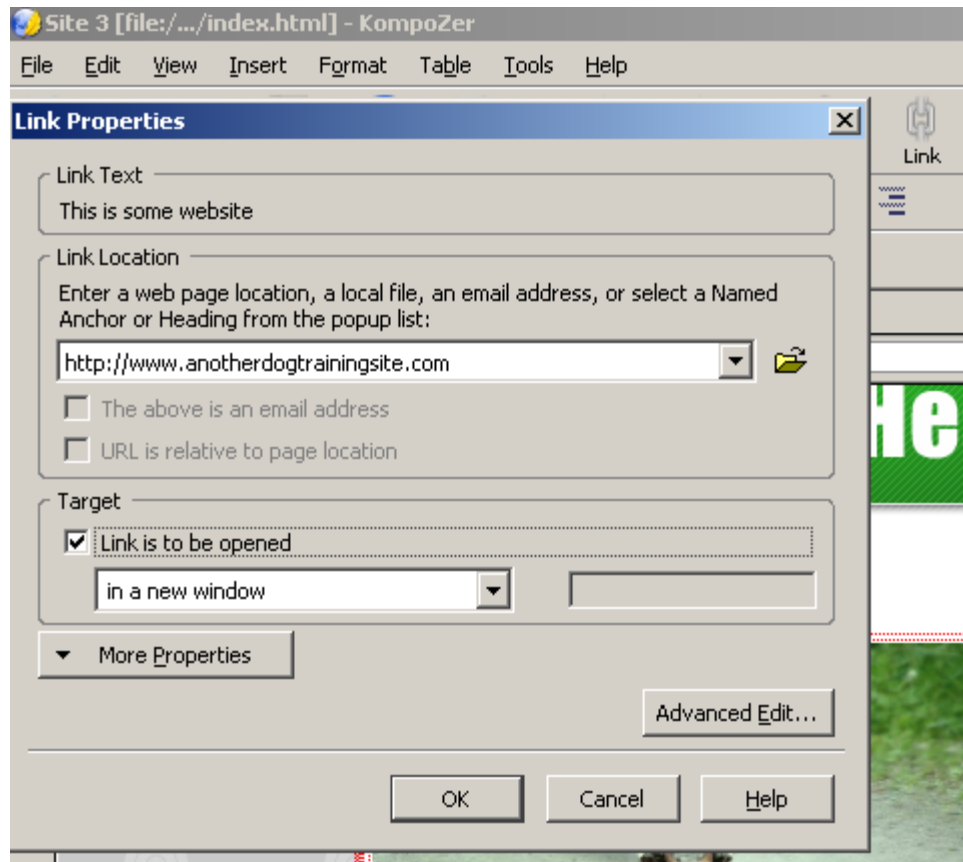
Enter the link you want to send the person to in the first box. Then click the box where is says "Link is to be opened." If you are linking to another site leave it set at "in a new window" so it opens a new window for the link. If you're linking to another page on your site you can choose, "in the parent frameset." That will open the new page in the browser window your site is already displaying in.

That's it, that's how you create a link. Pretty easy really. Here's what the link would look like on my webpage.

---

like. This is some website text that I like.

The underlined blue text in the image above is the link.

# Using images as links

How do you create a link using an image?



Look at the image above, specifically the part I've circled in green. These are images with text links below each image. You can't tell by looking at this, but each of those images can be clicked because they are a link that goes the same place the text below them goes.

To see them in action go to LearnToMakeWebsites.com and click on the members login link near the top right of the page. Once you login with your membership details you will see these at the top of the page.

To link to an image, first insert the image in your page just like we did earlier. The code will look something like this:

**<img src="images/book.gif" style="display: block;" border="0" height="60" width="60">**

Now you need to turn it into a link using this code:

**<a target="_self" title="Whatever name you want" href="linknamehere.html">**

Place that code in front of the image source. Put whatever you want between the quotes for the title section. This is what will show when someone places their mouse over the image. Next is the "href" section. This is the page you are wanting to link to. Put the name of the page you want here.

Note: The name you put in the href section must match the file name **EXACTLY** or it will not work.

Now at the end of the image source code you need to close the link. You do that by placing this at the end:

**</a>**

Here is how it will all look when put together:

**<a target="_self" title="Whatever name you want" href="book.html">**
**<img src="images/book.gif" style="display: block;" border="0" height="60" width="60"></a>**

That's it. You just turned an image into a link.

Now that I've explained the code, here is how to do it using KompoZer.

First click in the image that you want to create a link with.  Then look for the link button near the top of the editor.  Click that button and it will open a box to adjust the link properties.  Enter the name of the site that you want to link to.

Next, near the bottom of the box choose if you want to open the link in a new window or in the same window your site is showing in.  This works that same as the way we talked about earlier with setting up a text link.

# Chapter 7 - Publishing your website

Once you've completed your website, you're ready to upload it to the Internet.  To do this open the FileZilla program you downloaded earlier.  When you open it, it will look like this.
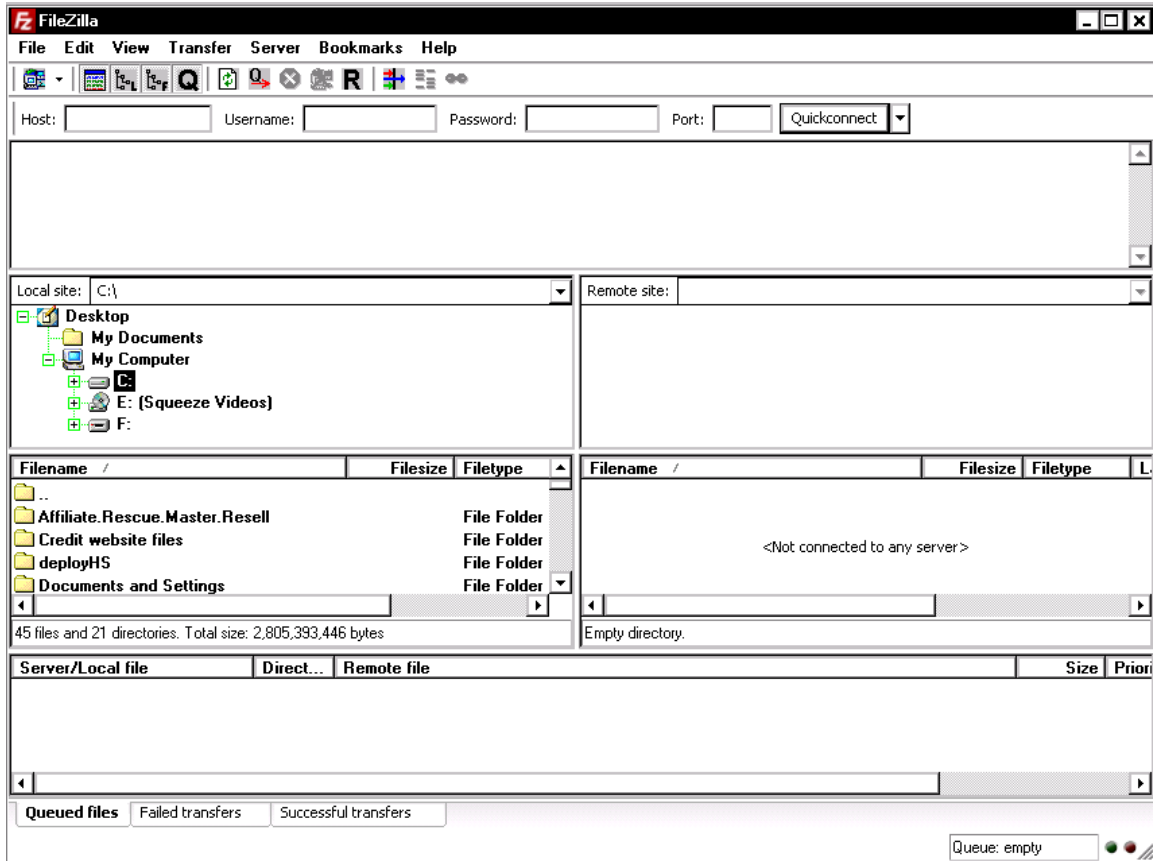


The first thing you need to do is get your IP Address.  You get that in your hosting account information.  As a reminder, on HostGator it is located at the bottom of the cpanel page, on the left.  I have the red arrow pointing at it in the picture below.

You also will need the username and password you were given when you created your hosting account.

Now you need to enter your IP address where it says Host in the image below. Then your username then the password in the appropriate fields. Finally the last field is the Port field. This should be 21, if that doesn't work check your welcome email from your host provider to see if they have a different port for some reason.



Once you have that information, make sure you are connected to the Internet and then click the "Quickconnect" button on the right. Once you've done that the first time, you can just click the Quickconnect button again in the future when you open the program. You will see a heading with your username and host information. Click that and it will remember all the other settings and log you in.

On the left side of the program I've circled the area where the files on your computer are called up, this is called the local site. Go find the folder you saved your website files to.
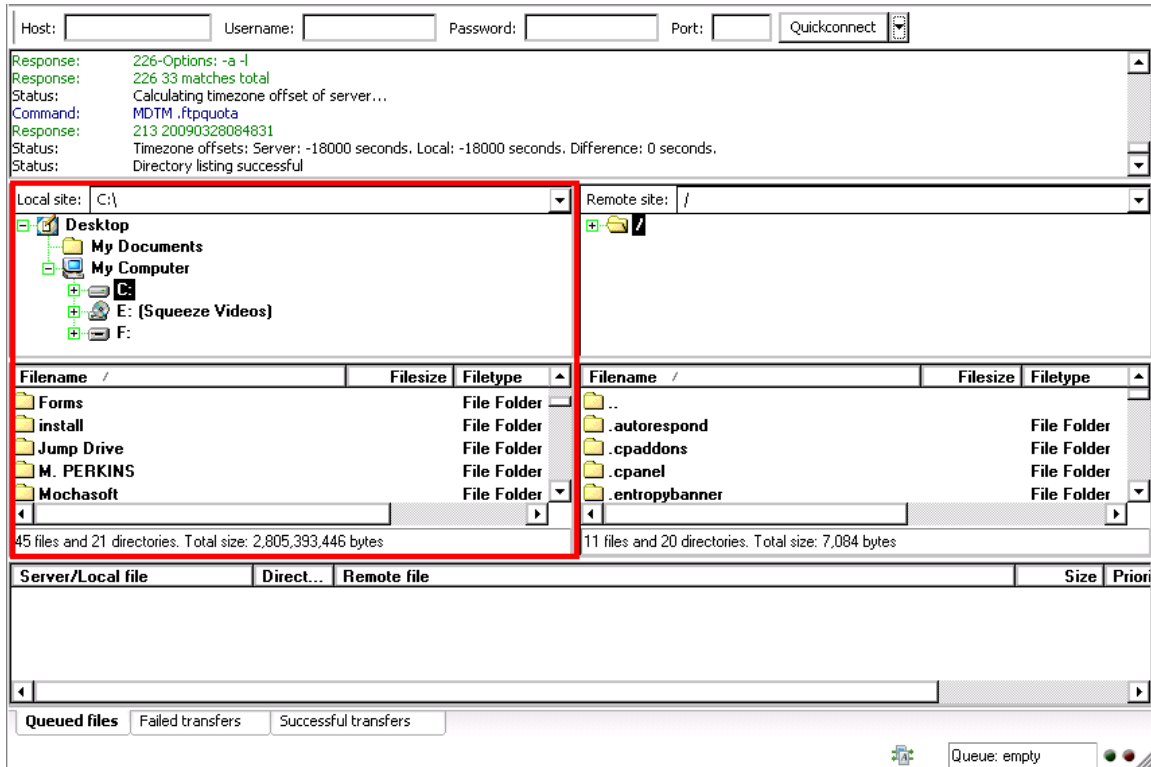


In the picture above I have outlined the section called the "local site." The local site contains the files located on your computer.

Next look at the picture below and I've circled an area called the remote site. The remote site is the server your hosting provider has given you to store your website files on.

Scroll down until you find a folder titled "public_html." Double click that folder so you open it.
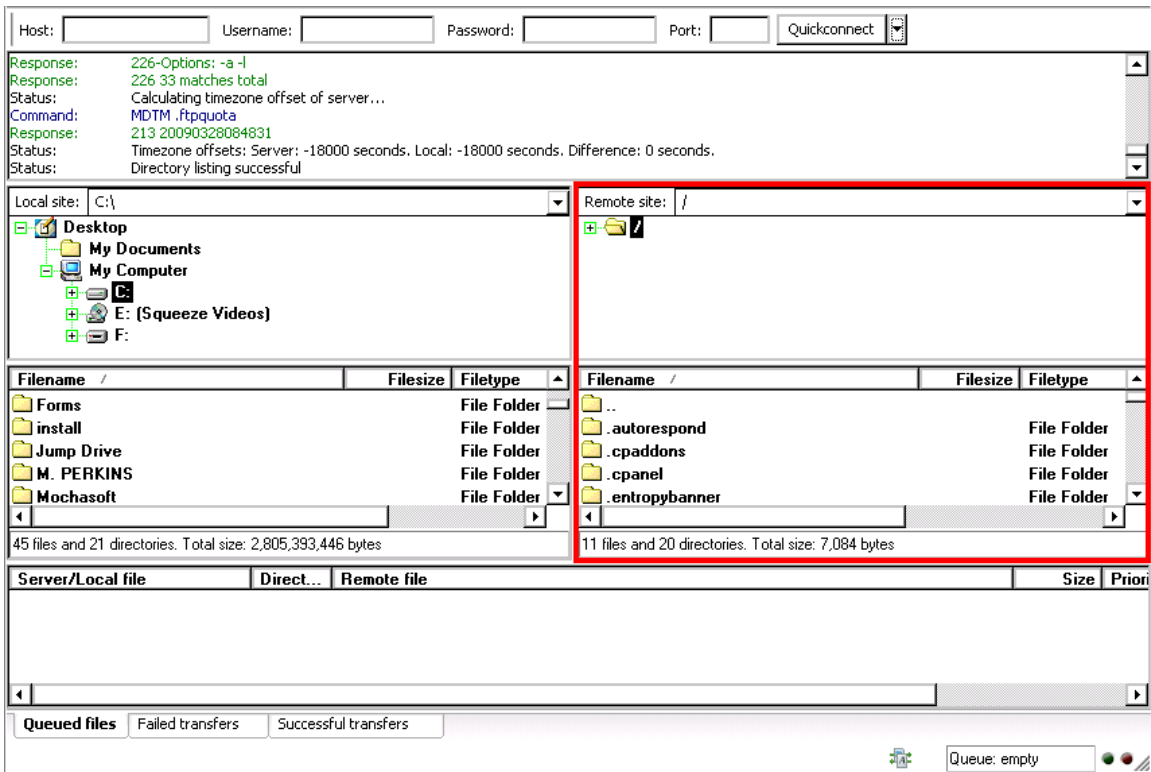
At this point you should have the files for your website showing on the left, and the folder to store your files for your website open on the right. I have several websites already, so in the area circled in red below you see some files. Since your site is new, the only thing that will show there is the first folder with a couple of dots behind it. You will not have any other folders there yet.
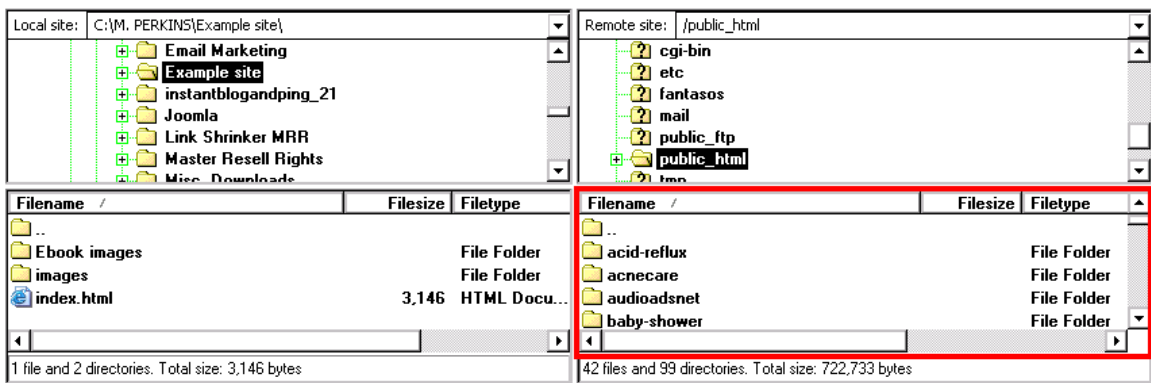


To make a transfer, click once on the index.html file on the left, then drag it into the area circled in red in the picture above.

Now look at the image below.  The file will jump to the area where I wrote in red, "This is where the queued files will transfer automatically."  It will disappear once the file is finished uploading.

Then in the bottom row of tabs, you see will see a number behind the tab labeled "Successful transfers."  This is the number of files that were able to transfer.  If any failed, they will go into the "Failed transfers" tab.  If that happens, click that tab and select all the files.

Then right click your mouse.   Then click the heading that says "Reset and requeue selected files."  This will place them back into the "Queued files" tab.  Right click in the area where the files have been moved to and then click "Process Queue."  This will attempt to transfer them again.
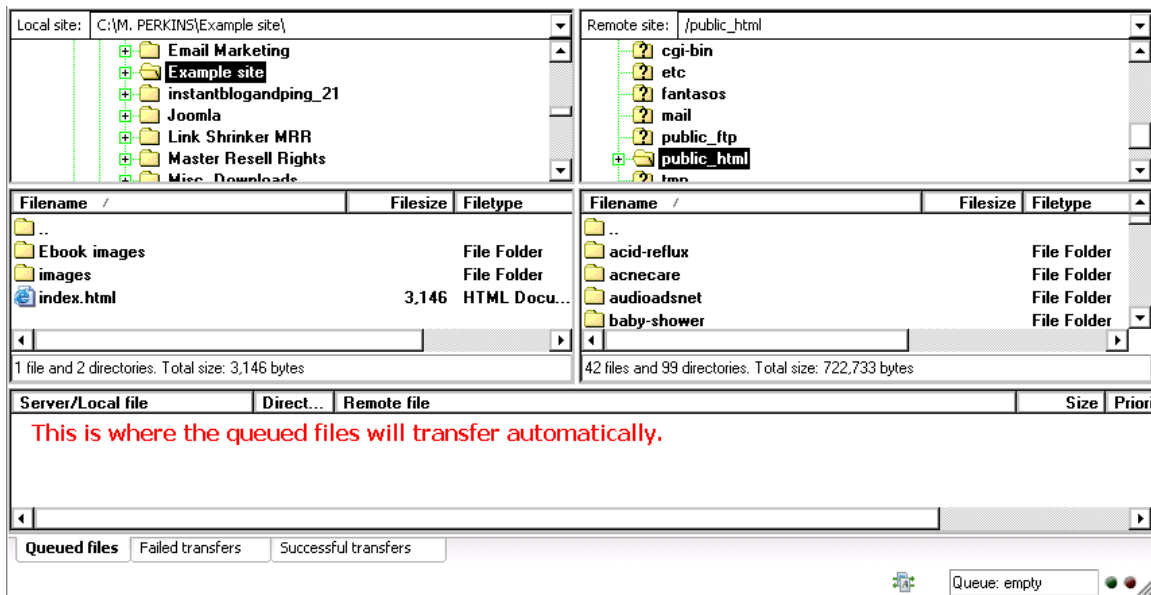
Once this is done, open a browser to get on the Internet and enter the name of your website.  Your website will now be online and ready for the world to see.

> If your site does not show yet it is probably because the hosting provider and domain registrar have not synced everything together yet.  This could take a few hours.  So just relax and wait.  You should not have to wait more than 24 hours for it to appear though.
>
> My domains which I purchase through NameCheap and host with HostGator, have never taken more than about 30 minutes to get online.  Another good reason to use this combination.

# Chapter 8 – Conclusion

For the most part, that is it. There are other things you can do, but these are the basics. Get to know these and then you can start to do other things. This is the base I want you to start with, and in my future newsletters I will show you how to do other things.

When you find a webpage you like, add it to your swipe file. Then go back and look at the code later for the sections you like. Doing this will allow you to learn more code at a pace set by you.

All this guide has covered is how to create a website and get it online. There is more to making money with your website than just throwing it online.

I'm not going to try and get into how to start making money in this book. There are so many different ways to make money it would take too much space to try and cover here. I will cover how to make money in the coming newsletters and emails that I will send you.


To your success,


Micheal Perkins


Don't Forget to checkout the resources section on the next few pages!

# Resources

## Cash Power Sites



The people at Cash Power Sites are ready to get you started fast. They will set you up with 5 websites that they have already researched and know are making money. You get a one page site that you can promote to make money. When people sign up for information from that one site, they are sent to a website that pays you money when someone buys the products. This can be a quick money maker.

## Affiliate Elite



Affiliate Marketing is a great way to make money online. One of the challenges is identifying a product that will make you fast cash. Brad Callen has simplified that task with Affiliate Elite. You can use this program to target a product and legally steal what is working for the big name marketers who have thousands to spend testing their ideas.