Website Creation Course

By Timothy Whiston

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Welcome To Your Website Creation Course!

Congratulations on your purchase of this comprehensive training module. You will soon have the skills and knowledge required to launch as many attractive, powerful Websites as you like.

My name is Tim Whiston and I have a background in Website development and Internet marketing. At one point in my entrepreneurial career I owned a company that provided complete Website creation services and basic Website promotion strategies to small businesses, individual entrepreneurs, and charity organizations.

It is my extreme pleasure to share this powerful information with you. I have taken care to not only fill this module with the nuts and bolts required for building a great Web presence, but to also provide many proven insights on how you can optimize your site for maximum user response and overall results.

In other words: You'll be learning how to build great looking Websites and you'll get some rock-solid tips for making more money, getting more sign-ups, attracting more readers, and generally achieving the results you want from the sites you build!

So without further ado let's get right to the nitty gritty!

Tim Whiston
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It's Not As Hard As You Think

To literally millions of people, the concept of building a Website is absolutely foreign. When somebody without basic knowledge looks at their monitor and views a Web page, they can't even imagine what makes this visual and audio process possible.

Even those who have seen raw source code for a Web page are mystified by what all that apparent gibberish has to do with the attractive display of the page on the computer screen. It's common for a newcomer to be more than a little intimidated by the prospect of deciphering this gibberish and learning to create it from scratch.

As you will soon discover, the art of building and maintaining a site for business or personal use is nowhere near as complex as most folks believe it to be. In fact you only need to grasp a few basic concepts and be willing to practice your new skills regularly in order to have great success as a Webmaster.

For most of us, successful Web development and management is a combination of personal duties and the intelligent leveraging of other skilled professionals. It's a great idea to build your own basic Web pages and install simple scripts, but you would be smart to hire a veteran developer to build complex graphics and custom code robust Web software for you, at least until you develop the skills required to handle these tasks yourself.

You should also realize that owning a Website does not necessarily mean 100% of the design and upkeep has to be performed by *you*. While some cyber-entrepreneurs learn to do everything themselves, many online business owners outsource the entire process of Web development to qualified vendors. Ideally a balance will be found; it's very smart to learn the basics yourself and then hire full-time Webmasters for the more complex procedures.

It will be up to you to decide your ultimate role in the ongoing scope of Web design and maintenance. If your goal is to become a master of these arts there are numerous resources that will allow you to increase your knowledge beyond this extensive introductory course.

By the time you have completed the **Website Creation Course** you should be able to handle the once daunting task of launching your own successful Website. Most users will need to cover the material more than once to be fully prepared and that's fine; you are encouraged to use this product as a handy reference and workbook. Don't worry about internalizing every ounce of information and becoming a pop-quiz expert on the content. Even professional Web designers need to look specific procedures up from time to time as they work.

A Web Presence Is No Longer "Optional"

At the time of this writing the World Wide Web has long ago ceased to be a novelty or a supplemental form of communication. Cyberspace is now an *essential* resource in the flow of communication and interaction for all institutions and theatres.

In other words, whether you are in business, part of a charity organization, active within a religious group, interested in government activities, or simply looking for consumer information or recreational activities, the Web is a <u>primary</u> vehicle for your journey.

Not having a Web presence simply does not make sense if you need or want to communicate to a group of people for any reason. And a poorly executed Web presence is actually worse than having none at all.

Within the next decade the Web will become even more important in every facet of communication and interaction. If your personal or business Website is not built on a foundation of quality your results will suffer.

How Does A Website Actually Work?

A Website in simplified definition is a unified presence that can be accessed and interacted with by Internet users. In most cases a site is confined to a specific domain or subdomain. More technically a Website is a collection of digital files that are coordinated with one another to achieve the desired appearance and function.

A Web page is an individual document within the overall site. So a site can, and usually does, consist of multiple pages.

The collections of files that make up a Website are stored on a host machine, or server. A server is a powerful computer that is built for mass storage and runs 24 hours a day.

In order to access a site your computer needs to connect to the host machine using the Internet. And before your eyes can make sense of a Web page, special software called a browser is needed to interpret the various files and arrange them in a neat, user-friendly format.

Examples of browsing software are Internet Explorer, FireFox, Netscape, and Safari.

It's also worth pointing out the distinction between the Internet and the Web. The "Internet" refers to the physical network of servers and cables that span the globe to form the network connection that makes it possible for computers and servers to communicate with one another. The "Web", on the other hand, is the virtual landscape where Internet users can interact with one another or with virtual elements; Websites, email, and chat rooms are all examples of Web properties and applications.

Each Website location has a unique IP (Internet Protocol) address. And since it's a bit difficult for humans to remember 70.85.199.18 the ultra-convenient domain name system was born.

Domain Name Basics

A domain name is the Web address attached to a site. You use this technology on a daily basis when you type a destination into your browser address bar and click from one site to another.

Domain names were introduced as an easy way to navigate the Web. Instead of trying to remember 9 digit IP addresses we need only to recall the often-catchy domain that is assigned to the IP address.

A Word About URL Structure

The base domain name will take an Internet user to the home page of a particular Website. Clearly however, there are many other locations on a Website that you may want to visit.

You might see a television commercial, receive an email, etc. that gives you an extended path, or URL to enter into your address bar and find a specific page. The abbreviation URL stands for Universal Resource Locator, and this is a term you need to become familiar with.

Here is a technical overview of the different parts of a URL. This knowledge will allow you to develop an intuition of how Web navigation works.

Let's dissect the URL http://www.websitecreationcourse.com/download/WCC.zip:

The above Web address would theoretically take you into my download directory where you can acquire the compressed file containing my entire ***Website Creation Course***.

http:// stands for Hyper Text Transfer Protocol and tells your browser it is about to connect to an Internet resource, as opposed to locating a file on your local hard drive.

www is the actual resource indicator; www. of course stands for World Wide Web and lets the browser know you are connecting to a Website.

websitecreationcourse.com is the resource name, and in this case the domain name.

/download/ is the directory where my course file is stored.

WCC is the name of the exact file you will be accessing.

.zip is the actual extension of the file; in this case it's a compressed .zip file but many times this part of a URL could be .html (for HTML documents). .jpg (for JPEG image files), etc.

The above section might well be more information than you'll ever need in a practical situation. At the same time it could help to develop your overall familiarity and comfort level with Web navigation and Website development so I thought it was important enough to include.

Choosing A Good Domain For Your Site

This might seem like a pretty basic topic but it's not. While I don't endorse an excruciatingly scientific approach to domain name selection I do have a few basic "rules" for this aspect of doing business (or promoting anything personal) online.

I've seen some pretty glaring mistakes made in this regard and rest assured a major blunder in this area will cost you money in lost sales, or will result in a lower response if money is not your objective. With this in mind let's look over a few basics of good domain name selection.

Domain Name Continuity

The best domain names are those that reflect the exact name of the company, product, person, organization, or theme being promoted by the Website in question. This just makes good sense, and of course it's easy for your customers and prospects to find you; even if they forget your site address they can always wager a guess based on your name, or your company or product name.

A lot of entrepreneurs will use their first and last name for their primary business domain. I recommend that everyone register their name as a domain, even if only to use as a personal blog, because this is a very powerful way to promote your professional identity or your personal profile.

Of course it's not always possible to find the exact domain name you want, so using your company, product, or personal name might not be an option. Don't be afraid to use a little flexibility here.

For instance, I once had a client who owned a company called McDonald & Associates. He could not acquire McDonaldAssociates.com so he opted for McdAssociates.com.

If an acceptable spin on your company or product name cannot be found you might be able to register a domain based on a tagline, slogan, or registered trademark statement used by your company. This technique is best if there is considerable recognition of this statement within your market, or if you intend to create such recognition by aggressive branding campaigns.

.com Is Still The King

There are plenty of entrepreneurs who will not agree with my opinion here, but as far as I'm concerned a .com domain is the only option worth the registration fee. Most Internet users will automatically assume the .com, so if you register a .net, .org, etc. there is a good chance you'll be sending traffic to somebody else's Website from time to time when folks enter the .com domain into their address bar by way of habit.

If I absolutely had to use a TLD (Top Level Domain) other than a .com I would choose .net, but truthfully I can't imagine a situation that would require this.

Should You Register All The TLDs?

The question often arises as to whether a new site owner should go ahead and register the .com, .net, .info, and .org in order to control all possible versions of their domain. This is actually a smart thing to do, but I admit I don't always take the time to do it.

As long as I get the .com I'm happy. But there is good logic in getting all available TLDs (Top Level Domains) and either redirecting them to the .com or actually using them for a blog, support desk, etc.

The Radio Ad Test

This might very well be the most important thing you read about domain name selection. Any domain name you choose needs to be able to pass what I call the radio ad test.

Here's what this simple test consists of:

Can you verbally give somebody your domain name and have him or her understand you? Will the person who hears your domain be able to go to their computer and immediately type their way to your Website?

If not I recommend changing your domain name.

Avoid using strange spellings and "inside jokes" that don't make sense to the average prospect. Your domain name is a HUGE part of your online identity and it needs to be clear and powerful.

Example of what *not* to do:

I was sitting in a parking lot not long ago in my hometown when I saw a sign across the street. The large, exotic, red lettering read:
KATCH SUM RAYZ

I sat for several minutes trying to figure out what kind of business this was. Some sort of Indian Food or something?

I had no idea what a katchsumrayz was…

Until I saw the "Tanning Bed" text on the window beneath the sign. Good grief! These poor goobers must have lost their minds. Clearly all reasonable spellings of "Catch Some Rays" were registered business names so they made the highly unwise decision to make up a spelling of their own.

This might (probably not) work in the strictly offline world – were such a world to really exist. But it would be absolute suicide to try a stunt like this on the Web.

Keep It Simple

It's important to avoid complicated domain names that might be difficult to spell. Not everyone is a spelling whiz and you don't want to lose traffic over something this simple.

By the same token avoid excessively long domains as well. Something short and concise is best.

Make It Memorable!

Having said all of this I want to emphasize: Your domain name should be easy to remember *and* something worth remembering in the first place! Try your best to come up with something cool, or at the very least very explanatory.

Domains As Your First Step Toward Solid SEO

Another thing you should consider is the value of domain names in your onsite SEO (search engine optimization) practices. It would be ideal to integrate a keyword or keyword phrase directly into your domain name because the search engine spiders place greater value on sites that do this.

Regardless of the domain you choose, you can exercise good keyword usage when you set up subdomains. For instance you might set up a blog using articles.yourdomain.com.

A Word About Subdomains

Since I've slipped the term in on you twice now let's take just a moment to tell you what a subdomain actually is. Simply put: a subdomain is a domain within a domain, or a Web address built on the foundation of a "parent" domain.

This element is used to make things easier or more obvious for a site's users. In the example above using articles.yoursite.com tells a user very quickly "hey, here is where you can find my articles".

Likewise, something like members.yourdomain.com would be a great place to set up your secure member's area. Get the drift?

Setting up subdomains in this manner is optional. But it's a useful technique and one I wanted to mention briefly.

How and Where To Actually Register Your Domain

Acquiring a domain for your Web business is a snap, and it shouldn't cost you more then ten bucks. I personally recommend both Namecheap and Godaddy for domains. Namecheap is not only cheap but they also give you free whois protection with every domain. Godaddy is cheap as well and they have amazing phone support… but be careful if you register with Godaddy as they will try to sell you a bunch of add-on services like hosting, whois privacy protection, and all sorts of other stuff.

IMPORTANT: **DO NOT** buy hosting from Godaddy or Namecheap. They are both good registrars but their hosting is restrictive and does not give you features like cpanel, the ability to host multiple domains and all sorts of other stuff.

There are many other registrars to choose from but the process is pretty much the same everywhere as far as how to register and what to do thereafter. Again there is no reason to pay more than $10 per year for a good domain name.

Did you can't actually purchase a domain, but you can register them in increments of one year. Below is a quick tutorial on domain name registration.

On the main page of any domain registrar you will find a simple bar you can use to search for an available domain name. Simply enter your chosen domain name in the bar, being sure to select the proper extension, and click the submit button:

If the domain you choose is available, you will be able to add it to your shopping cart and continue. If your choice is not available you will be informed and allowed to continue searching.

Once you find your domain name and continue, you'll often be given the opportunity to buy a variety of other products and services.
Important: Just keep clicking No or select "Quick Checkout" to proceed to the checkout process with just your domain and nothing else.

You won't need most of the products other domain registrars wants to sell you. For instance email hosting will be available through any good hosting company, so why pay extra for this service through your registrar? And I don't recommend the hosting provided by most domain vendors as it is often outsourced and of a lesser quality than good commercial hosting.

Once you get to the checkout screen you can choose the length of time to register your new domain. If you're trying a new venture you might want to select one year but if you know you're in this for the long haul you can always select a longer term, even up to several years. I recommend selecting manual renewal; otherwise you will be automatically charged again when the term of registration expires.

In order to complete your checkout you will need to open a member account with the registrar. This will allow you to login and actively manage your domain when the need arises.

There's really nothing to the process of registering a domain. And once you're done the maintenance is also quite minimal.

The primary function of domain management is to set the DNS, or NameServers to point to your host machine. When you open a Web hosting account you will be given the NameServers in your welcome email, and you'll need to enter these into your domain account so your domain name will synchronize with the server IP and your site will be accessible by Internet surfers.

To change your DNS settings, simply follow these steps:

1. Login to your domain manager.
2. Select 'My Domains' on the account menu.
3. Tick the box next to the correct domain name.
4. Select 'NameServers', 'DNS', or similar menu option above your domain names list.
5. Enter your NameServer info into the correct boxes. You will usually be given two NameServers by your host, and these need to go into the boxes for NameServer1 and NameServer2.

Here's a screen shot of what this will look like in your account manager:

Default Nameservers	Custom Nameservers	Help

Nameserver 1:	NS1.TIMWHISTON.COM	*	Nameserver 6:	
Nameserver 2:	NS2.TIMWHISTON.COM	*	Nameserver 7:	
Nameserver 3:			Nameserver 8:	
Nameserver 4:			Nameserver 9:	
Nameserver 5:			Nameserver 10:	

Once you have the correct, custom NameServer information entered into the form above you need to click the submit button. It can take anywhere from 10 minutes to 72 hours for your domain name to "propagate" across all networks and ISPs; during this time your site might not be visible to all Internet users.

After this initial propagation period, however, any changes you make to your site will take effect instantly.

Web Hosting Basics

We've already covered what domain names are and the basics of how they function. This section will go into detail about the next "level" of your Web presence, which is a good hosting account.

You now understand that a Website is made up of files and data, like images, HTML files, dynamic scripts, and databases. You further know that all of this digital content is stored on a powerful machine called a server.

And we have discussed how, when an Internet user types in your domain or clicks a link to your site, their computer connects with the host machine or server, and they are able to download your Website through their browser – Internet Explorer, Safari, etc.

To set up a storage account for your site you'll need to register with a professional hosting company. And you need a quality vendor who can provide you with the following benefits:

1. Network Stability Obviously you need a solid network with reliable "uptime" so your site will be accessible to your visitors around the clock. Uptime simply means your site can be connected to; if you've ever tried to visit a site and kept getting a "Page Not Found" error you know first hand what downtime is and how bad it must be for business.

2. Great Support Your Website is your lifeline in cyberspace. If a problem arises you need to know your hosting support team will be ready to respond and help in short order. Go with a host the offers phone support if you can

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3. Robust Suite Of Benefits I recommend using a host that provides you with a full spectrum of user options, from PHP capability for running dynamic scripts that allow your visitors to interact with your site, and MySQL functions for proper database usage. Other examples of very useful benefits are email forwarders that allow you to redirect messages in a variety of ways, autoresponders that let you set up automatic replies (like with a customer support address), and at least one comprehensive library of Web scripts.

4. Affordably Priced Hosting is a necessity of course, but there is no reason to shell out an arm and a leg because there are many great vendors who will serve you at great rates.

5. Cpanel Control Panel Cpanel software is the best, most user-friendly control panel on the market. I urge you to avoid any service that doesn't think enough of their clients to provide this great interface.

So who do I recommend for hosting?

I recommend a company called Host Gator. They are reliable, cheap, have great features, support add-on domains and even have phone support! Also their support staff is not outsourced.

Their Baby plan is what I recommend for most people because it supports unlimited add-on domains… this is unheard of in the hosting industry as most companies limit the amount of add-on domain you are allowed and many only give you one… and expect you to pay for a whole new hosting plan if you want to host another domain.

Regular vs. Reseller Hosting

If you plan on hosting sites for others (clients, friends or family) or if you plan on creating sites to sell then I recommend you get one of the Host Gator reseller hosting plans.

The difference between regular hosting and reseller hosting is with reseller hosting is how they deal with multiple domains.

With Host Gator's Baby plan you can host an unlimited number of "add-on domains" but to access the control panel of these domains you go through the same control panel as your main or account domain (the one you signed up with).

This is fine if you are going to be the only one who is logging into the control panel… but if you plan of setting up websites for other people (like friends or clients) and if they want to have access to the control panel to say create an

email address or view their stats then you have to give them your main account user/pass. This allows them to modify anything to do with any of the domains in your account.

With reseller hosting when you add a domain to your account it gets created as a separate hosting account with a separate user/pass, so you don't have the same problem. They also provide you with WHM AutoPilot which is software that allows you to take payments from and manage your own hosting clients.

The only thing is that reseller hosting plans are a more expensive (in the $20-$30/mon range). You can check out the Host Gator reseller plan here.

For people just starting out who do not plan to have web design and/or hosting clients I usually recommend they go with regular hosting. Host Gator makes it easy to upgrade your account to a reseller account in the future.

Linux vs Windows Hosting

This is an easy one… always, always, always… always go with Linux hosting. Windows hosting is notorious for not being stable and for not being compatible with popular PHP scripts.

Setting up your Nameservers

Once you are plugged into your new Host Gator hosting plan, please refer to the previous section on Domain Names and review how to point your NameServers to the host server. You'll just need to login to your domain manager account, select the domain you will be hosting, and enter NameServer info you received in your hosting welcome email.

Using Cpanel

The rest of this section will provide you with a quick overview of how to manage your site using the Cpanel software provided with your hosting service

IMPORTANT - The exact name and appearance of the icons, links, and management forms within your Cpanel will vary depending on the theme you are using. But when using the content below as a reference, it will only take a little common sense to identify the correct icons/links.

Accessing Cpanel

Cpanel is an interactive Web interface that can be accessed by simply adding /cpanel to your domain in the address bar of your browser and hitting 'Go' or clicking 'Enter' on your keyboard.

So for example you would use a URL of this nature:

http://yoursite.com/cpanel

Going to such a URL will bring up a login prompt in the center of your screen, where you will enter the username and password for your hosting account. These login details can be found in your hosting thank you email, which was sent after you completed the sign-up process.

Setting Up Email Accounts On Your Domain

Probably one of the first things you will want to do is set up your email accounts. Having an email address on your own domain lends a professional image to all your communications.

Once you have logged into Cpanel look near the top of your screen, and you will see a 'Mail' or 'Email' icon.

Click on this image to be taken to your Web mail manager. From here, select the Manage/Add/Remove Accounts option.

Mail Manager Main Menu

>> Web Mail

>> Email Domain Forwarding

>> Manage/Add/Remove Accounts

>> Default Address

>> Auto-responders

>> E-mail Filtering

>> Forwarders

>> Mailing Lists

>> Trace an E-mail Address

>> Modify Mail Exchanger (MX Entry)

You will see a default account at the top of the next page. If you like, you can have Cpanel configure this account to your email client.

You may also wish to set up a new account, or multiple accounts. For instance having email accounts like support@, sales@, etc. are common and smart practices.

Simply click the Add Account link.

[Add Account]

Fill in the required info for the new email account form, and you're ready to start using your new mailbox.

Add Mail Account

E-mail:		@ yournewsite.com
Password:		
Quota (optional):	10	Meg

[Create]   [Clear]

Using Cpanel's Web mail is pretty much like using any other email service. Once you access your mailbox you'll see the standard folder settings and email options.

Uploading Files Through Cpanel

To upload files to your hosting account, login to Cpanel and select the 'File Manager' icon.

File
Manager

Once inside your File Manager, find either the link for 'www' or 'public_html' (either will do) and click on the small folder icon next to the link you choose.
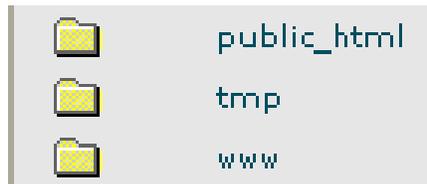
Once you have clicked the icon and thus entered the selected folder, find and click on the 'Upload Files' link toward the top of the page.

This will bring you to an upload form that allows you to find files on your computer and transfer them to your host's server. Click the 'Browse' button to search your hard drive for the appropriate file(s), and then click 'Upload' to transfer the file(s) to your domain.

```
Please select files to upload to /home/snapto/public_html

[                    ] [ Browse... ]  [                    ] [ Browse... ]
[                    ] [ Browse... ]  [                    ] [ Browse... ]
[                    ] [ Browse... ]  [                    ] [ Browse... ]
[                    ] [ Browse... ]  [                    ] [ Browse... ]
[                    ] [ Browse... ]  [                    ] [ Browse... ]
[                    ] [ Browse... ]  [                    ] [ Browse... ]
Overwrite existing files: [ ]
[ Upload ]
```

Important: The name of the file that will be your home page (or the default page
of any given folder) should always be index. Of course, this may be index.html,
index.php, or whatever depending on the type of file.

Web Directory Structure

Note if you are moving files to the Web you will place them in either the
public_html or www directories on the server. These two folders are identical to
one another and contain all the files that make up your Website.

Also note that the default file in every folder within the public_html directory tree
must be named index.html or index.php. So your home page, or the main page in
any sub directory needs to be an index file.

On your Web server, just like on your computer's hard drive, you will use folders
(also called directories) to organize your files and make the management
process much smoother. This directory structure can be seen in your address bar
by finding the forward slash characters in a URL path:

http://www.websitecreationcourse.com/**images**/tim.jpg

I recommend using a standard directory structure for every Website you own.
This will allow you to move faster when making updates, and will help you avoid
the clutter of having loose files sitting all over your root HTML directory.

Your top level, or primary, Web pages will be in the public_html directory. Also in
this directory will be *all* the subfolders that make up your site. I use and
recommend the following base directory tree within the public_html folder:

images Create this folder for storing all of your graphics and pictures.

cgi-bin This is a default Cpanel folder that will be used for storing all your CGI
and PERL Web scripts.

download Create this folder and use it for storing any free downloads you deliver from your sites

special Create this folder and use it for temporary promotions, special offers, etc.

blog or articles Create a folder with one of these names for your site's blog. I further recommend you add this directory as a subdomain via Cpanel so you can use the more keyword smart URL structure: blog.yourdomain.com

Common sense is the rule for adding other directories beyond this basic list. If you are a photographer with a portfolio, for example, you would create a folder named /portfolio/ or /samples/ for the purpose of storing your sample pictures.

Note that most scripts you add to your domain should go into their own new directory. And it's a good idea to name these directories in a relevant manner.

A membership script could be added into the /members/ folder for instance. And a server side tracking utility could be added into the /recommends/ folder; this is a great technique if you use email marketing because it allows you to promote products and services using the highly professional URL structure of:

http://www.yoursite.com/recommends/tracker

The term "directory tree" refers to the structure of the folders on your domain. And the directional terms up and down are used to navigate down from the top level into sub directories, or up from sub directories into the main, or parent folders.

Directory Security Tip When setting up directories to store your images, downloads, etc. I recommend uploading a blank index.html file into these folders. This way if a user were to type in yoursite.com/downloads they won't be able to browse your products and take their pick without buying, signing up, or whatever.

Also a simple placeholder of this nature is a simple defense against an amateur, "drive by" hacking attempt. You could even create an index page with a statement along the lines of:

"You Are Not Authorized To Be Here And Your IP Has Been Logged"

A well-organized server is much easier to maintain. And when you hire a pro to help with a specific task they will be able to work more efficiently if everything is set up in a way that makes sense; on the other hand if they access your site to find hundreds of files all lumped into one rot directory it's likely they will charge more for the time required to sort through this kind of mess.

Adding Databases

If you want to add blogs, forums, membership sites, or other .php driven programs to your domain you will need to add a MySQL database for each program. Most scripts you purchase will have detailed installation instructions, but we'll quickly cover the basics of adding a database and database user through Cpanel below:

First find the MySQL management icon on your main control panel page:

MySQL

MySQL®
Databases

Click this to go to the database management page, where you'll see a variety of forms that allow you to create databases, create users, and add these users to the database.

First of course you will need to create a new database. Using a form and button like the one seen below does this quickly and easily:

New Database:		Create Database

For a database to work, it needs a user with a password. This is not a human user who manually logs in and executes functions, it is a digital user – a sort of access key that a script will use to access your new database and function accordingly.

To add a database user to Cpanel you'll just use a form like the one seen below, which can be found on your MySQL management page:

Username:		
Password:		Create User

Finally, you will need to add the user to the database and give it permission to access and execute any scripts that will be using this database. Once again a simple form allows you to do this:

Add Users To Your Databases:

User: [ftga_ftga ▼] Database: [ftga_ftga ▼]

Privileges:

[✓] ALL   or   [ ] SELECT   [ ] CREATE

[ ] INSERT   [ ] ALTER

[ ] UPDATE   [ ] DROP

[ ] DELETE   [ ] LOCK TABLES

[ ] INDEX   [ ] REFERENCES

[ ] CREATE TEMPORARY TABLES

[Add User To Database]

Just use the dropdown menus in the form above to match the user with the database, check the 'All' box, and click the 'Add User To Database' button.

Databases can actually get pretty complex when it comes down to managing and editing them, but the above info is all you need for creating them and adding a working user to them. Once this is done just refer to the instructions that came with any dynamic script you might have bought or give the database name, database username and password info to the Web development pro who is installing a dynamic script for you.

Checking Traffic Stats

Cpanel comes complete with a full suite of great stats programs that will allow you to see details of how much traffic your site is getting, and where this traffic is coming from and going to. Access your list of stats options by clicking the Web/FTP stats icon on the main control panel page:

Web/FTP
Stats

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You'll then see a page listing numerous options for checking traffic and FTP stats. You can monitor FTP stats to be sure no hackers are tampering with your site, and of course the traffic stats will let you know how your promotions are going.

Below is a screenshot of the more common programs that are part of Cpanel's default selection:
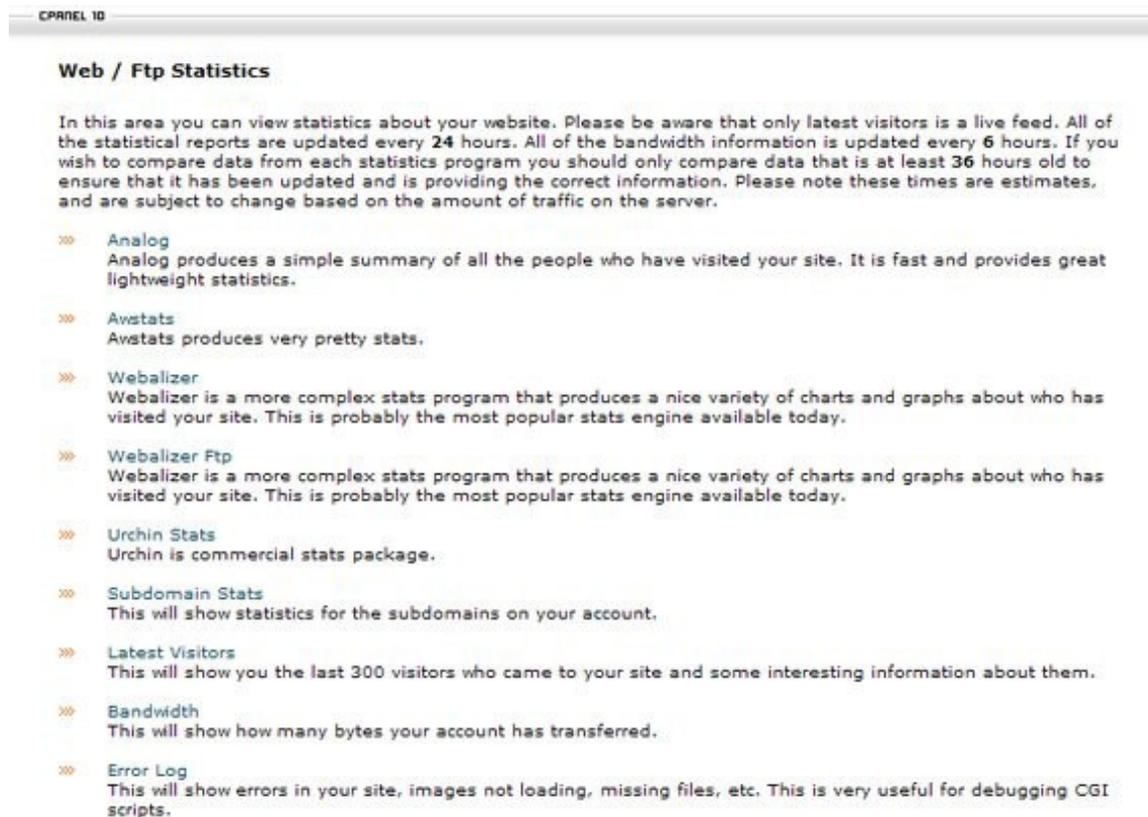
Explore the options your Cpanel gives you to find the programs you like best. To give you an idea of the level of detail you can glean from these programs, below is another quick screen capture taken from the Awstats program on one of my client's Websites.

And there you have it. While there is certainly much more to learn about managing your own site, you now know all you need to get started.

Professional Help For Your Projects

It's a great idea for everyone who does business on the Web to have a basic grasp on web development and management. Likewise if you have a personal, community, or charity incentive for communicating to an audience by way of a website you need to have at least basic knowledge. But you don't have to be a *Webmaster* to make great money online.

To be honest you don't <u>need</u> to be an expert unless you intend to operate a Web development company yourself. But the **Website Creation Course** will give you all the essential knowledge for building, updating, and managing a site without having to spend a dime on professional service fees.

You'll save yourself quite a bit of money by tackling the project yourself. And even if you do hire a pro you'll have the knowledge to avoid being over charged!

Benefits Of Hiring A Pro To Help With Your Web Development Projects

If you are a marketer or entrepreneur it's safe to say you're a busy person. You have more to do on any given day than the average person could do in a week.

It is imperative that you spend your time doing the things that matter the most, i.e. the things that make you the most money in the shortest frame of time. While it's wonderful to be able to make minor changes to your site and to handle basic Web management tasks without having to rely on somebody else, it is not cost-

effective to spend hours of your time each week building or learning to build a large Website.

Think about it: What puts money in your pocket, learning to build graphics or creating offers for your prospects?

Please don't consider this negative thinking. I'm just trying to instill the correct paradigm in you so you can be more efficient and therefore profitable.

So before we move forward into some technical "how to" I'm going to do you a big favor. I'm going to provide you with two links for contacting two of my personal sources for Web design and development.

I rarely do this, because I have a great relationship with these vendors and can easily sell their services with a big, profitable mark-up for me. But as my way of saying thanks for being one of my first e-course students here goes:

Awesome Web Graphics At Great Pricing:

Allow me to introduce you to Eric Reed. This young man is extremely talented, and will provide you with a full-blown mini-site template and e-cover graphics set for $75 or less!

Click Here to visit Eric's site

Dynamic Script Installation

If you're like many people, you probably own a variety of Website scripts and interactive programs you bought at bargain pricing but have no clue how to install and set up. Let's face it – installing and configuring a great PHP script is rarely as easy as the sales page suggests!

So as a web designer/creator I recommend you take the time to learn how to install scripts… it's a great skill to have. A great resource is Scripts Made Easy which shows you via Video Tutorials how to install your own scripts.

Or if you do not have the time to learn how to install your own scripts or if you get stuck there are many place online that will do it for you for a reasonable price. For example I came across this site www.scriptinstallation.in doing a search in Google. They are based in India and seem very cheap. When you get to their site just click the Contact Us link and send them an email with what you want done.

Security Tip: One thing you may want to do as a security measure is change your password after any 3rd party has had access to your hosting account.

Basic Tools For Your Web Building

Before you roll up your sleeves and dive in to my detailed website creation lessons you'll need to select your tools. The three main resources every website builder needs are a Web editor, a graphics editor, and an FTP client.

Your Web Editor

A Web editor is the software application you will use to write and edit the code for your Web pages. Each page on your site will be an individual file that references numerous other files within the code it is made up of; you need a handy platform for adding/viewing this code, and making any changes.

You might already have a product installed on your computer for this, such as Front Page or Dream Weaver. If so that's great, but don't fee like you need to invest in these expensive tools if you don't already have them.

In fact, many people use the Notepad application that comes with their copy of Windows as their primary Web editor. Check out this screen shot to see what I mean:
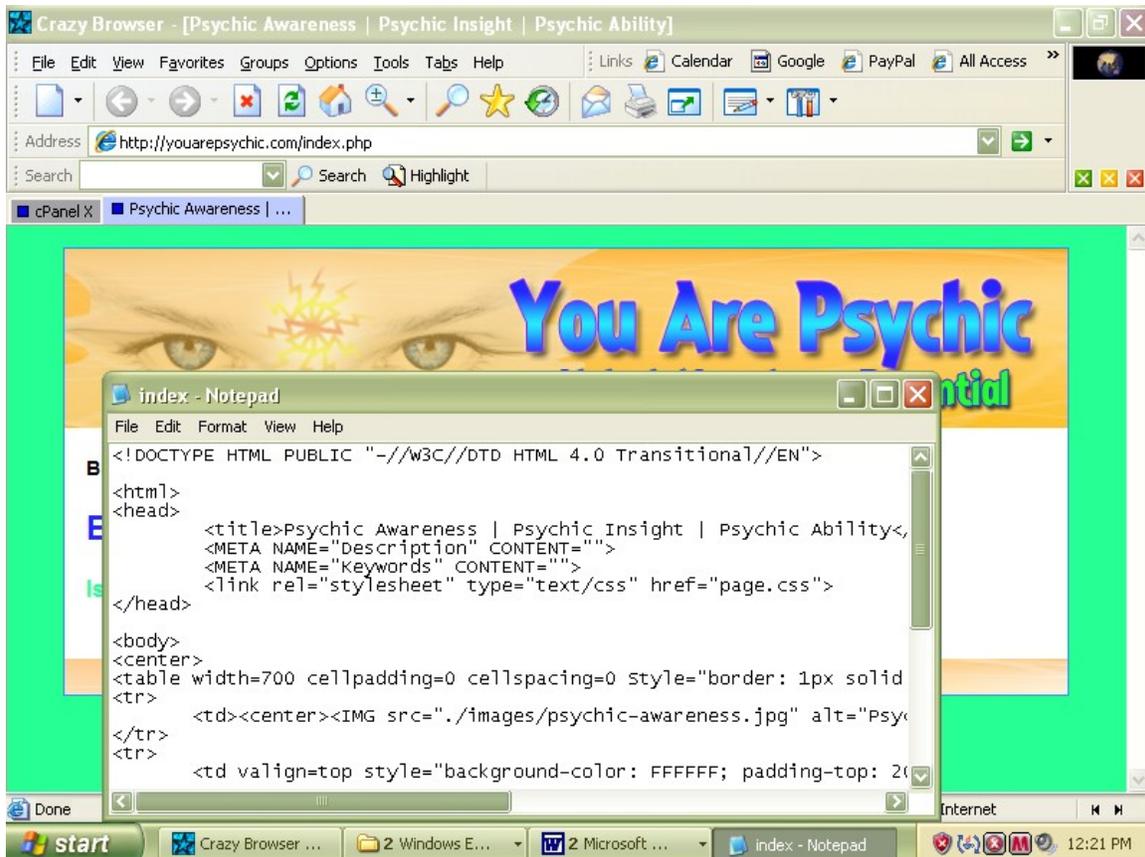
See the open Notepad document? It contains all the source code for the Web page behind it, and can be used to edit and update any part of that page!

With high-dollar software, you are paying for the bells and whistles like visual editors. Tools such as visual editors – interfaces that allow you to drag and drop or point and click your way through the design process – are not an integral part of true website development so there's no need to have them for this course.

If you do use text editor get one that has source code highlighting. I popular free text editor with source code highlighting and a bunch of other features is: NotePad++

You might have heard of **WYSIWYG** (What you See Is What You Get) Web editors. These editors allow a user to literally type, click, drag and drop right on a visual layout of the Web page in order to make changes. Here's an example of what these programs look like:
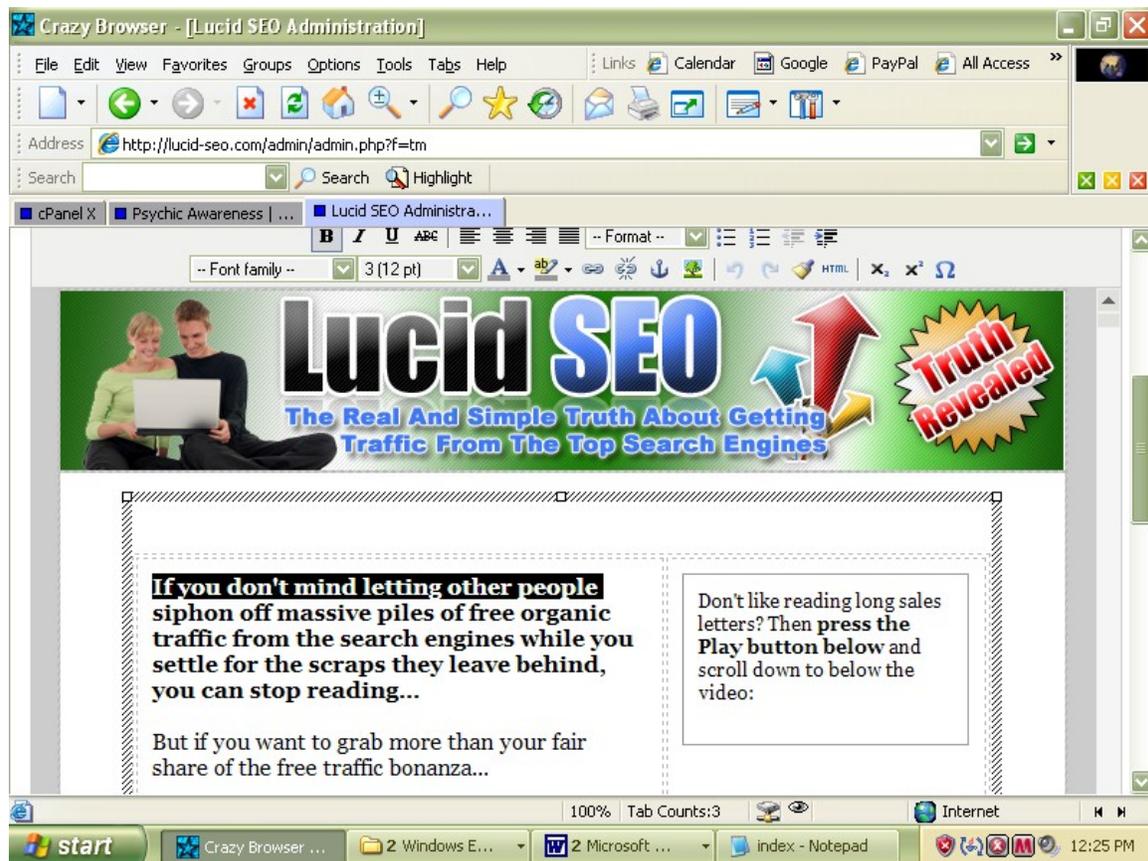
With this sort of editor you can make changes to a Web page by interacting directly with a visual aid like the screen seen above. In the above screen shot, I could delete or change the line of highlighted text using my keyboard.

Or I could left click on the header graphic, hold down the left mouse button, and then drag the graphic to another location on the page. By releasing the left click button I could then drop the image in its new location.

Sounds pretty darn easy doesn't it? Well it's not as great as you might think. The truth is it's quite often difficult to get a **WYSIWYG** to do exactly what you want it to do. And when the software misunderstands you and executes a wrong move it is sometimes impossible to go back and change the last command; you'll just have to delete the progress and start over!

WYSIWG and Source Code View Editors

The best of both worlds is using a WYSIWG editor that also give you direct access to modify the html source code. So this way you can go back and forth from WYSIWG mode to Source code mode and get the exact look you want.

Dreamweaver is "Cadillac" of web editors and is what most professional web designers use. But if you are just starting out and you don't want to shell out the money for Dreamweaver then here are two free web editors you can use that both WYSIWG and Source code views:

NVU
1st Page

Your Graphics Editor

Many people don't realize this, but graphics creation is a completely separate operation from Web page design and editing. You will need a stand-alone utility for building and editing images and graphic files.

Graphic design is a skill that often requires two or more years of intensive training and education. It is not within the scope of this course to provide you with a full-scale graphics curriculum, but we will demonstrate how you can effectively create basic graphic elements and edit/customize more complex graphics.

There are numerous quality graphics editors on the market. Many of these tools are high-ticket items, but there are a few less expensive options, and even a handful of free alternatives.

The tutorials and references included in your *Website Creation Course* package are based on Adobe Photoshop. You can acquire a free trial of the newest version of Photoshop product by Clicking Here.

The problem is the newest version of Adobe Photoshop is quite expensive but

what I recommend is that get older used version of it from eBay or Craigslist. 99% of people will not use the "new" features of the latest version.

Apart from Adobe Photoshop the two other popular commercial grahics editors are Paint Shop Pro and Fireworks and Real Draw Pro

If you would rather not spend any money at this time on a graphics program, the links below will direct you to some completely free software:

GIMP (An open source Photoshop clone)
Paint.Net (More user friendly than GIMP but with less features)

Any software that is user-friendly and allows you to manipulate and save images in the .gif and .jpg format will work with this course. Building and working with basic graphics is fairly easy stuff, as you'll discover.

Your FTP Client

An FTP (File Transfer Protocol) client is a software application that allows you to connect from your desktop to a remote Web server and move files to and from your Website in a matter of seconds. FTP is how you place finished pages on the Web, and how you back up your Website data on a regular basis.

You can download a free and effective client at Core FTP. This handy tool will be your foundation for effective site management.

FTP (File Transfer Protocol) Explained

In addition to knowing how to build and edit Web page files, you need to understand how to move these files to and from your Web server using an FTP client.

When you click the download link on the Core FTP site, select Run, and allow your computer's installer wizard to walk you through the quick and easy set up. After Core FTP has been installed you may open it with a simple double click action, just like any other basic application. The first screen you see when Core opens is the site manager. And since your installation is new you'll need to add your first site.
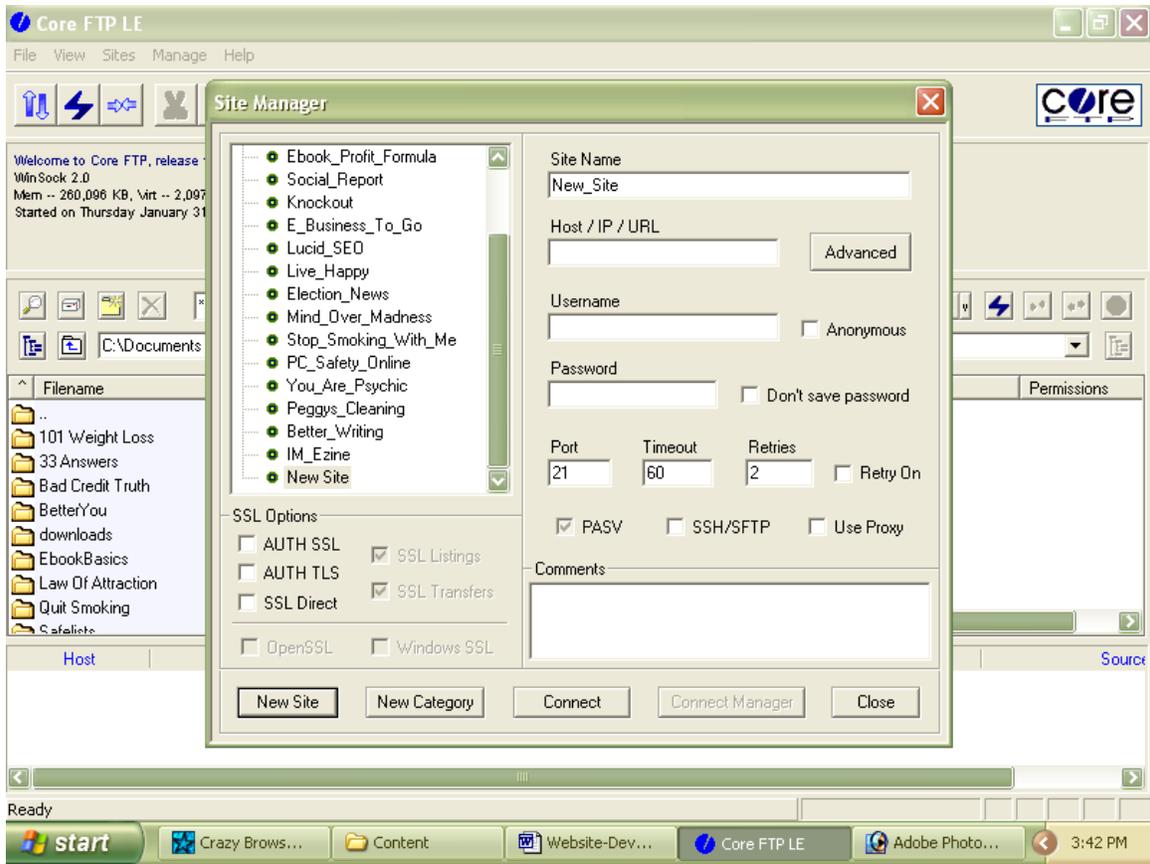
Site Name This is only for your personal organizational purposes; give your site a name that makes sense to you.

Host/IPURL This is where you enter the ftp URL. For all cpanel servers this format will be ftp.sitename.com. Refer to the welcome email you received from your Web host if you are using a non-cpanel host…. Or switch to a better host that *does* give you Cpanel.

Username and Password Again you might need to refer to your welcome email to get your ftp username and password.

When you have entered the correct info just click 'Connect'. Core FTP will save all this data in your new site profile so in the future all you need do is hit the connect button.

Once you are connected the FTP software will display a split screen window; the left screen allows you to browse your hard drive and the right screen displays the directory structure on your Web server:

Core FTP LE - ftp.timwhiston.com:21

File   View   Sites   Manage   Help

LIST
Connect socket #876 to 70.85.199.18, port 9776...
150 Accepted data connection
226-Options: -a -l
226 8 matches total
Transferred 567 bytes in 0.008 seconds

C:\Documents and Settings\Owner\My Documents

Filename	Size	Date
..		01/31/08 18:46
Easy-PLR-Resell		01/31/08 18:37
EasyPLR		01/30/08 21:47
images		01/31/08 18:16
Original		01/31/08 18:37
source		01/30/08 21:46
giveaway-RR-thanks.php	689	01/31/08 18:40
giveaway-thanks.php	5 KB	01/31/08 18:48
jv-giveaway.php	7 KB	01/31/08 18:34
page.css	416	01/09/08 12:49

/public_html/breakthrough/xilo9er/

Filename	Size	Date	Permissions
<..>			
..		01/29/08 17:11	drwxr-xr-x
Domain-Selection.zip	150 KB	01/21/08 19:54	-rw-r--r--
index.html	138	01/11/08 21:19	-rw-r--r--
MarketResearch.zip	392 KB	01/15/08 20:14	-rw-r--r--
Product-Basics.zip	126 KB	01/23/08 20:09	-rw-r--r--
Web-Presence-Basics....	745 KB	01/29/08 17:08	-rw-r--r--
Welcome.zip	1,189 KB	01/15/08 15:38	-rw-r--r--

Host	Destination	Bytes	Size	Rate	Type	Status	Source
			No transfers...				

Ready   1   RCV   XMT

start | Core FTP LE - ft... | Content | Website-Develo... | Adobe Photoshop | 11:35 AM

To move files to or from your server, simply single click the file to be moved. This will highlight the file.

Then click the appropriate arrow button for transferring the file. If you want to move from your computer to the host, you will of course click the left to right arrow, and if you're pulling a file to your computer from the Web you'll use the right to left arrow.

The transfer arrows can be found toward the center of the split-screen:

Note if you are moving files to the Web you will normally place them in either the public_html or www directories on the server. These two folders are identical to one another and contain all the files that make up your Website.

Also note that the default file in every folder within the public_html directory tree must be named index.html or index.php. So your home page, or the main page in any sub directory needs to be an index file.

HTML – The Building Blocks Of The Web

While there are many different Web programming languages the basic building block of the Web is HTML, or Hyper Text Markup Language. In truth HTML is not a programming language, but rather a sort of reference or document formatting language that explains to a browser how to organize digital information for viewing by human eyes.

That's an extremely simplified explanation but it's all you need for this course.

So we'll be covering the "what" and not the "why" from here on in. By the time you have read this module you will have more confidence in your own Web building skills, and you should be able to slap up a simple page of your own or modify existing pages with no trouble.

Tags And Attributes – The Nuts And Bolts Of An HTML Document

<u>Tags</u>

An HTML document is made up of various tags. A tag is an element inserted into HTML that defines how a particular portion of the document should be formatted.

Tags are utilized in opening and closing formats. An opening tag defines the beginning of a specific behavior, while a closing tag signals the end of this particular behavior.

For instance the very first tag in an HTML document would be <html>. This tells a Web browser that it is about to read and translate a Web page.

Likewise the very last tag in the same document will be </html>. The '/' character is the closing marker; and this specific tag tells a browser it is finished reading a Web page.

<u>Attributes</u>

An attribute is a characteristic or specific behavior. Each tag in an HTML document can be assigned an attribute, or attributes can be used as stand-alone commands.

For purposes of this lesson tags and attributes will be referenced as semi-interchangeable elements. In other words I'm not going to spend a lot of time nit picking, and will continue to give you the "geek speak" only on a need-to basis. Below is a listing of basic tags and attributes, along with a definition of what each tag/attribute "does". Use this handy reference as you learn the basics of applying HTML.

Body Tags/Attributes

<BODY>...</BODY>	Contains the viewed portion of the document
<BODY bgcolor="color">	Sets the color of the background in hexadecimal code
<BODY background="filename.xxx">	Sets an image as a page's background (wallpaper)
<BODY text="color">	Specifies the color of normal text in hexadecimal code
<BODY link="color">	Specifies the default color of unvisited links in hexadecimal code
<BODY alink="color">	Specifies the color of links on click in hexadecimal code
<BODY vlink="color">	Specifies the color of followed links in hexadecimal code

Font Tags/Attributes

<FONT>...</FONT>	Changes font attributes for text within the tags
<FONT size="value">...</FONT>	Sets the font to a size from 1 to 7, with 1 the smallest and 7 the largest
<FONT face="name">...</FONT>	Sets the font face
<FONT color="color">...</FONT>	Sets the font color using hexadecimal code

Text Content Tags/Attributes

<P> </P>	Creates paragraph
 	Creates single line break
<H1></H1>	Largest headline text
<H2></H2>	Smaller headline text
<H3></H3>	Smaller headline text
<H4></H4>	Smaller headline text
<H5></H5>	Smaller headline text
<H6></H6>	Smallest headline text
	Ordered (numbered) list
	Unordered (bulleted) list

	List item
	Bold text
<u></u>	Underline text
<I></I>	Italic text
<s></s>	Slash through text

Image Tags/Attributes

<IMG>	Embeds an image in the document at the location of the tag
<IMG src="url" alt="text">	Adds an image with a text description
<IMG src="url" alt="text" align="direction">	Aligns an image to the left, right, center, bottom, or top
<IMG src="url" alt="text" border="number">	Sets the size of the border around an image
<IMG src="url" alt="text" height="pixels">	Sets the height of an image
<IMG src="url" alt="text" width="pixels">	Sets the width of an image
<IMG src="url" alt="text" hspace="pixels">	Sets a horizontal margin to be placed around an image
<IMG src="url" alt="text" vspace="pixels">	Sets a vertical margin to be placed around an image
<IMG src="url" alt="text" usemap="map-name">	Designates an image as a client-side image map

Anchor (Link) Tags/Attributes

<A>...</A>	Designates the origin and destination of a hyperlink
<A HREF="url">...</A>	Creates a hyperlink
<A HREF="#NAME">...</A>	Links to a target location in the current page
<A HREF="URL#NAME">...</A>	Links to a target location in a page outside your site
<A NAME="NAME">...</A>	Sets a target location within a document
<A REF="mailto:email">...</A>	Creates a mailto link

Table Tags/Attributes

<TABLE>...</TABLE>	Generates a table

<TABLE border="pixels">	Sets the size of cell borders
<TABLE cellspacing="pixels">	Sets the amount of space between cells
<TABLE cellpadding="pixels">	Sets the amount of space between a border and cell content
<TABLE height="pixels" or "%">	Sets the height of a table
<TABLE width="pixels" or "%">	Sets the width of a table
<TD>...</TD>	Defines a table data cell
<TD colspan="columns">	Sets a cell to span columns
<TD rowspan="rows">	Sets a cell to span rows
<TD nowrap>	Prevents the lines within a cell from wrapping
<TH>...</TH>	Defines a table header with bold, centered table data
<TR>...</TR>	Defines a table row
<TR align="?"> or <TD align="?">	Aligns the contents of a row or cell to the left, right, or center
<TR valign="?"> or <TD valign="?">	Sets the vertical alignment of a row or cell to the top, middle, or bottom

The tables above should keep you plenty busy. This lesson will not delve into the more advanced tags and functions but for the sake of providing a complete reference I have included two more tables to capture a listing of Frame and Form tags/attributes below:

Frame Tags/Attributes

<FRAMESET>...</FRAMESET>	Specifies the layout of subsections in the main browser window
<FRAMESET rows="value,value">	Defines the rows within a frameset
<FRAMESET cols="value,value">	Defines the columns within a frameset
<NOFRAMES>...</NOFRAMES>	Provides alternate content for browsers that do not support frames
<FRAME src="?">	Defines the appearance and content of a single frame
<FRAME name="name">	Labels the frame for targeting by other frames
<FRAME marginwidth="#">	Sets the margin width of a frame
<FRAME marginheight="#">	Sets the margin height of a frame

<FRAME scrolling="value">	Creates a frame scrollbar
<FRAME noresize>	Prevents the resizing of a frame

Form Tags/Attributes

<FORM>...</FORM>	Generates a container for all form elements
<FORM action="url">	Designates the path of the script to process input from the form
<FORM method="get|post">	Instructs the browser how to interact with the form URL
<FORM accept="media type">	Defines which MIME types are supported by the server processing the form
<FORM accept-charset="text">	Defines which character sets are supported by the server processing the form
<FORM enctype="media type">	Defines the format of the submitted data
<OPTION>	Defines each menu item
<SELECT name="NAME">...</SELECT>	Generates a pull-down menu
<INPUT type="checkbox">	Generates a check box
<INPUT type="hidden">	Conceals a field from view
<INPUT type="image">	Generates an image that acts like a Submit button
<INPUT type="password">	Generates a one-line password box
<INPUT type="radio">	Generates a radio button
<INPUT type="text">	Generates a one-line text box
<INPUT type="submit">	Generates a Submit button (send form)
<INPUT type="reset">	Generates a Reset button (clear form)

Two Parts Of Every HTML Document

An HTML document has two sections; the "Head" section and the "Body" section.

Head

The head section is where the information about the Web page is put for the browser. This portion of the document will contain your title, meta tags, javascript instructions, and other information that is interpreted by a browser; the head is not actually seen by human eyes.

Technically the head section is contained between an opening and closing <head> tag.

If you'll open the sample template you received in the zip file along with this module in your choice of Web page builder you can have a closer look at the head portion of a basic HTML document.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">

<html>
<head>
    <title>YOUR KEYWORD RICH TITLE GOES HERE</title>
    <link rel="stylesheet" type="text/css" href="page.css">
    <META NAME="Description" CONTENT="Place a simple but concise description of your page here. Th
    <META NAME="Keywords" CONTENT="insert, your, keywords, here, all, seperated, by, commas,">
</head>
```

Here's a quick breakdown of the parts of the head.

1. <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">

Every HTML document requires this statement. No editing required so just leave it as is.

2. <html>
   <head>

These tags open the HTML and Head portions of your document.

3. <title>YOUR KEYWORD RICH TITLE GOES HERE</title>

This is the title of your page, which will show in the browser title bar and, more importantly, will be read and displayed by the major search engines. Be sure to put something keyword relevant here.

If your page is about comfortable garden shoes your title needs to be…
<title>Comfortable Garden Shoes</title>

Think in terms of what your target audience might enter into a search engine to find you, and use this as your title tag. Or use a good keyword research tool like Word Tracker or Keyword Discovery

**4.** <link rel="stylesheet" type="text/css" href="page.css">

This is the reference to your style sheet. The style sheet (page.css in this case) is the CSS document that tells a browser how to format and display your page's visual elements such as text size and style, background color, link color and behavior, etc.

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CSS, or Cascading Style Sheets, will be covered in detail later in this course. For now I'll define CSS as a markup formatting language that tells a browser how to display the various fonts, body colors, link behaviors, and other visual elements of a Web page.

5. <META NAME="Description" CONTENT="Place a simple but concise description of your page here. This is the description that will be shown by the search engines when your page appears in the listings.">

This is your META description tag. Enter a short description, and be aware this content will appear in the search listings underneath your site title when a user finds you this way.

The screenshot below displays a page listed by Google. The heading is the <title> tag content and the descriptive text beneath the heading is pulled from the META description tag.

Professional Web Services | Internet Marketing Tools | Pre-Built ...
Pre-built websites, membership portals, ezine lists, and more. Your total solution for ready made Web businesses!
www.ebusinesstogo.com/ - 26k - Cached - Similar pages

6. <META NAME="Keywords" CONTENT="insert, your, keywords, here, all, seperated, by, commas,">

This is your META keyword tag. Not all search engines read this tag but some do so it's worth a couple of seconds to quickly insert your primary keywords, all separated by commas.

7. </head>

This tag closes out the Head portion of your document.

Some dynamic scripts will require you to place a reference within the head area of your document as well. For instance javascript functions often provide you with a line or two of code to be placed between the head tags.

Body

The body section of an HTML document contains all the various code and references that make up the publicly visible portion of a Web page. This area is contained between the opening and closing <body> tags.

So as a general rule of thumb everything entered after the <body> tag and before the </body> tag will refer to a visual or interactive element within your Web page.

Looking again at the sample template provided with this lesson let's identify a couple of the tags that can be found in the body section.

```html
<body>
<center>
<table width=650 cellpadding=10 cellspacing=0 style="background-color: #FFFFFF; border: 2px solid
<tr>
    <td valign=top>


    </td>
</tr>
</table>
</center>


</body>
</html>
```
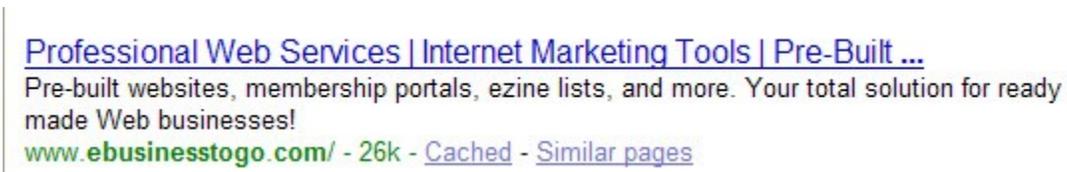
1. <body>

Obviously this tag signals the start of your body section.

2. <center> </center>

These tags have been placed to center the foreground table of this page. An effective Web page needs to contain a distinct foreground and background in most cases and this sample template has been structured to reflect this rule of thumb.

It's worth pointing out that this tag is considered deprecated by modern HTML standards. It is still read by all browsers and will likely remain valid forever but for those who are concerned about validation issues (more on this later) you can use <table align=center> instead.

3. <table width=650 cellpadding=10 cellspacing=0 style="background-color: #FFFFFF; border: 2px solid #000000;">

This is the opening tag for your table. As you can see here, your table will be 650 pixels wide, with no limitation placed on height.

The cellpadding attribute indicates there will be 10 pixels of padding between the sides of the table and the text and other content within the table.

The cellspacing of 0 indicates no space between the sides of the table and the border.

The style attribute is a working example of what is called "inline style". You see, in addition to referencing external style sheets with a line of code in your

document head, you can also place CSS commands within your actual HTML tags.

Your table style indicates a background color of #FFFFFF or white. Also indicated is a 2 pixels, solid black border on all sides of the table.

4. <tr></tr>

These opening and closing tags indicate the start and finish of a horizontal table row.

5. <td valign=top>

6. </td>

These tags open and close "table data" cells. Table data cells are contained within each table row and are where your visible text, images, and other elements are placed; you can think of these also as vertical or column table cells.

As you can see here your table data cell is defined so your content is aligned vertically to the top of the cell.

7. </table>

This tag closes the table.

Pretty simple stuff, right? If you're totally lost simply re-read.

Once you go "hands on" you'll find the information in this short PDF is more than enough to get you on the fast-track to basic Web page design and management.

And to be honest it's unlikely you'll end up using more than a handful of the tags and attributes found here. An entire Website can be created using only basic applications.

Now let's add some tags and attributes to your sample template to bring the document to life.

The best way to learn how to build a Web page is to jump right in and start playing with the code. To be blunt it's about as simple as playing with toy blocks; you simply place the tags and attributes in the right place until you get the format you want.

Read the short drills I provide, and start by copying and pasting them into your Web editor. Then, using the reference info I give you, make changes in the base code and see what new effects you create.

==Resist the urge to make this complicated. *All you need to do to use the info I am teaching in this course* is copy what you see and then test new tag and attribute arrangements!==

Background Color And Background Images For Your Page Body

I personally like to create pages with a very distinct foreground/background appearance. Most of the time I use HTML tables in the foreground, and apply different colors to the foreground table and main page body to make a clear separation of dimensions.

Check the page below to see a visual example of what I'm talking about.

http://websitecreationcourse.com/fore-back.php

Notice how this page consists of a solid green background and a clearly defined foreground table. I am using an external style sheet to handle the body color of every page on my site, and using inline style to color the foreground tables and apply the thick black border.

I could just as easily use my external CSS to control the body and foreground, or I could use traditional HTML to control both. This is a matter of personal preference.

The main point is that Web pages look much better when they contain distinct background and foreground areas.

Setting a background, or body color, can be done directly in the <Body> tag or it can be handled within your site's CSS style sheet. For now we'll look at how to add background color right into the body tag.

Below are two ways this can be done. The first snippet is traditional HTML and the second uses inline CSS.

==<BODY bgcolor=#178D3E>==

==<BODY style="background-color: #178D3E>==

Later in this lesson you'll find a complete color chart and will be able to define any sort of background color you like. You can even use tiling background images on your pages if you want.

Let's take the home page on my main domain as an example.

http://timwhiston.com/

As you can see I have a simple block image that tiles the height and width of the entire page. This is extremely easy to do by adding inline CSS to your <BODY> tag.

<BODY style="background-image: url(http://timwhiston.com/images/tim.jpg);">

Let's break the above snippet down so you can see what' happening:

1. <Body Obviously this opens your body tag.
2. style=" This tells a browser you are opening inline CSS commands
3. background-image: This opens the command for defining the background image. By default any image placed hereafter will tile repeatedly across the page unless we tell the browser otherwise.
4. url Indicates the path to my background image will follow.
5. (http://timwhiston.com/images/tim.jpg); Path to my image file. Always use the ';' character to separate individual style elements within your CSS.
6. "> Use quotation marks to close your complete CSS statement and closing brackets to end the BODY tag.

Play around with different colors and images for your background using the template.html file you received when you downloaded this module.

A Quick Sidebar About Web Page "Validation"

The W3C, or World Wide Web Consortium, is an independent organization that seeks to "lead the Web to it's full potential". To this end, the organization has developed some wonderful educational resources and reference materials.

They have also coined the concept of "markup validity". This ideal refers to a system and structure that is meant to define the current validity of HTML and CSS code used within any given Web page document.

At the time of this writing the W3C provides all Internet users with free validation resources for checking the perceived integrity of their Web page code. While in theory this system could improve the function and usability of the Web as a whole, the truth is the standards set forth by the W3C are of little real world relevance.

There are far too many third party providers of browsing and Web design software for a unified system to have any real impact on Web usability. Furthermore the W3C is not a governing body, and has no tangible authority or vision on the matter.

In short I urge you not to put any major consideration into whether or not your Web page files are up to these validation standards. In fact, just for fun, I once

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Adding Textual Content To An HTML Document

Clearly the most important element on your Web pages will be your text. And you'll use header tags, paragraph tags, alignments, and a few simple attributes to lay your textual content in place.

As you now know from the reference tables in this PDF, the H1 through H6 tags will define larger, bolder headlines within your copy. These tags have a default sizing for each browser, or you can define your own specific size, color, etc. using CSS (covered later in this course).

And you can either use <P> tags to open and close your paragraphs, or simply add the individual line breaks in your content with multiple <br> tags. It's best to use paragraph tags most of the time, and rely on break line tags only in special circumstances.

By default, all text will appear in black Times New Roman font, and will align to the left of the page or table cell. You can of course change the font, color, and alignment as you see fit using attributes or inline style (see CSS below), but be aware that if the font you are calling is not installed on the computer of the person viewing your page their browser will display the default Times New Roman.

Here are a couple of quick working examples of how to add text to your Web pages.

<H1>Big Default Headline Here</H1>
<P>Some default text in a paragraph tag here.</P>

Here's what the above looks like in the IE browser:

Big Default Headline Here

Some default text in a paragraph tag here.

Now let's take the same text and add some attributes:

<H1 align=center style="color=#FF0000">Big Headline Here</H1>
<P>Some default text in a paragraph tag here.</P>
The above code shows we have aligned our headline to the page center and added inline style to color it red. Here is our revised text in the IE browser:

Big Headline Here

Some default text in a paragraph tag here.

You can, if you prefer simply use color= within your tags to define your font color:

<FONT color="red">

But I prefer and recommend using external style sheets or inline CSS as this gives you greater flexibility and control.

Pretty straightforward right? You just open your headline and paragraph tags, add any attributes you want, and then close your headline or paragraph tags.

Let's look at a few more basic drills.

It's best to utilize your <P> tags to control your text display. But just so you know you can also control paragraph structure with line break tags -
.

Here's a sample of break line managed text:

Text without paragraph tags.
Just using line break tags
to control spacing.

As you can see spacing can easily be varied.

Here's what it looks like in the IE browser:

Text without paragraph tags.
Just using line break tags
to control spacing.

As you can see spacing can easily be varied.

And let's look at a few quick examples of other attributes you can add to your text.

Underlined Text

<P><u>Underlined text here</u>.</P> or <P><FONT style="text-decoration: underline;">Underlined text here</FONT></P>

Appearance in IE browser:

<u>Underlined text here</u>

<u>Bold Text</u>

<mark><P>Bold text here.</P> or <P><FONT style="font-weight: bold;">Bold text here</FONT></P></mark>

Appearance in IE browser:

Bold text here.
<u>Italics</u>

<mark><P><i>Italics here</i></P> or <P><FONT style="font-style: italic;">Italics here</FONT></P></mark>

Appearance in IE browser:

Italics here

<u>Strike Through</u>

<mark><P><s>Strike through text</s></P> or <P><FONT style="text-decoration: line-through;">Strike through text</FONT></P></mark>
Appearance in IE browser:

~~Strike through text~~

In the snippets above you'll notice I illustrated the more traditional HTML and the inline CSS code. Use whichever you prefer but I recommend inline CSS in situations where you wish to create multiple changes in your text. For instance…

<mark><P><FONT style="color: #FF0000; text-decoration: underline line-through; font-weight: bold; font-style: italics; background-color: #FFFF00;">Multiple Text Effects Here</FONT></P></mark>

Appearance in IE browser:

<mark>~~Multiple Text Effects Here~~</mark>

Of course you can add multiple attributes into an HTML tag without using inline CSS but since I use CSS style sheets with my Web pages it only makes sense to keep the structure somewhat consistent. And *because* I use external CSS style sheets it's not often that I need to add special attributes into my HTML tags anyway – more on this later.

I will, however, use only the simple tags like <b>, <u>, <i>, etc. if only want to add a single attribute to an area of text; obviously this saves time.

In the next section I'll show you how to change the color of your font, and provide you with a robust color chart for use not only with text, but many other Web page elements as well.

Manipulating Your Font Color

You can add color= to your FONT tags, or you can use style="color: ;" to adjust the color of your text. You can use literal commands like "white", "red", etc. or you can use one of two alphanumeric systems to define your chosen colors. Below is a chart of the "true color" system, which is the color-coding system I prefer.

000000	000033	000066	000099	0000CC	0000FF
003300	003333	003366	003399	0033CC	0033FF
006600	006633	006666	006699	0066CC	0066FF
009900	009933	009966	009999	0099CC	0099FF
00CC00	00CC33	00CC66	00CC99	00CCCC	00CCFF
00FF00	00FF33	00FF66	00FF99	00FFCC	00FFFF
330000	330033	330066	330099	3300CC	3300FF
333300	333333	333366	333399	3333CC	3333FF
336600	336633	336666	336699	3366CC	3366FF
339900	339933	339966	339999	3399CC	3399FF
33CC00	33CC33	33CC66	33CC99	33CCCC	33CCFF
33FF00	33FF33	33FF66	33FF99	33FFCC	33FFFF
660000	660033	660066	660099	6600CC	6600FF
663300	663333	663366	663399	6633CC	6633FF
666600	666633	666666	666699	6666CC	6666FF
669900	669933	669966	669999	6699CC	6699FF
66CC00	66CC33	66CC66	66CC99	66CCCC	66CCFF
66FF00	66FF33	66FF66	66FF99	66FFCC	66FFFF
990000	990033	990066	990099	9900CC	9900FF
993300	993333	993366	993399	9933CC	9933FF
996600	996633	996666	996699	9966CC	9966FF
999900	999933	999966	999999	9999CC	9999FF
99CC00	99CC33	99CC66	99CC99	99CCCC	99CCFF
99FF00	99FF33	99FF66	99FF99	99FFCC	99FFFF
CC0000	CC0033	CC0066	CC0099	CC00CC	CC00FF
CC3300	CC3333	CC3366	CC3399	CC33CC	CC33FF
CC6600	CC6633	CC6666	CC6699	CC66CC	CC66FF
CC9900	CC9933	CC9966	CC9999	CC99CC	CC99FF
CCCC00	CCCC33	CCCC66	CCCC99	CCCCCC	CCCCFF
CCFF00	CCFF33	CCFF66	CCFF99	CCFFCC	CCFFFF
FF0000	FF0033	FF0066	FF0099	FF00CC	FF00FF
FF3300	FF3333	FF3366	FF3399	FF33CC	FF33FF
FF6600	FF6633	FF6666	FF6699	FF66CC	FF66FF
FF9900	FF9933	FF9966	FF9999	FF99CC	FF99FF
FFCC00	FFCC33	FFCC66	FFCC99	FFCCCC	FFCCFF
FFFF00	FFFF33	FFFF66	FFFF99	FFFFCC	FFFFFF

The color-codes above can be applied not only to fonts, but also to background colors, table cell colors, and table borders. Use this easy reference when building your pages from here forward.

Using Different Font Family Attributes

There are numerous fonts that can be displayed on the Web, so you don't have to settle for the default Times New Roman. In fact I seldom use the default font setting because there are many other options that are more effective.

Whether your Website is business or personal, you are promoting something, trying to communicate a specific message, etc. Professional copywriters have been testing the impact of specific font structures for years now, and I recommend using proven family styles on your Web pages.

For instance Arial, Tahoma, Impact, and Verdana all work very well in digital formats. Of course you may add any valid font you like to your pages, but be aware that if the viewer's computer does not have the specified font their browser will display the text in default Times New Roman; most machines have a full spectrum of basic font files so only in the case of exotic selections is there a possibility of your visitors seeing the default font instead of what you want to display.

When specifying a type of font within your standard HTML tags the attribute to use is "Face".

<FONT Face="Arial"></FONT> will produce text in the Arial font.

When using CSS, either inline or external style sheets, the attribute is font-family.

<FONT style="font-family: Arial">Arial font here</FONT>

I typically use Tahoma for my headlines and Arial for my body and paragraph text. Normally the only time I will break from this and use a less common font style is when placing such a font within a graphic.

Using Header Tags

HTML allows you to apply special header tags to streamline the creation of your headlines and subheadings. By using H1, H2, H3, H4, H5, and H6 you are able to specify six different sizes of header font, with H1 being the largest and H6 being the smallest.

Text displayed between these header tags will appear large and bold by default. And using CSS you can define very specific attributes for all of your headers.

For example, you might want all of your H1 text to appear as red font, in the Arial family, sized at 24px. And you might decide all your H2 headings will be black text, again in the Arial family, and sized at 20px.

You can literally pre-define all six of your heading tags so that your site will have uniform headline and subheadlne displays on every single page.

In addition to the benefit of creating your font heading displays*, these H1, H2, etc. tags are great SEO tools*. These tags tell search engine robots and spiders (the software companies like Google use to crawl, index, and categorize the Web) that important text is being displayed. By making all of your headings keyword rich you can greatly improve the way major search engines rank your Web pages.

Here are three drills to illustrate the working use of your HTML heading options:

<H1 align=center style="color: #FF0000; text-decoration: underline;">Sample Heading One</H1>

Appearance in IE browser:

<p align="center">**Sample Heading One**</p>

Analysis of above code:

- <H1> opens heading
- align=center tells browser to place heading in center of area
- style=" opens the inline CSS command
- color: #FF0000; defines red color of font
- text-decoration: underline; indicates underscore effect
- " closes inline CSS command
- </H1> ends heading

<H2 style="font-size: 20px; font-style: italic;">Sample Heading Two</H2>

Appearance in IE browser:

Sample Heading Two

Analysis of above code:

- <H2> opens header (lack of align= attribute means default left alignment)
- style=" opens the inline CSS command

- font-size: 20px; sets heading font
- font-style: italic; tells browser this heading will display in italics
- " closes inline CSS command
- </H1> ends heading

<H3 align=right style="font-size: 18px; color: #336600; font-weight: normal;">Sample Heading Three</H3>

Appearance in IE browser:

Sample Heading Three

Analysis of above code:

- <H3> opens heading
- align=right places text at far right of area
- style=" opens inline CSS
- font-size: 18px; indicates size of heading
- color: #336600; tells the browser the text will be a medium green
- font-weight: normal; this command changes the default rule of bold header text and displays non-bolded text, should you want to do this at time
- " closes inline CSS
- </H3> closes header

As you can see, there are many ways to organize and display headings and sub-headings on your Web pages. Of course the drills above also indicate attribute usage that can be applied to <FONT> and <P> tags, giving you the power to fully manage *all* your textual content.

Creating Text Lists For Your Web Pages

Beyond standard paragraph and headline elements you will likely want to use lists within your textual content. There are two main types of lists: bulleted, or unordered, and alphanumeric, or ordered.

The tags for opening and closing a list are <ul> for unordered list and <ol> for ordered list. And the HTML for each individual list item is <li>.

Here is a standard unordered list:

```
<ul>
<li>list item</li>
<li>list item</li>
<li>list item</li>
</ul>
```

Here's how such a list would appear in the IE browser:

- list item
- list item
- list item

Here is a standard ordered list:

list item
list item
list item

Here's how such a list would appear in the IE browser:

1. list item
2. list item
3. list item

How much easier could this be?

You can also add style elements to your <ol> or <ul> tags to change the weight, color, and size of the fonts. You can also place paragraphs, line breaks, and images within your list item areas.

And you can vary the specific nature of ordering and unordering. In other words you can define different sorts of bullets, and choose between numbers, Roman numerals, capitalized and lower-case letters, and more.

Use the type= attribute to define the exact nature of an unordered or ordered list. See the drills below for working examples and type options.

Unordered List Types

The most common type options for unordered lists are disc (the default), circle, and square. See below how the circle and square types appear in IE.

<ul type=circle>
list item
list item
list item

Appearance in IE browser:

o list item
o list item
o list item

<ul type=square>
list item
list item
list item

Appearance in IE browser:

▪ list item
▪ list item
▪ list item

<u>Ordered List Types</u>

The default display for an ordered list is standard numbers in the same font as the rest of your page. However you can also choose to display Roman numerals (lower and uppercase), and alphabetized lists (again lowercase and capitalized). See below how these alternative types can be achieved and how they appear in IE.

<ol type="i">
list item
list item
list item

Appearance in IE browser:

i. list item
ii. list item
iii. list item

<ol type="I">
list item
list item
list item

Appearance in IE browser:

```
 I.  list item
II.  list item
III. list item
```

```
<ol type="A">
<li>list item</li>
<li>list item</li>
<li>list item</li>
</ol>
```

Appearance in IE browser:

```
A.  list item
B.  list item
C.  list item
```

```
<ol type="a">
<li>list item</li>
<li>list item</li>
<li>list item</li>
</ol>
```

Appearance in IE browser:

```
a.  list item
b.  list item
c.  list item
```

Controlling The Starting Point Of Your Lists

In addition to manipulating the type of your list items, you can also decide the starting point for your list. For instance you might want to start a new ordered list with the number 4 because you are picking up where a previous list left off.

The way to do this is via the start= attribute. Use this, along with a numeric indicator, to tell a browser where to start your ordered or unordered lists; below are some common sense examples.

```
<ol type="a" start=5>
<li>list item</li>
<li>list item</li>
<li>list item</li>
</ol>
```

Appearance in IE browser:

e. list item
f. list item
g. list item

Appearance in IE browser:

10. list item
11. list item
12. list item

Definition Lists

A less common type of list element is the definition list. This function is useful for listing a selection of terms and definitions.

Here you will use tags <dl> to open and close the definition list, then apply <dt> for definition terms and <dd> for definition lists.

Here's how this list appears in the IE browser:

Internet
    Network of cables and servers allowing global connectivity.
Web
    Virtual landscape or cyberspace.

Embedded Lists

You can expand your lists by embedding sub lists within them. Do this by simply opening and closing a new list within the first list like so:

```
<ul>
<li>list item</li>
<li>list item</li>
<li>list item</li>
<ul>
<li>list item</li>
<li>list item</li>
<li>list item</li>
</ul>
<li>list item</li>
<li>list item</li>
<li>list item</li>
</ul>
```

Here's our embedded list in the IE browser:

- list item
- list item
- list item
  - list item
  - list item
  - list item
- list item
- list item
- list item

Aligning Text And Other Elements

By default all elements added to your Web page will align to the left of the visible document. This is true unless the parameters are altered by an overriding style sheet or script function.

To move text, images, and other elements around on your page display you can apply a few basic alignment functions. The simplest way to do this is by using direct alignment attributes.

You can use the <center></center> tags to place tables, forms, and images in the center of a specific area on your page. This tag is technically deprecated (no longer valid) but it still works in all browsers as far as I know.
Or you can insert align= into your tags. For instance:

<P align=center> will center your paragraph text.

<IMG align=right> will place your image in the right margin of the relative area.

<Table align=center> will center your table.

It's worth noting that alignment commands will be interpreted as relative by a browser. In other words whether the tag is placed in the center of the main body, within a foreground table, or within an individual table cell will effect where the "center" or "left" actually occur.

So you can center a table within the main body, or align an image to the right side of the third individual table cell. Make sense?

You should also understand that when you align tables and images, you are not only placing them within the overall specified area (main body, larger table, etc.), you are also positioning them relative to other elements within this main area. Here's an example:

<IMG align=left src="./images/red-check.jpg">
<P>Here's some text about why the WFX Site Builder is so wonderful and why my customers who view this page need to buy it and blah blah blah…</P>

This code will create an image that is left aligned next to the text block; see below.

✔ Here's some text to which our image will be left aligned...

You'll find alignment can sometimes become a pain in the neck when building your pages. This is just a fact of Website building life I'm afraid, and you'll have to get creative with your <br> tags, table cell width, etc. to overcome any such minor setbacks.

Keyword Smart Textual Content

Throughout this course I've inserted notes about how, during the Web design process, you can actually create search-engine friendly pages as you go. If you build it right from the beginning, there will be no need to hire an "expert" to come back and optimize your pages so they will be well-received by the search engine robots and spiders.

All the major search engine sites use sophisticated software called robots, spiders, or crawlers to travel across the Web and catalogue/analyze every page they arrive at. While there are many factors as to how search engine software examines and ranks individual pages, it's true that some of the ranking formula involves the pages' textual content.

I've already discussed the importance of your <title> tags, and all of your heading tags (<H1>, <H2>, etc.). But you need to understand that all of the other text on your Web pages potentially has an impact on how your site is viewed, indexed, and ultimately positioned by the major search engine programs.

I've created top Google rankings many times, and despite what the high dollar "experts" might tell you, good onsite SEO is a pretty simple process.

Believe it or not, this overview covers the majority of what you'll need to add textual content to your Web pages and manipulate this text as you wish. The best way to hone your skills is to practice the simple drills in this section, and use the HTML reference charts to try your own ideas.

Adding Images To Your Web Pages

Adding images to your Web pages is extremely simple. In essence you just use the <IMG> tag specify the position of your image, and use attributes such as align= to place graphics in the center of a page or cell, to the left, etc.

The primary attribute for your IMG tags will be the src reference. This is how you tell a Web browser where to find the image file it needs to display in the specified position.

Let's take this code for example:

<IMG src="http://timwhiston.com/images/tim.jpg">

The above snippet tells a browser I want to display an image, then provides instructions as to where on my server this image can be located. The result of course would be the picture below:

You can use the src= attribute to reference images from anywhere on the Web, and not just on your server. So you can certainly display images on your Web pages that are hosted on other domains if you want.

Note the term underlined reference. This is an important concept to grasp as you learn the ropes of Web development.

Quite often you will need to use markup (HTML) to tell a browser where to find elements that are not contained within the actual source code of your page. For example when placing images you will provide the path to each image so a Web browser can locate it and display it.

You will also do this when running PHP scripts, pulling info from a database, and applying external style sheets to your Web pages. A browser will read your source, connect to the actual location of these external elements, and then parse (display or execute) these elements in the public display of your page.

When serving your own images, I recommend you create an /images directory on your server and file all of your graphics and pictures within that directory. This is a good way to stay organized.

And be aware that you can choose between an absolute image path and a relative image path. I normally apply relative paths when serving my own images, and utilize absolute paths when pulling graphics from another server or domain.

An absolute path is the complete URL to your image:

http://timwhiston.com/images/tim.jpg

A relative path is an abbreviated URL that directs the browser to the location of your image file, relative to the page the browser is currently viewing.

./images/tim.jpg

The above relative image reference would tell a browser to check the /images folder in the current directory. So if a user were viewing your home page, such a relative URL would take their browser to the main images directory on your domain.

The '.' character is used in relative URLs in place of the full resource, domain, etc. The number of periods reflects the number of directories a browser must move up to find the specified file.

A single '.' indicates the referenced directory is in the same overall folder as the current page. In other words both the page referencing the image path and the directory containing the image file are in the main public_html directory on the server. Some servers will parse this sort of relative path without the period - /images/tim.jpg – but most will not.
Let's assume for a moment that I am displaying an image on a page within a sub directory on my domain. Maybe I'm placing my picture on a sales page within my /special directory; in this instance I would use the following relative image path:

<mark><IMG src="../images/tim.jpg"></mark>

By using two period characters I am telling the browser to go up one level and find the images directory. Remember that a single '.' indicates a folder in the same directory, so two would tell a browser to go up one level in the directory tree, three would indicate a move up two levels, etc.

This material will be touched on again when we discuss adding hyperlinks to your pages. Don't let the somewhat tedious nature of the above explanation intimidate you; to be honest you don't have to apply relative URL paths at all if you don't want to fool with them for the time being.

Adding Size And Border Parameters To Your Images

A Web browser will read and display the actual size of any image you reference, so you don't have to include size parameters in your <IMG> tags if you don't want to. But there are two main advantages for doing so.

First, if you have a very large image and would rather not take the time to re-size it with a graphics editor, you can simply tell the browser at what size to display this file. I don't generally do this because forcing the image size will often reduce the display quality by causing the graphic to appear fuzzy or scrunched; still the option does exist if you want to use it.

Second, pre-defining the image height and width will allow a browser to acknowledge the image very quickly and move on with the task of parsing the

rest of the page. This can greatly increase your page load time because the browser will not wait until all images are fully loaded.

To add the size of your image in pixels (small dots that are the measuring standard of the Web) you'll need to add height= and width= into your image tags. Here's a working example:

<IMG src="http://www.websitecreationcourse.com/images/site-builder.jpg" alt="The WFX Site Builder!" height=200 width=275>

The image being referenced here is actually 264 high by 325 wide. As you can see below I have caused it to appear at 200 x 275 using the height and width attributes.

Adding Image Borders

I'm not a fan of image borders, but can easily create this sort of visible frame effect by adding border= into your <IMG> tag. Let's quickly add a frame to our resized box image to see this attribute in action:

<IMG src="http://www.websitecreationcourse.com/images/site-builder.jpg" border=3 alt="The WFX Site Builder!" height=200 width=275>

Appearance in IE browser:

Some designers like using the border effect, and if you're one of them you now know how to do so easily. The only time I use the border attribute is when linking from images; I set the border to 0 in those cases to avoid displaying my images with the hyperlink outline.

Images And Search Engine Optimization

Search engine robots can't actually view graphics and photographs, but they will read the code that references these images. And in the spirit of efficiency there are a couple of things you can do when placing images to enhance your search engine rankings.

First of all, when building graphics or adding pre-built image files to your Website, I encourage you to name or rename these files in a keyword rich manner. Search engines will read your file names, and using a graphic called header_01 is just a waste of code space!

If the Web page where the image will be placed is about container gardening, you should name the graphic file container-gardening.jpg, container-gardening-tips.gif, or something along these lines. Using hyphens to separate individual words within your filename will tell the search engine spiders and bots to read each name in the correct way.

Another good attribute for your <IMG> tags is the alt=. This allows you to provide a textual description for your image and is a great way to feed the search engine spiders some keyword rich content about your image.

Of course the alt tag will also provide a bit more quick info for your readers. And it will be a great benefit in the event that your image does not load, as a reader will at least get the alt tag and therefore part of the intention being relayed within your message.

Here's what your alt tag code will look like.

<IMG src="http://yoursite.com/images/imagefile.jpg" alt="Keyword phrase here" >

Some SEO experts tell you not to worry with these "minor details", but I have seen image filenames and alt tags make a real difference in my rankings. Certainly these concerns are not the most important part of your SEO plan but they *can definitely* have an impact, and they take literally a few seconds to implement.

In summary, adding images to your Web pages is a very simple matter of placing your <IMG> tag within the code, applying the correct absolute or relative path, inputting any size and border parameters you want, and adding a keyword relevant alt attribute.

Aligning And Positioning Images

As stated previously, any elements added into your Web page will automatically post on the left-hand side of your body, table, etc. You can of course change this as needed.

The vertical position of an element will normally coincide with the actual position of the code that defines or references it. In other words if you add your <IMG> tag underneath a paragraph within your raw code, the image will appear in public display beneath the paragraph text.

Centering Your Images

If you want your images to appear by themselves in the center of your page, cell, etc. you can either use the deprecated <center></center> tags, or you can use a "parent" tag like <P> or <H1>. Below are simple examples of each.

<center><IMG src="http://timwhiston.com/images/tim.jpg"></center>

<P align=center><IMG src="http://timwhiston.com/images/tim.jpg"></P>

<H1 align=center><IMG src="http://timwhiston.com/images/tim.jpg"></H1>

All the above code will achieve the same horizontal result. The <center> tag will create a single vertical line break, while the <P> and <H1> tags, when closed, will each create a slightly larger vertical spacing before and after the centered image.

Aligning Images In Relation To Other Elements

When your images will be integrated with other elements, such as textual content, you can apply the align attribute to fix the relative position. Here are the alignment options for relative positioning.

- top
- bottom
- left
- right
- center/middle

Below are some working examples for you.

<IMG src="http://timwhiston.com/images/tim.jpg">
Here is some text to be aligned with our image.

An image without alignment specified, coded along with a text block that does not contain any paragraph or break link tags, will display to the left of the text, with the text placed at the foot of the image:

Here is some text to be aligned with our image.

Adding either <br> or <P> tags to organize your text block, and still using no align attribute within your image tag, will set your image atop your text:

<IMG src="http://timwhiston.com/images/tim.jpg">

Here is some text to be aligned with our image.

<IMG src="http://timwhiston.com/images/tim.jpg">
<P>Here is some text to be aligned with our image.</P>

Here is some text to be aligned with our image.

Note that when using <br> and <P> tags with your text, only left and right alignment specifications will work in most browsers. When not using <br> and <P> tags all align options will work.

<IMG align=top src="http://timwhiston.com/images/tim.jpg">
Here is some text to be aligned with our image.

<IMG align=middle src="http://timwhiston.com/images/tim.jpg">
Here is some text to be aligned with our image.

Both of the above snippets will result in the same display; they will override the bottom alignment of the non-aligned image tag and place the image ot the left of your text, with the text starting at the top of the image.

Here is some text to be aligned with our image.

<IMG align=middle src="http://timwhiston.com/images/tim.jpg">
Here is some text to be aligned with our image.

Both of the above snippets will result in the same display;

Both of the above snippets will also result in the same display; the text will appear to the right of the image, and will be vertically centered with the image.

Here is some text to be aligned with our image.

<IMG align=right src="http://timwhiston.com/images/tim.jpg">
Here is some text to be aligned with our image.

The align=right attribute will position the image to the right of the text, with the text placed at the top of the image.

Here is some text to be aligned with our image.

Once you are comfortable with using HTML Tables, you will also be able to use table cells to manipulate image/text alignment. But first you need to practice with the above concepts.

Adding Links To Your Web Pages

You've already learned the basics of adding links to your Web documents, because the image paths applied to the src attribute within your <IMG> tags are indeed links. Adding clickable, navigational links to your site requires only a little extrapolation on what you've learned and applied to placing images.

To insert links to your Web pages, you'll need to apply the anchor tag: <A>. You can enclose both text and images within your anchor tags to link to other pages on your site or to other domains on the Web.

Here is a basic example of how to use an anchor to link text to another Web file:

<A href="http://articles.websitecreationcourse.com">Check Out My Blog</A>

Here's a quick analysis of what the above snippet means:

1. <A Opens your anchor tag; the anchor tells a browser it is reading a link
2. href=" This is your hyperlink reference. This attribute will be the actual link being connected to by the anchor tag.
3. http://articles.websitecreationcourse.com This is your hyperlink path or URL.
4. "> Closes the first part of your anchor.
5. Check Out My Blog This is the text being anchored or linked. You will always place the text and image to be linked up in the space between your opening and closing anchor tags.
6. </A> Tells the browser your link ends here.

When viewed in the IE browser this link would appear like this:

[Check Out My Blog](#)

To link from an image you would simply place your <IMG> reference between the anchor tags like this:

<A href=" http://articles. websitecreationcourse.com"><IMG src="http://timwhiston.com/images/checkout-blog.jpg" border=0 alt="Tim's Blog"></A>

Here's how this image link appears in the IE browser:

Check Out My Blog!

(Some PDF readers will not allow the above image to link out)
Note you should always use the border=0 attribute when linking from an image, otherwise your image will appear with a colored halo. Also remember to use a good alt tag for basic SEO purposes.

Using The Title Attribute In Your Anchor Tags

You can optionally use the title= attribute within your <A> tags for further keyword enhancement and/or user instruction. When creating a text link you would use title= instead of alt= to place keywords within your tag; this is a great tactic when you are not able to use keyword relevant text for your actual hypertext:

<A href="http://articles.websitecreationcourse.com" title="Articles By Tim Whiston">Click Here</A>

You can see above how I have used title="Tim Whiston's Blog". This allows me to place some decent keywords within an anchor when my hypertext (Click Here) is not keyword relevant.

It's not always convenient to use a keyword rich phrase for your links; let's face it sometimes doing so can disrupt the natural flow of your message. In these cases you can use the title attribute to maintain good SEO practices.

Also the title attribute allows you to be more instructional. You can place considerable detail within your anchor using this tactic, and when your user hovers over your link they will be able to read this message.

<A href="http://articles.websitecreationcourse" title="Articles By Tim Whiston - Be sure to check out my full article collection so you can learn more about how I can help!">Click Here</A>

Here's how title= let's me provide greater instruction in the IE browser:

Click Here

Articles By Tim Whiston - Be sure to check out my full article
collection so you can learn more about how I can help!

Opening Links In A New Window

By default the hyperlinks you build with the <A> tag will open the current page
into the destination file defined by the href= attribute. So when a user clicks on
your link, they will by default move away from the page they are on and arrive at
the link destination.

At times you might find it useful to open up your links in a new window. For
example if you are pasting an affiliate banner on your home page you should
have this link open up a new window so your visitor does not lose your site when
visiting your affiliate page.

To execute a new window all you need to do is specify the target attribute as
"_blank" or "_new" within your anchor tag:

<A href=" http://articles.websitecreationcourse.com" target="_blank" title="Tim
Whiston's Blog. This link will open in a new window.">Check Out Tim's Blog</A>

When a link that specifies target="_blank" is clicked, the user will see the target
URL in a new browser window. And as you see above you can even tell your
visitor this using the title tag.

Linking To A Specific Area On Your Page

It is sometimes useful to link to a specific part of your Web page. For instance
you might want to give your visitor a way to jump back to the top of the page they
are reading, or you might wish to link from an external article to a specific
paragraph on one of your pages.

This can all be done using the anchor tag in a slightly different way.

The first thing you'll need to do is create an anchor in the exact position you want
your visitor to arrive at when they click your link. You'll do this by adding the
attribute "name" to your first anchor tag. Let's say you need to link to a specific
headline on your page:

<A name="summary"><H1>Article Summary</H1></A>

This code simply creates an anchor reference at the selected headline. Use
anything you like for the "name" attribute; I've gone with "summary" above to
keep things simple.

Note it may be necessary to use inline CSS to keep this anchor from appearing as a hyperlink; if you're style sheet requires links to appear as blue and underlined you would need to specify within the anchor above that you do not wish the selected headline to look like a hyperlink.
So you could do this…

<A name="summary" style="color: #FF0000; text-decoration: none;"><H1>Article Summary</H1></A>

The above sample might mean nothing to you now but it will serve as a reference for you alter when get into CSS and begin using style sheets for all your pages.

So now that you have identified and anchored a specific area on your page, you simply need to furnish your user with an inbound link they can click to arrive at this area. To do this you'll insert a standard anchor tag, and you'll integrate the "name" attribute from the first anchor created above.

To call up the previously named anchor all you need to do is add the '#' character and the actual anchor name to the HTML for the link you are building. When the link is clicked a user will be taken to the exact point on the referenced Website where you placed your first anchor tag.

Here's a Web page on my domain that illustrates this in action. Visit the page, hit the link to jump down to the mockup summary, then return here for a breakdown of how this function works:

http://websitecreationcourse.com/link-to-same-page.php

Here is an analysis of how to execute this technique on your pages:

First I Must Set Up My Link Destination Using An Anchor Name.

1. First decide where your specific link will be on the page and tag this area with an anchor, using the name= attribute to set up your destination point. <A name="summary" style="text-decoration: none; color: #FF0000;"><H1>Article Summary</H1></A>
2. You'll open the anchor as normal with <A, then you'll add the name="summary" to tell the browser this is a link destination point.
3. In this example, I am using a CSS style sheet on my domain to display all my links as dark blue and underlined; however I want my <H1> text to always be bright red, and not underlined. Therefore, I must use inline CSS within the destination anchor to prevent the position from being shown like the rest of my hyperlinks (dark blue and underlined): style="text-decoration: none; color: #FF0000;">

4. The rest of the HTML process here is the same as any other anchor. I simply code <mark><H1>Article Summary</H1></A></mark> to enclose my link destination text in the H1 heading tags, and to end my anchor.

Now that my destination is set I need to create the link to this position.
1. <mark>check out my <A href="#summary">summary</A></mark> As you can see I simply open a regular anchor, apply the standard href= attribute, place my hypertext between anchor tags, and close the link with </A>.
2. The only difference in the markup code is that I use the '#' character to tell the browser the destination link is a specific point on the file being linked to. Since my example is jumping to another position on the same page all I need to put after href= is <mark>"#summary"</mark>.
3. If I were jumping to this specific location from another site on the Web, I would need to insert the complete URL path into the href attribute and then use <mark>"#summary"</mark> at the end of this path: <mark>check out my <A href=" http://websitecreationcourse.com/link-to-same-page.php#summary">summary</A></mark>

This is slightly more complex than standard linking, but not by much. By now I'm sure you're beginning to understand that building Web pages is **<u>NOT</u>** the incredibly difficult process so many people think it is!

Absolute URLs vs. Relative URLs

Whether placing images or hyperlinks there are two types of link structures in Web design. These are absolute URLs and relative URLs.

An absolute URL is the form most people can easily identify with. This structure uses the entire URL to reference an image or Web page.

For instance:

<mark><IMG src="http://www.timwhiston.com/images/tim.jpg"></mark>

Alternatively you can use relative URLs to save typing time. This is done by calling the folder and filename directly, and substituting a '.' character for the hypertext transfer protocol and resource portion of the URL.

Here's what this would look like:

<mark><IMG src="./images/tim.jpg"></mark>

As you can see, the URL above is relative to the server directory structure. A browser will read this and look for the file tim.jpg within the nearest directory named images.

Relative URLs can be used for both images and hyperlinks. Doing this will not only save you typing, it will provide a potentially smoother surfing experience for your visitors.

This is true because when a surfer clicks on an absolute URL their browser will take them back to the World Wide Web and then access the entire path to the image or file being referenced. Whereas when a browser accesses a relative URL it's a simple matter of "jumping" over to a file or folder on the same server as the present page.

Organizing Pages Using HTML Tables

Many modern designers no longer use tables and have moved entirely to CSS. That's great but I find using basic table structure allows for faster, easier creation of basic pages.

And it's <u>much</u> easier to teach new designers about tables than to teach them how to build columns, etc. using only CSS.

Tables are used to format and arrange publicly displayed info such as text, images, forms, etc. There are 3 main tags involved in a basic table:

Table - <table>
Table Row - <tr>
Table Cell - <td>

As a quick exercise let's look at how to create a small, multi-celled table like this:

Cell #1	Cell #2
Cell #3	Cell #4

Here's the code…

```
<table border=1>
<tr>
<td><P>Cell #1</P></td>
<td><P>Cell #2</P></td>
</tr>
<tr>
<td><P>Cell #3</P></td>
<td><P>Cell #4</P></td>
</tr>
</table>
```

Now let's look step-by-step at every element within the code above. See below for a quick analysis.

1. <mark><table border=1></mark> We simply open the table tag, including the border attribute at 1 pixel.

2. <mark><tr></mark> We then open our table row.

3. <mark><td><P>Cell #1</P></td></mark> Next we open our first table cell, open a paragraph tag, and insert this text: Cell #1.

4. <mark></P></td></mark> We close the paragraph and the table data cell.

5. <mark><td><P>Cell #2</P></td></mark> We repeat the cell and paragraph function.

6. <mark></tr></mark> We close our table row.

   <mark><tr>
<td><P>Cell #3</P></td>
<td><P>Cell #4</P></td></mark>
7. <mark></tr></mark> We repeat this entire sequence.

8. <mark></table></mark> We end our table.

There's nothing to it. The only difference in this simple table and a robust table filled with content and pictures is the amount of typing required!

Basic Table Attributes

You'll use these primary attributes when building your tables:

1. <mark>cellpadding=</mark> This tells a browser how many pixels of padding to add between the table borders and the content within the table
2. <mark>cellspacing=</mark> This tells a browser how many pixels of space are between the outside of the border and the inside of the border.
3. <mark>border=</mark> This tells a browser the thickness of the table border, if applicable.
4. <mark>bgcolor=</mark> This tells a browser the table background color, but I generally don't use this attribute; instead I use inline CSS style="background-color: x;"
5. <mark>valign=</mark> You'll use this within your <td> tags to vertically align your content to start at the top, middle, or bottom of the table column.
6. <mark>colspan=</mark> This is used for stretching vertical cells across multiple columns; I'll demonstrate how this works shortly.

And here are some standard examples of inline CSS you can use for detailing your tables:

background-color: #FFFFFF

As discussed briefly above this defines the background color (in this example white). I add this to the <td> tags in most cases but you can also use this CSS with the main <table> if you want.

border :

This gives you more control over your border. You can easily manage your border width, color, and style by adding the appropriate attributes here.

State your border width in pixels like this:

border : 1px
border : 2px
border : 3px

Indicate color by simply adding your preferred code:

border : #000000 (black)
border : #FF0000 (red)
border : #00FF00 (green)

Define a border style using one of three basic attributes:

border : solid

border : dashed

border : dotted

padding-right:
padding-left:
padding-top:
padding-bottom:

These attributes let you specify different cellpadding for each cell, and even for each side of the cell. Again I'll show you how this works a bit later.

Below are two examples of slightly more "complicated" HTML tables for you to evaluate:

```
<table width=500 style="border: 2px dashed #000000;">
<tr>
<td valign=top>
        <center><IMG src="http://www.websitecreationcourse.com/images/site-builder.jpg" alt="WFX Site Builder">
        </td>
    <td valign=top>
        <H2 align=center>WFX Site Builder</H2>
        <P>The WFX Website Builder is an amazing little tool that makes it easy for anyone to design a great site.
        Even if you don't know the first thing about HTML you can use this product to build your first Website
        quickly and easily, and without having to hire an expert.</P>
        </td>
</tr>
</table>
```

Here's what this table looks like in the IE browser:
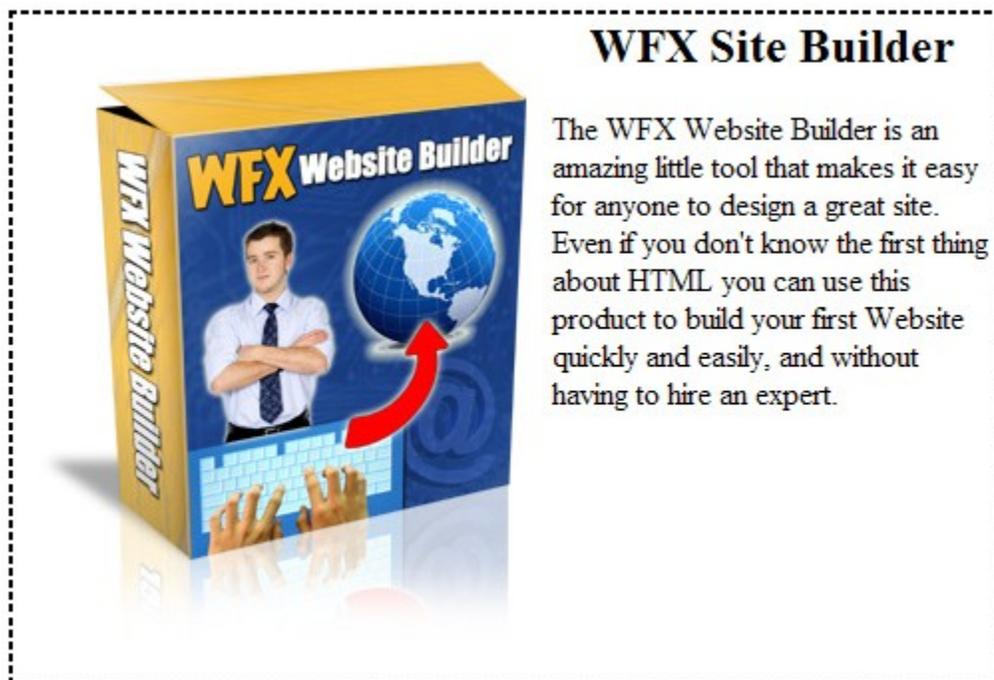
By now you should be able to examine the code above and see exactly what is happening on each line. Have a look at the HTML, then look at the visual, actual-sized screenshot of the table as it appears in a browser, and determine what each piece of the code relates to.

On the next page you'll find another table scheme for analysis.

```
<table width=400 style="border: 2px solid #0000FF;">
<tr>
    <td valign=top colspan=2><H2 align=center>Headline Spans Both
Columns</H2></td>
</tr>
<tr>
    <td valign=top style="padding-top: 8px; padding-bottom: 5px; padding-left:
5px; padding-right: 5px;">
        <P>text here text here text here text here text here
        text here text here text here text here text here
        text here text here text here text here text here</P>
        </td>
    <td valign=top style="padding-top: 8px; padding-bottom: 5px; padding-left:
5px; padding-right: 5px; background-color: #CCCCCC;">
        <P>text here text here text here text here text here
        text here text here text here text here text here
        text here text here text here text here text here</P>
        </td>
</tr>
</table>
```

Here's what this table looks like in the IE browser:

And here is a full breakdown of how the block of code translates into the table display above:

1. `<table width=400 style="border: 2px solid #0000FF;">` Table opens, width defined as 400 pixels. Inline CSS indicated as a solid, blue border that is 2 pixels wide.
2. `<tr>` First table row opens.
3. `<td valign=top colspan=2><H2 align=center>Headline Spans Both Columns</H2></td>` Table data column opens, with vertical alignment to the top of the cell. Also note colspan tells this cell to span 2 columns. We

also open a heading2, center aligned; finally heading and table column closes.

4. <mark></tr></mark>
   <tr> First table row closes, next row opens.

5. <mark><td valign=top style="padding-top: 8px; padding-bottom: 5px; padding-left: 5px; padding-right: 5px;"></mark>

   <mark><P>text here text here text here text here text here text here text here text here text here text here text here text here text here text here text here</P></mark>

   <mark></td></mark> New table data cell (column) opens, again vertically aligned to the top. Inline CSS opens, defining top padding at 8 pixels and left, right, and bottom cellpadding at 5 pixels. Finally a mockup paragraph text block is inserted and table column is closed.

6. <mark><td valign=top style="padding-top: 8px; padding-bottom: 5px; padding-left: 5px; padding-right: 5px; background-color: #CCCCCC;"></mark>

   <mark><P>text here text here text here text here text here text here text here text here text here text here text here text here text here text here text here</P></mark>

   <mark></td></mark> Right table column is placed, identical to the left aside from the background color, which is gray in the right cell.

7. <mark></tr></mark>
   <mark></table></mark> Table is closed.

Can you assess the code above, look at the visual display of the HTML table, and understand what is happening? If so congratulations this course is sinking in!

If you can't see the relation between the code and the screenshot, I recommend you go back and read through the earlier sections of this course. It's totally fine to cover this material a few times before getting a complete handle on it; in fact this is quite normal.

The previous 70 pages contain the bulk of what you need to know about basic HTML, domain names, hosting, and FTP. The next section is going to cover the key basic fundamentals of incorporating CSS into your design applications for great control and flexibility.

CSS- Cascading Style Sheets

As the name implies, Cascading Style Sheets technology gives a Webmaster control over the numerous style elements of his or her site. CSS tells a browser how to format things like background color, fonts, page layout, etc.

CSS was developed by the World Wide Web Consortium (W3C) as a method of handling Web page layout in a very easy manner, and as a way to be sure a Web page will function consistently with all Web browsers. While some designers build their pages completely with CSS, this course assumes a mixture of basic

HTML and basic CSS, which I believe is the simplest and most effective approach for people who are very new to the concept of Web page development. There are three ways you can use CSS within your design activities.

Inline CSS

You can apply CSS directly within your HTML tags; this is called inline style. I have demonstrated this technique numerous times already in this course.

Here's another example of how inline style might be used:

<FONT **style="background-color: #FFFF00;"**>Highlighted Text Here</FONT>

In the above sample, you would be telling a browser to apply a yellow background to the text between the <FONT> tags. This tactic is very useful for quickly adjusting the style or look of a specific portion of your Web page.

Appearance in the IE browser:

Highlighted Text Here

Inline style commands are a great way to define the look of various Web page elements as you build. And when you add inline CSS to your HTML tags, you will be overriding any pre-determined style definitions put in place by your internal or external style sheets.

Let's use a dissected example to clarify what I mean by "overriding any pre-determined style definitions using inline CSS":

If I am using an external style sheet (discussed in detail shortly) to control the way my Web pages appear, this one CSS file will tell a browser what my text looks like in terms of size, font family, and color, what color my background and different foregrounds are, how my hyperlinks appear and behave, plus just about anything else I want to pre-define. All of the visual elements that make up my Web pages will be uniform and consistent from page to page, all based on what I define in my external CSS document.

Having explained this, let's assume that I have set up my style sheet to define all <A> tags as bold font, underlined, dark blue in color, and even specified that anchors should appear with a bright yellow background color when hovered over with a mouse. This could be a pretty effective way of displaying my links right?

Here's what this would look like in the IE browser:

Default Link Display   and   **Default Link Display**

However as I build a particular page I come to a point where I would like to create a link from one of my opening paragraphs to an article headline that is far down on the same page. I'll have to use <A> tags to do this, but clearly I don't want to display the headline a user can "jump to" as a big, blue, underlined piece of text; after all in this case my anchor will not be a real hyperlink!

In this working example my *link going to* the article summary further down the page will of course be and thus appear like a standard hyperlink:

check out my **summary** for this article

But the destination headline, which also uses the HTML <A> tag (see tutorial on linking to part of the same page in this course) is **not** a hyperlink and thus need not appear like the other anchors (links) on my site. In fact this summary headline is an <H1> style heading, and these tags are defined by my external style sheet as being red, bold, not underlined, and sized at 24px.

Here is how my H1 tags should appear, and how the specially anchored headline in this scenario needs to appear:

Article Summary

But since I must use an <A> to integrate the above heading into the link from another paragraph on the Web page, it will appear with some or all of the anchor characteristics defined in my CSS document unless I actively do something to prevent this. Some browsers will display the text with attributes of both the <A> and <H1> settings as specified in my style sheet; this could mean the words "Article Summary" would appear as large, red, underlined, and with a yellow background when hovered over!

Other browsers will allow one tag to override the other, leaving the heading to appear as either a link or a large, red headline. A good designer will not leave something like this to chance of course, and will choose to be proactive.

The solution in this case is to apply inline CSS within the <A> tag after the link has been built. By doing so I can maintain a consistent display of all my elements – links, headings, etc. – throughout my Web page(s). Here is the exact style I would add to my <A> tag:

<A name="summary" **style="color: #FF0000; text-decoration: none;"**><H1>Article Summary</H1></A>

As you can see what I have done above is tell the browser the pre-determined CSS will not apply to this particular anchor tag, and that instead the CSS which follows **style="** should be displayed.

<u>Internal Style Sheets</u>

Some designers place their style references within the Head of the HTML document to control the specific elements for the entire page. This is known as an "internal style sheet".

Inline style sheets are not an efficient method of defining style and therefore not the approach I recommend in most cases. If you have an instance where you want one page to have a completely separate style scheme than the rest of your site an internal style sheet would be a solution, but aside from this I urge you to stick with external CSS sheets for overall style and inline CSS for exceptions.

To add an internal style sheet you your pages, you need only open and close <STYLE> tags within the <HEAD> portion of your document, and then add your various CSS specifications between the style tags. See the example below:

```
<HEAD>
<STYLE type=text/css>

BODY {

background-color: #178D3E;
font-family: Arial;
}

H1 {
font-family: Tahoma;
font-size: 22px;
color: #FF0000;
}

H2 {
font-family: Tahoma;
font-size: 20px;
color: #000000;
}

H3 {
font-family: Tahoma;
font-size: 18px;
color: #000000;
}

H4 {
```

```
font-family: Tahoma;
font-size: 18px;
color: #FF0000;
}

A {
color: #172B8D;
font-weight: bold;
text-decoration: underline;
}

</STYLE>
</HEAD>
```

By placing your pre-defined style between the <HEAD> tags in this manner you are telling a browser how all the relevant elements on this page will be displayed.

External Style Sheets

The most exciting application of CSS is using an external style sheet that dictates the style and look of your entire Website. You do this by creating a new document, filling this document with all of your CSS requirements, saving this doc with a .css extension (see page.css in your resources zip) and finally referencing this external style sheet in the head of your HTML document.

This is done by placing a reference in the Head of your HTML like this:

```
<link rel="stylesheet" type="text/css" href="page.css">
```

The above tag, loosely translated, is telling a browser the page being viewed is "related" to an external style sheet, and this style sheet is named page.css. Here's the specific breakdown:

1. <link Opens the link tag which will locate the external style sheet; this is the only example of <link> used in this course.
2. rel="stylesheet" This indicates the relation of the link to the current Web page, i.e. tells the browser "this is an external style sheet".
3. type="text/css" The type of style sheet is text/css.
4. href="page.css"> Direct reference to the actual style sheet. This could also be specified as an absolute URL like: http://yoursite.com/page.css

By placing this simple line of code into the head of all your Web pages, you will have the power to make site-wide changes to elements like headings, links, page colors, and more by editing a single file!

Open your sample CSS document you downloaded with this module (page.css) into your preferred Web page editor and I'll give you an overview of what the content of this file actually does. The best way to learn CSS is just to jump in and get involved so let's do that:

```
BODY {

background-color: #CCCCCC;
background-image: url(./images/back.);
font-family: Arial;
}
```

The above section of your CSS tells a browser a few things about your main page body.

1. Your main background will be gray (#CCCCCC).
2. You could add an image to your server named back.gif or back.jpg and this image would tile across the page background.
3. The default font family for your entire site will be Arial.

In this manner you can control the basic body attributes for each page on your Website.

```
H1 {
font-family: Tahoma;
font-size: 24px;
color: #FF0000;
}
```

The above CSS defines your primary headline style.

1. All H1 text will be in the Tahoma font.
2. H1 text will be sized at 24px.
3. H1 will be bright red in color.

The next three selections tell a browser how to display your H2, H3, and H4, headlines. Editing any of these will immediately alter the appearance of any related headlines anywhere on your site, so long as every page contains a reference to the external style sheet between the head tags.

```
H2 {
font-family: Tahoma;
font-size: 22px;
color: #000000;
}
```

```
H3 {
font-family: Tahoma;
font-size: 18px;
color: #000000;
}

H4 {
font-family: Tahoma;
font-size: 18px;
color: #FF0000;
}
```

And let's look at how you can define your text links on any pages that call up this external CSS file.

```
A {
color: #0000FF;
font-weight: bold;
text-decoration: underline;
}
```

1. Your text links will be a deep blue color.
2. All text inks will be in bolded text.
3. All text links will be underlined.

You could take this a step further and even define what a link would look like when a mouse hovers over them, what they look like after being visited, and what they look like when they are currently active.

Whatever parameters you set within your style sheet will control all related elements *site wide*. So you can easily edit your font style, background color, link behavior, and more for every page and even individual sections of each page by editing a single CSS file!

All you need to do is state the parameter you wish to address, then use the { and } characters to contain the specific attributes for that parameter. Each attribute needs to be punctuated with a ';' character and for organizational purposes it's best to have one attribute per line.

So your style elements will look like this:

```
Parameter To Be Addressed
{
attribute;
attribute;
attribute;
```

```
}
```

Is this easy or what?

There are *numerous* specific attributes you can use with CSS. For space reasons I have chosen not to attempt to list the literally hundreds of individual elements within this PDF, but I have provided the link to a wonderful online directory containing every CSS property you'll ever need.

Click Here for the W3C's comprehensive reference of CSS commands.

And as a nice little extra I've pasted a base module for creating your own impressive CSS menus right into this document. See below for both horizontal and vertical display options.

Copy And Paste CSS Menu Modules

Copy the base CSS below and paste it into your external style sheet. All you'll need to do then is edit the specific properties to meet your own preferences.

(Further down you'll find two different snippets of code you can add to your actual Web page source to display a horizontal or vertical CSS menu.)

Base Module For Your External Style Sheet

```
.buttonscontainer {width: 120px;}

.buttons a {color: #;
border: 1px solid;
background-color: #;
padding: 0px;
padding-left: 0px;
font: 12px Arial, sans-serif;
font-weight: bold;
text-decoration: none;
border-color: # # # #;
display: block;
margin: 3px;
width: 100%;
text-align: center;}

.buttons a:hover {border: 1px solid;
padding-left: 0px;
padding-top: 0px;
padding-bottom: 0px;
padding-right: 0px;
```

```
background-color: #;
border-color: # # # #;
color: #;
text-decoration: none;}
```

Copy the above and paste into your style sheet, then edit the specifics to your liking. For your convenience you really don't need to edit the majority of this module; only the colors need specifying.

Here's a quick explanation of how to update the base module to reflect your chosen colors:

`.buttonscontainer {width: 120px;}` This simple indicates the element being addressed, in this case the area with your menu buttons, and sets the width.

1. `.buttons a {color: #;` This property defines the link text color within your button.
2. `border: 1px solid;` This defines the look of the button border.
3. `background-color: #;` This allows you to control the color of the actual button behind the link text.
4. `padding: 0px;`
   `padding-left: 0px;`
   `font: 12px Arial, sans-serif;` These properties cover the padding (room between border and text) for your buttons and set the font attributes.
5. `font-weight: bold;` If you like you can change this property to bold or non-bold the link text.
6. `text-decoration: none;` You can define the text on your buttons to appear as normal, italic, underline, etc. using this property.
7. `border-color: # # # #;` Use this property to define the color of all four borders (top, bottom, left, right) for your buttons.
8. `display: block;`
   `margin: 3px;`
   `width: 100%;` These properties define the shape of your menu buttons, your margins, and the width in relation to the overall button container.
9. `text-align: center;}` this sets the alignment of your link text within your buttons.

Note the { } opens and closes the specific CSS properties. Remember this rule each time you add a new element to your internal or external style sheets.

The next bock of code in your CSS menu base simply defines how your buttons look when you hover over them with your mouse:

`.buttons a:hover` `{border: 1px solid;`
`padding-left: 0px;`
`padding-top: 0px;`

```
padding-bottom: 0px;
padding-right: 0px;
background-color: #;
border-color: # # # #;
color: #;
text-decoration: none;}
```

You can add any color codes, padding settings, or text decorations you like to customize your menu buttons. By editing the color settings alone you can create as many new menu looks as you want.

The next base snippets can be used for your menu foundation. Copy and paste the code below into your actual HTML documents and edit the text and link information to fit your needs; I've contained the menus within tables to keep it all simple for you.

Vertical CSS Menu Code

```
<table border=0 cellpadding=0 cellspacing=0>
<tr>
    <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
</tr>
<tr>
    <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
</tr>
<tr>
    <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
```

```
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
</tr>
<tr>
    <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
</tr>
<tr>
    <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
</tr>
</table>
```

To see what this sort of menu can look like once you've added your own color codes check out the vertical display on the page below; be sure to note the hover effect when you mouse over the buttons.

http://www.websitecreationcourse.com/css-menu.php

Horizontal CSS Menu Code

```
<table width=360>
<tr>
    <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
```

```
</div>
</center>
        </td>
        <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
        <td>
        <center>
<div class="buttonscontainer">
<div class="buttons">
<a href="">Menu Item</a>
</div>
</div>
</center>
        </td>
</tr>
</table>
```

To see what this sort of menu can look like once you've added your own color codes check out the horizontal display on the page below; be sure to note the hover effect when you mouse over the buttons.

http://www.websitecreationcourse.com/css-menu.php

A menu is an element that might need to appear on multiple pages on your site. This opens the floor perfectly for a quick discussion on using includes on your Web pages to save time and provide for greater management efficiency.

Saving Loads Of Work With Server Side Includes

An SSI (Server Side Include) is a coded reference within your HTML that tells a browser to locate a specific file on your server and to display this file in the location where the include is indicated. This simple system allows you to create a single file for your site menu, footer text, etc. and to then display this information on as many pages as you like without having to actually add the code for menu, footer, or whatever on every one of your pages.

Imagine having a twenty-page Website, and having your menu on every page. If you decide to add a new page this needs to be reflected on your menu, and how much of a drag would it be to edit your menu code in twenty different files?

By putting an includes system in place you can change your menu by editing just one file! To use includes you must save your Web pages with either the .shtml or .php extension instead of .html

When saving your pages as .shtml the structure for your includes will be:

`<!--#include virtual="/file.txt" -->`

Here's what this means to a browser:

1. `<!--#include` This announces the placement of an SSI.
2. `virtual="/file.txt" -->` This tells the browser where to find the include file that contains the content to be displayed in this location; in this case the browser will find a doc in the current directory named file.txt

When saving your pages as .php the structure for your includes will be:

`<?php { include 'file.txt';}?>`

Here's what this means to a browser:

1. `<?php` This announces the opening of a snippet of PHP code.
2. `{ include 'file.txt';}?>` This tells the browser where to find the include file that contains the content to be displayed in this location; in this case the browser will find a doc in the current directory named file.txt

Two important notes…

1. Your actual includes need to be created and saved as .txt (text) files.
2. Your Web pages can be plain HTML and still be saved with a .php extension; so you don't need to be a software programmer to use this quick and easy little trick.

Let's use a CSS menu as the subject of an include execution. I might place the following code in the left margin of all my Web pages to place my menu:

`<?php { include 'menu.txt';}?>`

This of course tells a browser to find the file menu.txt on my server, and to parse the contents of this file here. The term parse simply means execute and display.

To set this up properly I would need to create the HTML for my Website menu, place this into a new document by itself, and save this document as menu.txt. I would then upload my menu.txt file to the server; from here forward any time I want to change the menu on any of my Web pages I only need to alter this one

file and my changes will be reflected on every page containing my includes statement.

You can use includes to display anything that needs to occur on multiple pages.

Editing Simple Web Graphics

I use Adobe PhotoShop to build my graphics, but there are many other alternatives to this software. I have already provided you with the links to some low-cost and free image editors, so by now you should have downloaded your chosen tool.

I will be using Photoshop for my tutorials, but the tactics I cover will be general. You should be able to follow along with me using any of the image programs I suggest in this course.

Different Types Of Images Files

There are two main types of image files that are used within the Web design process. These are .gif and .jpg, and I've included a brief explanation of these file types here:

GIF – Graphics Interchange Format

Compuserve's 8-bit GIF format has long been the most popular on the Internet, mainly because of its small size. It is ideal for small navigational icons and simple diagrams and illustrations where accuracy is required, or graphics with large blocks of a single color. The format is loss-less, meaning it does not get blurry or messy. GIFs use a simple technique called LZW compression to reduce the file sizes of images by finding repeated patterns of pixels, but this compression never degrades the image quality.

GIF files can be saved with a maximum of 256 colors. This makes it a poor format for photographic images. Because this can sometimes be tight, GIFs have the option to dither, and will mix pixels of two different available colors to create a suggestion of another color.

GIF files can be saved as animations. They can also be saved with a transparent background.

JPEG – Joint Photographic Experts Group

The 16-bit JPEG format (usually written without the E), was designed with photographs in mind. It is capable of displaying millions of colours at once, without the need for dithering, allowing for the complex blend of hues that occur in photographic images.

JPGs use a complex compression algorithm, which can be applied on a sliding scale. Compression is achieved by 'forgetting' certain details about the image, which the JPG will then try to fill in later when it is being displayed. You can save a JPG with 0% compression for a perfect image with a large filesize; or with 80% compression for a small but noticeably degraded image. In practical use, a compression setting of about 60% will result in the optimum balance of quality and filesize, without letting the lossy compression do too much damage.

What All the Blah-Blah Above Actually Means

I wanted to include the detailed, technically accurate content about .gif and .jpg image files to keep things "on the level". Now allow me to break this down in a manner that you can actually run with.

Use the GIF format when you want to save graphics that are animated, have transparent backgrounds, or include lots of text, geometric shapes, or other detailed lines.

Use the JPG format when working with photographs where you want to retain the detail quality; also when you want to decrease the file size greatly for a faster load time.

Buying Base Graphics And Customizing Them

Until you develop the skill set required to build complex graphic files, I recommend you purchase a few basic graphic templates and customize these to fit your exact needs. This will save you loads of time, and it will allow you to leverage existing, quality graphic files as your foundation.

There are many places online where you can buy header graphic templates, order button templates, etc. And using a good image editor you can open these base files and make a few simple changes to end up with your own unique graphics.

Refer to the compressed folder called Header-Templates.zip, which you downloaded with this course to find 35 professionally built graphic files. These can be altered and used on as many sites as you wish.

In fact your resource download template-two.html is already set up to display a header graphic within the top table cell. You may customize any of your base header graphics and add them to the HTML template-two page.

All of these graphics are in .jpg format, so you can easily add a few of your own elements to them and re-save them as completely new headers. Using your preferred image editor, simply open the header template you wish to personalize.
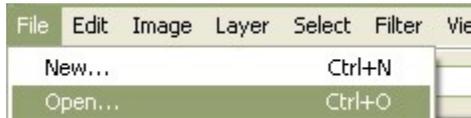
Once you have this header template open you can use your graphic editor's tool sets to add a title and tagline.
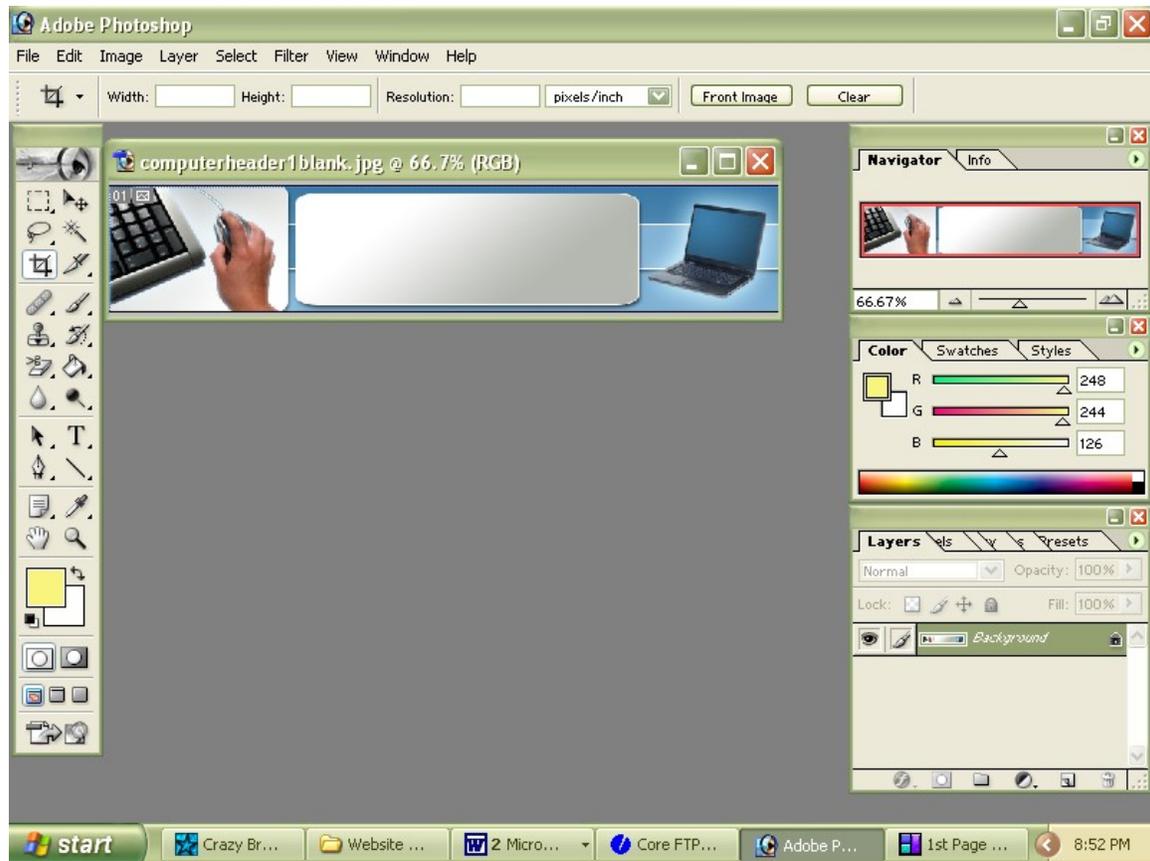
In the screenshot above you can see how the header opens into my PhotoShop palette. You'll also notice the numerous tool options to the left of the screen.

Every image-editing program has a font function. And this is almost always accessed by clicking on an icon that looks like this:

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Activating the text/font tool will bring up a toolbar much like the option found in Word, WordPerfect, and similar applications. The font toolbar in PhotoShop will appear like this:
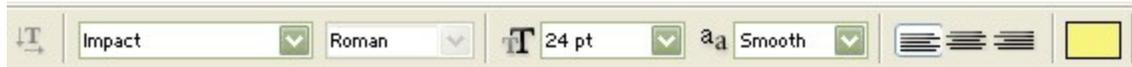
This should be fairly self-explanatory for you. Using this bar, you may select the type of font to display, the size, weight, alignment, and color.

In my example, I will select a medium blue font color. And I'll go with the Impact family.

After selecting my font attributes I use my mouse to choose a starting point and type my title text right onto the image. It's really this easy!

Then, going to the Layers palette in the lower left corner of PhotoShop, I double click the text layer I just added. This will bring up some cool effects options I can add to my title text.

Double clicking the text layer activates the Layer Style pop-up window, shown below.
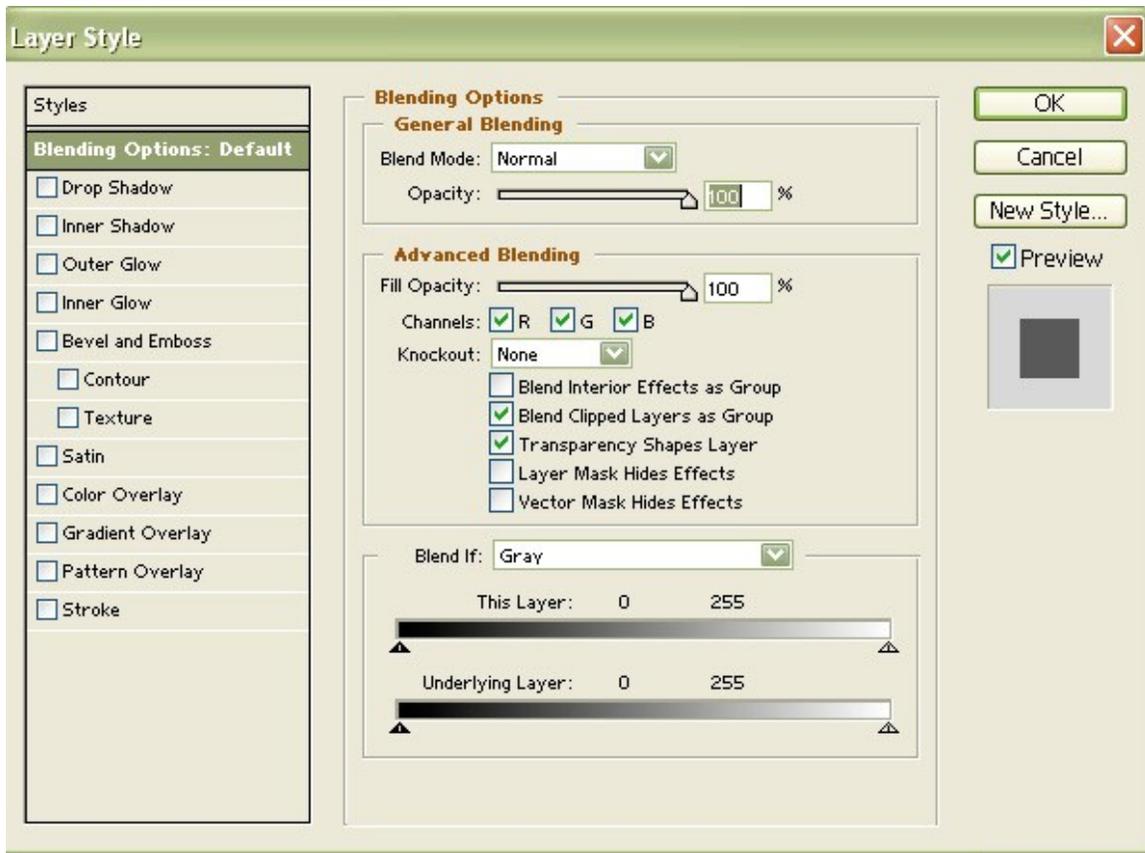
On the Layer Style pop-up, I then select the Stroke box found at the bottom of the left column.

This will open up the Stroke window, at which time I can select the width and color of the outline (or stroke) I want for my title text. The screen shot below shows that I have set a 1 pixel border width and chosen the color black:
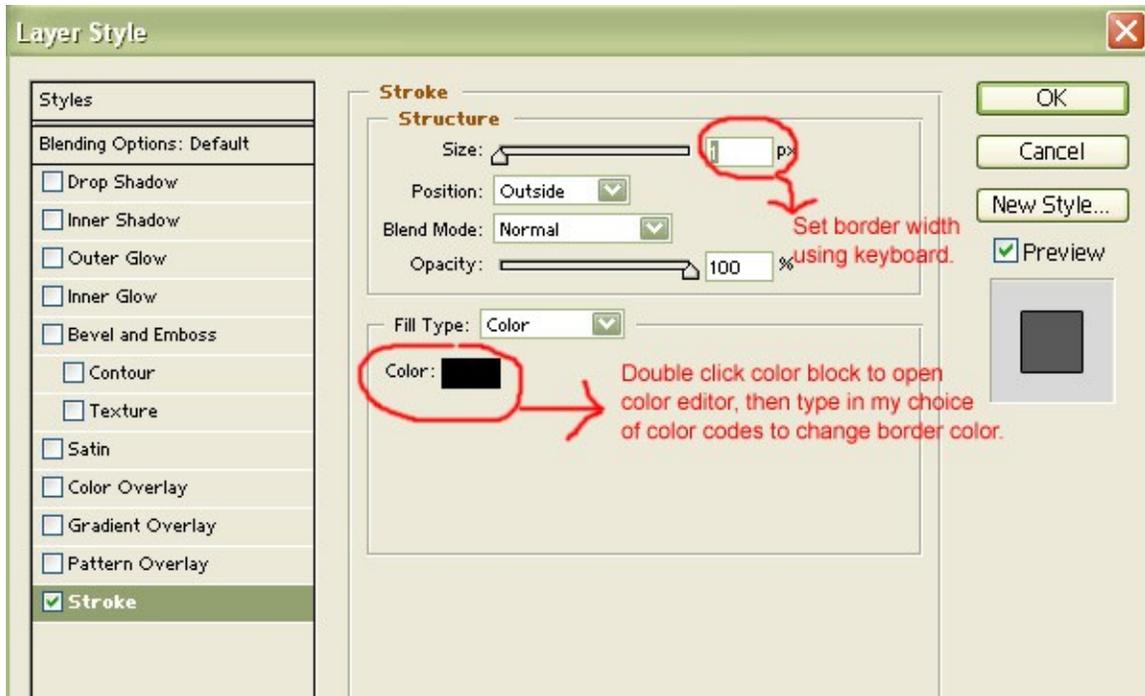
This will create a thin black outline for my title text:

Next I will check the Drop Shadow box on the Layer Style pop-up box:

To keep things simple I'll simply go with the default Drop Shadow setting by clicking the OK button and closing the Layer Style window. The result is a nice looking shadow beneath my header title text:

To finish up I'll add a quick tagline to my header. I can do this by clicking the text/ font icon again.

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I'll use the font toolbar to choose a new color for my tagline. In this case I'll go with white.

I can always use the mouse to indicate where my text starts with a simple click. And I can use the 'Move' tool to relocate text once I've entered it.

In PhotoShop the 'Move' tool icon looks like this:

Once I enter my new, white tagline I see the text needs a stroke outline to help it stand out:

To fix this it's back to the Layer palette in the lower left corner where I'll double click the tagline text layer to bring up the Layer Style pop-up.

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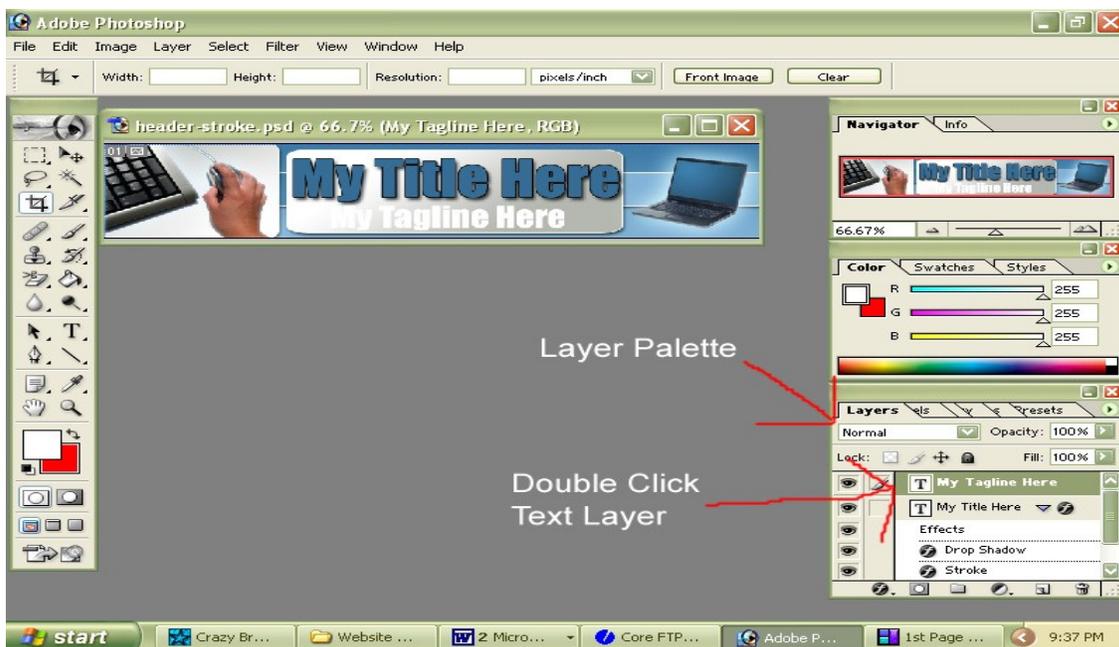
When the Layer Style window pops up I'll once again select the Stroke effect, and once again set the outline parameters for 1 pixel width and black margin color.
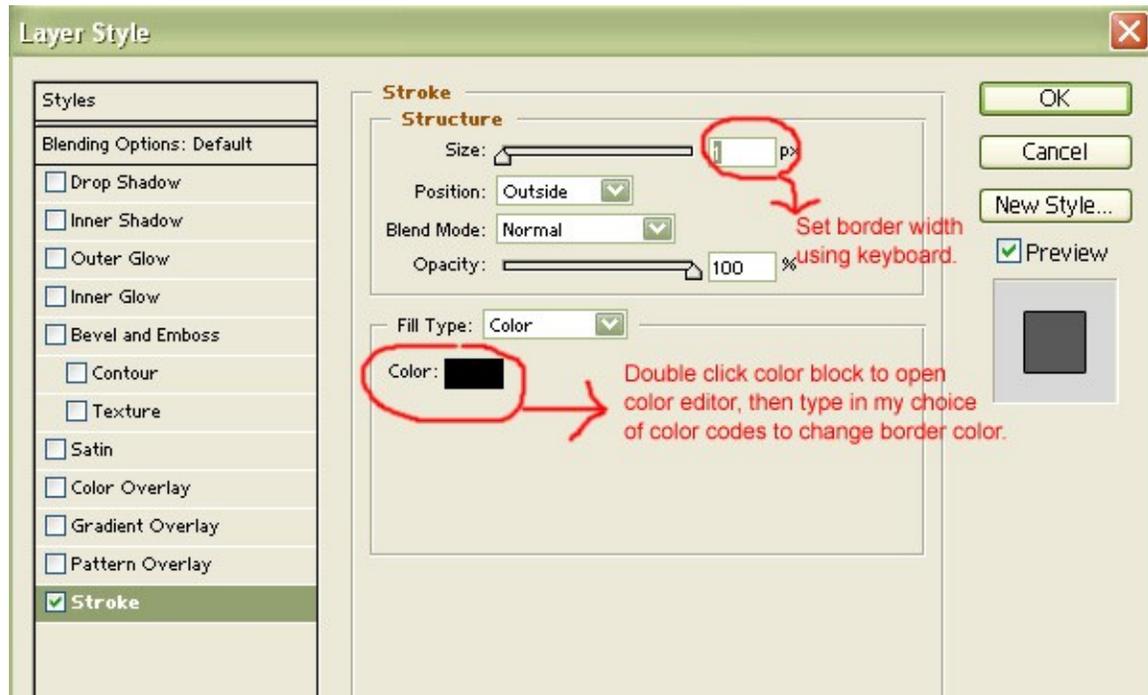
This will create the following look:

At this time I can simply save my newly customized header image. I'll be sure to select 'Save As' and choose a filename that is keyword appropriate, as discussed in a previous section; and of course I'll choose the .jpg format.

The procedure mapped out in the above screen shots took less than ten minutes to complete. By using pre-built graphic templates you can *easily* add a full suite of great looking, personalized graphic elements to your site.

Adding Special Elements To Your Web Pages

Now that you understand the basics of building Web pages, working with images, and even using SSI functions for improved control, let's look at how you can add a few special elements to your site. This section will also include a casual discussion of effective Web marketing tactics.

Adding Special JavaScript Effects

JavaScript is a programming language created by Netscape. This powerful code can be added directly into your HTML files to create a tremendous variety of functionality.

JavaScript code can be used to produce drop down menus, image rotators, countdown scripts, and more. Learning to create these effects from scratch can be very time consuming, but I'm pleased to provide all **Website Creation Course** participants with a fabulous shortcut.

You are entitled to a free gift - Webmaster Black Label Tools - that will allow you to create a slew of great java script effects with a few clicks of a button. This easy to use resource wizard puts a full suite of professional grade Web effects right at your finger tips; just fill out a few forms, click the 'Create' button, then copy the script and paste it into your Web pages to run the effects on your site!

[Click Here](#) to download your copy of Webmaster Black Label Tools now.

Just open this software up and locate the effects you want to add to your pages. Each individual effects screen will provide you with copy and paste instructions; in most cases you'll simply add the provided code where you want it to appear, but occasionally you'll also be told to paste a line of code into your HTML <head> section.

Adding Adsense Blocks To Your Web Pages

A great way to generate extra revenue with your Website is to publish Google Adsense or other contextual advertisement on your pages. Doing so allows you to benefit from the millions of dollars being spent each year in the Pay Per Click marketing sector.

Here's a quick overview of how this works:

Advertiser's pay services like Google for sending traffic to their sites. Google (and other advertising services) in turn allows Website owners to become part of their publisher network.

Publishers are able to add a special code to their pages. This code actually reads the content on the page where it is placed, and then pulls ads from the Google database that match the page content.

So if you own a site about fly-fishing, and you add the Google code to your pages, the code will generate ads about fly-fishing gear. Ads of this nature will be attractive to your readers, and when they take action and click on an ad you will receive a portion of the revenue the advertiser pays Google for displaying their ad.

This can be a great way to earn passive money. And adding the code to your site is extremely easy.

First, you'll need to register a free publisher account with Google Adsense. It can then take up to three days for the approval team to check your site and clear you for publishing.

Once your publisher account is approved, you may login and generate your ad code.

Once you've logged in select Adsense Setup.
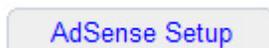
This will bring you to a screen where you can select between three setup options. Select Adsense For Content.

On the next page tick the radio button for Ad Unit and click the Continue button.

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Ad unit [Text and image ads (default) ▼]

Ad units contain either text ads, image ads, or both. The ads are targeted to the content of your page using contextual and placement targeting.

Linked Title
Advertiser's ad text here
www.advertiser-url.com
Ads by Google

On the following page you'll need to select your ad block format and color scheme. These parameters will determine what the ads displayed on your pages will look like.

I recommend setting your format for a 336 x 280 Large Rectangle. I further recommend you set your color codes exactly as seen in the screen shot below.

Format

Ad units come in a variety of sizes - view all the options on our Ad Formats page.

[336 x 280 Large Rectangle ▼]

Colors

Choose from one of our pre-designed color palettes, or create your own palette. Tips

* Some options apply to text ads only.

Palettes [basic ▼]
Save as new palette | Edit palettes

Border # FFFFFF
Title # 0000FF
Background # FFFFFF
Text # 000000
URL # 008000

Sample

Linked Title
Advertiser's ad text here
www.advertiser-url.com
Ads by Google

This layout was recommended to me by world famous Adsense guru Joel Comm. Below is a screen shot of how this block appears in the IE browser:

Hot New Entrepreneurship
Hottest New Product In Vending! Only One Route Per Area
VendingSystems.com/Entrepreneur

Entrepreneur Education
Sessions, Strategies, & Networking for Women Business Owners. Sign Up.
SmallBusiness.OfficeLive.com

Entrepreneur
Find Start-Up Services & Resources. Search Our Leading B2B Directory.
www.business.com

BEST Business Opportunity
Turn $3K into $250K - 1st year Turnkey - No Selling - No B.S.
www.50kPerMonth.info

Ads by Google

After selecting your ad block format and color, click Continue. Then click Continue on the next page (no need to edit anything here), and finally click the code Get Code button:

At this time you will be shown a text box of raw Adsense unit code.

Your AdSense unit code:

```
<script type="text/javascript"><!--
google_ad_client = "pub-3389491496461109";
/* 336x280, created 3/4/08 */
google_ad_slot = "9786126845";
google_ad_width = 336;
google_ad_height = 280;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
```

Simply copy this and paste it into your Web page where you want it to appear:

```
<script type="text/javascript"><!--
google_ad_client = "pub-3389491496461109";
/* 336x280, created 3/4/08 */
google_ad_slot = "9786126845";
google_ad_width = 336;
google_ad_height = 280;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

A great way to handle your Adsense publication is using the SSI system. Here's how to do this:

1. Paste your Adsense code into a notepad doc:
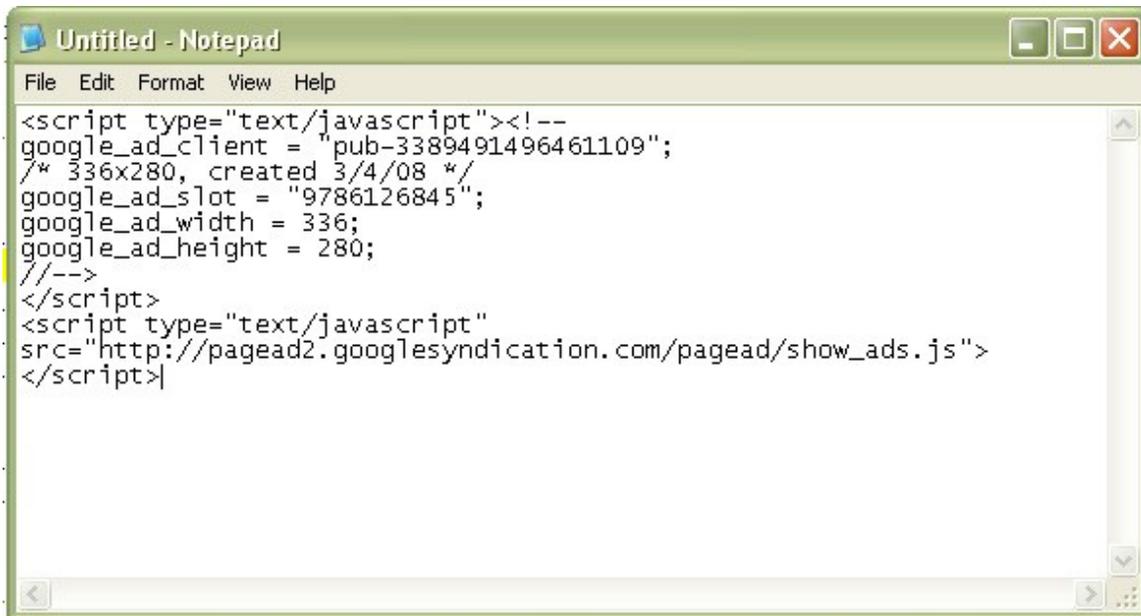
```
Untitled - Notepad
File  Edit  Format  View  Help

<script type="text/javascript"><!--
google_ad_client = "pub-3389491496461109";
/* 336x280, created 3/4/08 */
google_ad_slot = "9786126845";
google_ad_width = 336;
google_ad_height = 280;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

2. Save the notepad doc as adsense.txt
3. Upload this adsense.txt to your server.
4. Add the following include tag to your Web pages where you'd like the Adsense block to appear: <?php { include 'adsense.txt';}?>

Using this sort of includes system will allow you to edit or delete the Adsense displays across your entire site by modifying a single file instead of having to change multiple pages.

Recommended Resource

To learn even more about earning passive money with the Google Adsense system download my *Adsense Revenue Exposed* e-book. This comprehensive report will give you everything you need to launch your own Adsense publishing campaign right now.

Click Here right now to learn more.

Adding Opt-in Forms To Build Your Mailing List

Regardless of what you are using a Website to promote, building your own opt-in list is one of the best ways to create return traffic. An opt-in list is a group of prospects who have taken the time to actively sign up for your newsletter or email list because they want more information on your product, service, or organization.

Why Do You Need An Opt-in List?

Marketing statistics tell us that on average, less than 2% of your Website visitors will buy from you on their first visit. This means the huge majority of your visitors are going to leave your site without spending money.

These are the cold, hard facts. And in many cases once someone leaves your site, they may never come back.

That's a little scary I know. But not to fear, there is a solution.

By devising a great way to collect your visitors' contact information before they leave, you can get your prospects onto a list and follow up with them on a regular basis. According to popular research numbers, your chances of making a sale increase dramatically each time you are able to present your offer to a prospect; in fact many studies show that a potential customer often needs to see an offer up to seven times before finally deciding to buy!

Once you have someone on your mailing list, you are free to contact him or her whenever you like and provide additional chances to see the value of whatever it is you are selling. A good follow-up campaign is the foundation for any profitable Web business.

How Do You Build An Opt-in List?

As you can imagine, people are not likely to hand you their contact info just because you ask for it. So you need to give a prospect a good reason for opting in to your list in the first place.

For example, you could offer your site visitors a free gift that is related to your product if they register for your update list. Or you can offer a regular newsletter that focuses on a problem common to your niche.

How Do You Leverage Your Mailing List?

Once you have a list of prospects that are willing to receive your emails, it's not a simple matter of blasting away with as many ads as you can get out in the course of a week. This approach is going to annoy your subscribers and cause them to remove themselves from your list rather quickly.

People aren't stupid. They know when they sign-up for your list you are going to promote your offer to them. But they do expect you to give them a little something of value in exchange for their time.

Automating Your Follow-Up

Using simple automation technology, you can greatly reduce the amount of work that goes into your initial follow-up campaign. By setting up a good responder system, you can be sure that all of your opt-in prospects will receive a pre-determined message series while you are busy running other aspects of your business.

I use an awesome third party service called Email Aces to manage my prospect list and deliver a pre-scheduled message series to my subscribers. The service handles everything, from the opt-in process to properly scheduling each message.

And of course I can login and send out any additional messages I want when I have a special announcement to make. I've tried loads of different list management tools, and Email Aces is far and away my top recommendation.

The following complete user guide for the Email Aces system will not only show you how to add their opt-in system to your Website, but will also walk you through the entire process of managing your Email Aces account.

I want you to get excited about this because having your own mailing list puts you in a whole new category of online marketers. You'll soon be running with the big dogs if you use this tool properly!

So let's get you started with your own list management account right now.

1. After you have completed the sign-up process at Email Aces login to your member's area and find the menu link that says 'Add New Autoresponders'.

2. Next, give your new autoresponder a name and a brief description, then click the 'Add This New Account' button.

Add A New Autoresponder Account:

New Account Name: [?]

Account Description: [?]

Allow Replication?: [?]   No - Do not allow others to copy my autoresponse/followups.

Replication Password: [?]

Add This New Account!

3. Once you have your new account set up, go to the menu and select 'Autoresponder Options'.

Autoresponder Management
Autoresponder Options
Add New Autoresponders
Edit/Switch Autoresponders
Replicate Autoresponder
Edit Replace/Merge Values

4. You will then be taken to a page where you can fill in the details for your new mailing list management device.

For spacing purposes screenshot placed on following page:

Here's a quick rundown of the basic info you need to input on this screen:

- Outgoing From Name: Type in your full name.
- Outgoing From Email: Use the email address you want prospects to reply to.
- Affiliate URL: Select whether you want your Email Aces affiliate URL displayed in outgoing messages. I recommend placing this URL in all of your emails, as it could land you a few paying referrals.
- Forward Requests: Choose whether or not you want to receive an email each time a prospect opts-in to your list.
- Use Confirmed Opt-in: I highly recommend checking each box to require double opt-in for all prospects. This will protect you from any false spam complaints that arise.
- Double Opt-in Message: This is the brief message prospects will receive along with their confirmation email. Just enter a quick introduction that lets folks know who you are and what your list is about.
- Remove Redirect URL: This is the web page you want users to see if they decide to unsubscribe from your list.
- Confirm Redirect URL: This is the web page you want users to see when they click on the link in their confirmation email.

Just fill in all the above info to your preference, and click the update button.
5. Now all you need to do is load your new responder with a few messages that will be sent to your prospects at any intervals you choose. You can have a single message that welcomes your new subscribers to your list, or you can have a multi-part e-course that arrives in your prospects' inbox one message at a time over the course of any time frame you want.

Go back to the menu and click on the 'Edit Messages – Standard' link.

6. Once you arrive at the message edit page, you'll see the following table:

Once you have some messages loaded into your autoresponder, you will be able to select individual emails from this table to edit. You will also have the option of deleting a message from your sequence altogether.

To insert your first message, scroll down this page until you see an email form where you can add your subject line and message body.

Subject Line: [?]

Message Body: [?]

Second Body: [?]

Format: [?] Text Only - Use Upper Textarea To Create/Edit Your Text Only Message

Skip Message: [?] No - This message should be delivered in the followup series.

Interval: [?] 0

Attached File(s): no files currently attached

>> Edit/Add File Attachment(s)   >> HTML Preview

[Save New Message/Changes]   [Cancel Message/Changes]

This step is, for the most part, self-explanatory.

- Subject Line: Add the subject line you want for your message.
- Message Body: Proceed to enter the body of the email.
- Skip Message: Select whether or not you want this message included in the series. Since it's your first message, I assume you will not want to skip it.
- Interval: This is the day on which your message will be sent. The first message will always be set to zero, meaning it will go out immediately after a prospect confirms their email address. Setting this number to 1, 3, 5, etc. would cause a message to be sent one day, three days, five days, etc. *after the original message.*

Once you have your message entered to your liking save the changes and repeat the process for as many messages as you intend to add. Remember these messages will all be delivered automatically to your subscribers at the intervals you set up; you could create a 7 day e-course, have a number of messages sent out over the course of a year, or employ any other sequence you want.

7. Note that you may manually send an email to your subscriber base at any time by selecting the 'Broadcast Message' option from the main menu.

The broadcast page works in much the same way as the typical compose message feature you have on your email account. It's a simple matter of filling in your subject line and message body, then selecting when and to which subscribers you wish the message to be sent.

8. The final step to setting up your list management system is placing an opt-in form on your Web page(s). After all, what good is any of this work if prospects don't have a way to sign-up for your mailing list in the first place? Go back to the menu and select 'Create subscribe Form'.

Use the drop-down menu to select the autoresponder you are creating the opt-in form for, and then fill in the text boxes with the required information.

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- Redirect URL: This is the URL of the thank you page prospects will be taken to once they submit their info to your form.
- Subcribe Form Top Text: Enter a brief message to be displayed at the top of your opt-in form.
- Use a Tracking Code: This is an awesome feature. Add a simple code here that will identify from which page your subscribers originate. For instance, if you are split testing three different splash pages, you can enter a different tracking code for each page. This is a great way to determine which of your pages are pulling in the most subscribers.
- Use Account Custom Fields: Email Aces allows you to set custom fields to be collected through your opt-in form. Before generating a form choose whether or not you are going to apply any custom fields you have created to your new form.

Click the 'Generate Form' button.

You will then be shown the code for your new opt-in form. Simply copy this code and paste it into the HTML file for the Web page where you want the form to appear.

Your HTML Subscribe Form For Account: zerotoprofit

```
<INPUT TYPE="hidden" NAME="web_pass_standard" VALUE="0">
<INPUT TYPE="hidden" NAME="web_pass_custom" VALUE="0">
<!-- ######################################### -->
<!-- YOUR EMAIL ACES ACCOUNT NAME BELOW - NO @ SYMBOL! -->
<!-- ######################################### -->
<INPUT TYPE="hidden" NAME="web_account" VALUE="zerotoprofit">
<!-- ######################################### -->
```

You are now ready to begin collecting and managing your own opt-in subscribers. Congratulate yourself for taking one of the most important steps in your career as an Internet marketer!

Easily Adding Audio To Your Web Pages

Professional Web marketers know that adding simple audio messages to their Web pages can increase response by several hundred percent. Whether you're looking for more sales, more newsletter subscriptions, more job applicants, etc. a personalized audio greeting can go a long way toward improving your desired results.

This section will show you how to add powerful audio to any Web page in about 10 minutes. I'll be using the Impact Audio software for this quick demonstration.

You can and should acquire this top-notch software by [Clicking Here](#) ***right now. I've prepared a special deal for all my WCC readers.***

In addition to the Impact Audio software, you'll need a basic microphone or headset to add audio to your Web pages. You can acquire a tool of this nature for $20 or less at Office Depot or similar store.

Once you have downloaded your software and plugged in your microphone, simply follow the steps illustrated below to add your choice of audio message to your site!

<p align="center">**Impact Web Audio - Step One**</p>

In step one you either choose to use an existing audio file, or record a new one in **Impact Web Audio** itself. Once you've either recorded, or selected your audio file, simply click the next button and move on to the next step.

As you can see, **Impact Web Audio** includes a built-in sound recorder, which means that you'll never need to buy any extra software. This is truly an all-in-one solution.

Impact Web Audio - Step Two

Step two allows you to choose one of the 10 12 pre-loaded background loops that will be used to enhance your voice-based audio track. Each of the background audio loops was created specifically for online marketing by one of the Internet's most respected audio marketing experts, Mike Stewart.

Once you've selected your loop, you set the volumes, the fade-up and fade-out options and let **Impact Web Audio** handle the heavy lifting.


Everything is done with just a few clicks of the mouse! Select your loop, set your options, and all the heavy lifting is done for you.

Impact Web Audio - Step Three

After you've selected your background loop, it's time for you to choose your audio player style, and customize it. Customizing the player couldn't be easier, just a few simple clicks, and in seconds you'll have a player that will look great anywhere on your website.

As you can see, Impact Web Audio allows you to choose from six stunning audio player styles, and choose any color you wish. You can even enter a custom color, using standard HTML color codes, and perfectly match the audio player to your website or graphics.
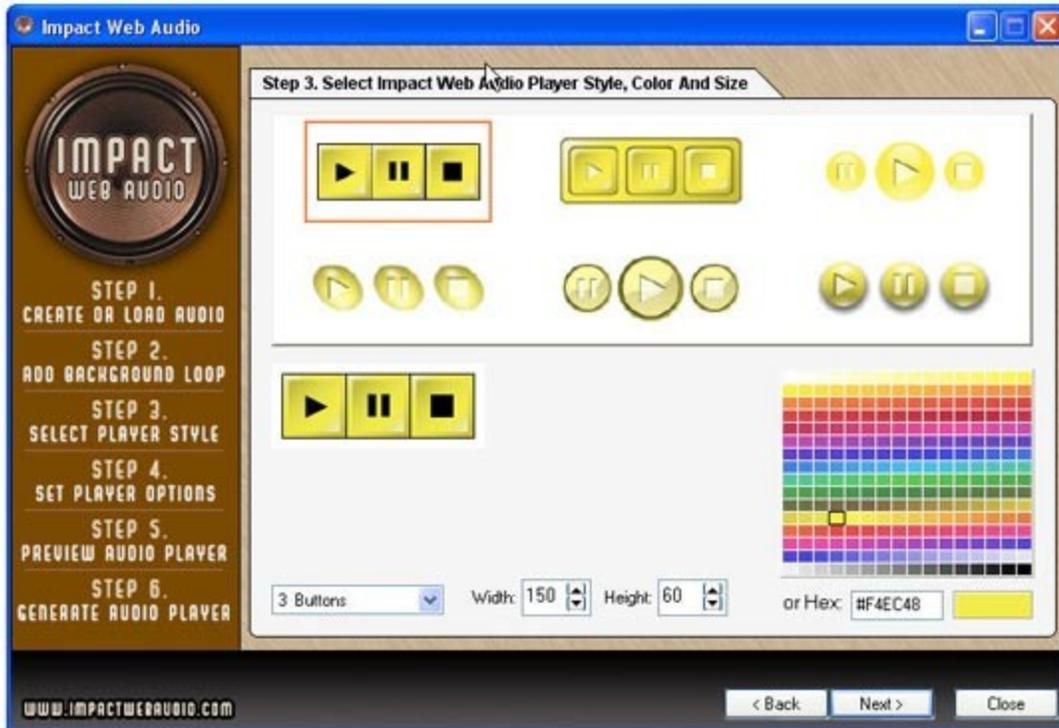
If you'd like, you can adjust the size of any of the audio players. And, you can even choose whether you'd like a 3 button player, or just a single button.

Impact Web Audio - Step Four

In step four, it's time to decide whether your audio is going to start playing the instant a visitor hits your website, or if you'd like your visitors to press play to start the file.

Step four is also where you can take advantage of **Impact Web Audio's** exclusive "Affiliate Jump" technology. If you'd like to send anyone who listens to your audio to a website, after the audio has finished playing, all you have to do is check one box, and enter the website address.

For spacing purposes screenshot placed on following page:
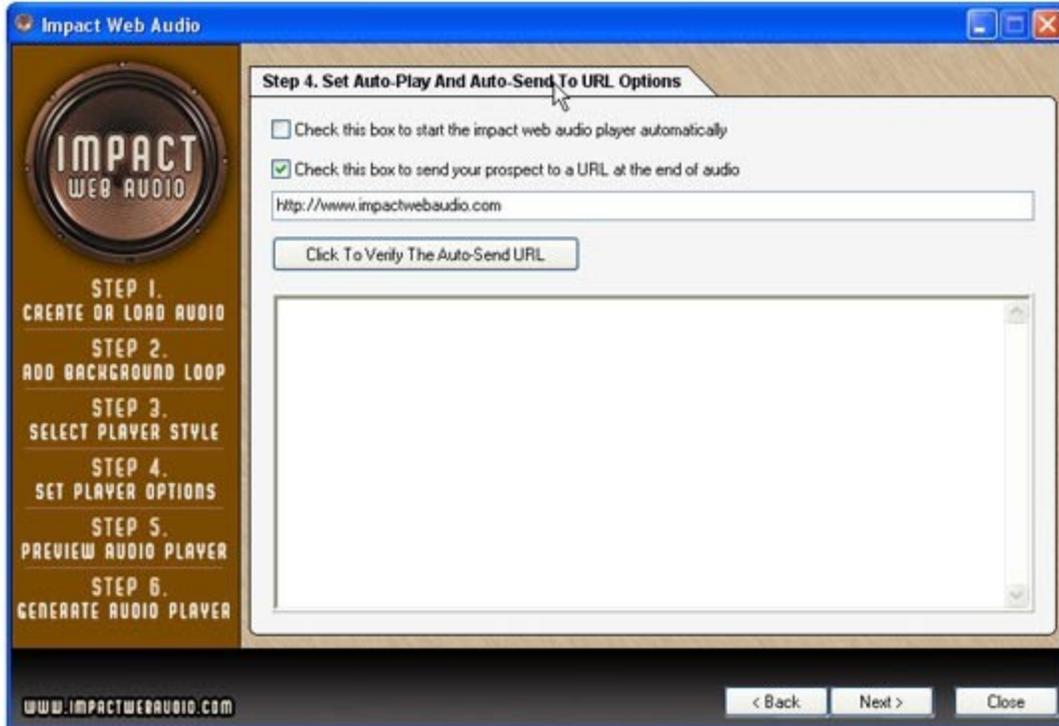
As a built-in safety measure, **Impact Web Audio** lets you preview your "Affiliate Jump" URL so that you can be absolutely sure you're sending your visitors to the right place, before it's too late!

Impact Web Audio - Step Five

Now that you've set all your options, **Impact Web Audio** goes to work creating your audio player, and even shows you a working preview.

In this step, Impact Web Audio automatically converts your audio files, creates your fade effects, and generates a streaming audio player based completely on your needs. This preview step is very important, allowing you to eliminate any mistakes, and then go back and make changes if necessary.

For spacing purposes screenshot placed on following page:

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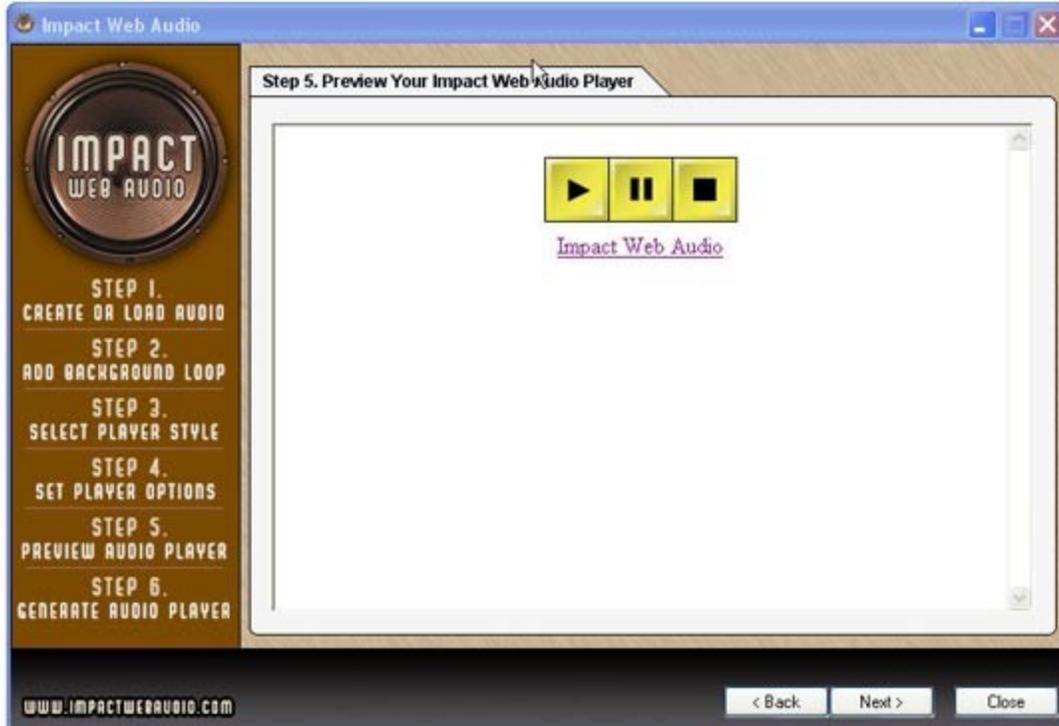
This step takes all the guesswork out of the equation. If you're not happy with your Impact Web Audio player, or decide that you'd like to make a slight adjustment, just click the back button and make your changes without losing your work.

Once you're done, simply upload everything to your website and be ready to see your conversion rates soar! As you can see, this really is a point and click solution, and will allows you to make a dramatic impact in seconds.

Impact Web Audio - Step Six

Next up is saving your **Impact Web Audio** player, amd the newly created audio files to your computer. To save your player, simple choose a project name, browse your hard drive for the just the right spot, and click save.

Saving each audio player with a new "project" name allows you to place multiple audio players on the same page, without having to worry about conflicts. You can also use these "project" names to help you keep things organized.

For spacing purposes screenshot placed on following page:

Impact Web Audio allows you to save your audio player to multiple locations, with different project names, just in case you'd like to use your audio player on more than one website.

Impact Web Audio - Step Seven

The last step in the process should get you excited, because it's now time to add the **Impact Web Audio** player code into your web page. And yes, you guessed, it, we've made this a snap too.

To add your audio player to a web page, just copy the automatically created Impact Web Audio player code, and paste it into an HTML document. Once you're done, just upload everything to your web server, and your visitors will be hearing your audio messages in minutes.

For spacing purposes screenshot placed on following page:

If your web page isn't quite ready yet, or you haven't created a web page to add your Impact Web Audio player to yet, don't worry. Impact Web Audio automatically creates an HTML page that contains the code you'll need, and saves it to your hard drive so that it will be there when you need it.

Once you have pasted the audio code into your page, simply upload the modified HTML file to your server using Cpanel or FTP. Also be sure to upload the folder created by Impact Audio into the same directory as the page you inserted the code into.

For example, I am selling the Impact Audio software from the directory /ImpactAudio on my Web server. I have pasted some javascript code into the file index.html within this directory.

See this code below:
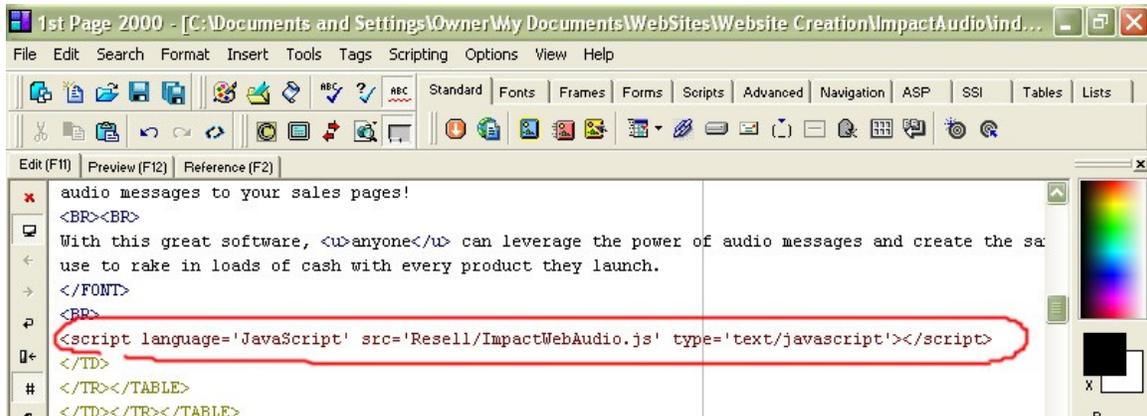
This snippet of code is actually a javascript reference to the source audio files. The actual audio files created by Impact Audio are stored in a folder called Resell, which was created automatically when I recorded and saved the audio (I chose the name myself during this process).

So here is how this all looks within my Web directory structure:
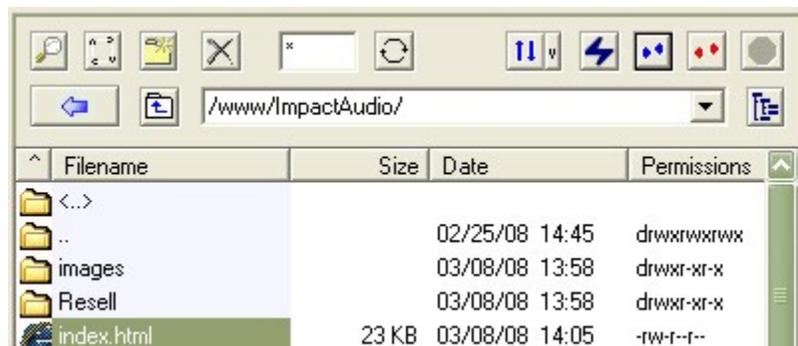
It doesn't get any easier than this. Read the above tutorial with your software open and your mic ready as many times as needed. After adding the audio to a few pages and uploading to your server a few times, you'll be able to do this in your sleep as many times as you like.

Updated June 2008:

A free alternative to the Impact Audio software is Louis Allport's Audio Mastery. This video tutorial resource on adding free sound to your Web pages may be downloaded here.

Be aware that Impact Audio is by far the superior choice. But for readers who can't afford the investment at this time the free Audio Mastery video tutorials are a great alternative.

Adding Attention Grabbing Hover Pop-ups To Your Web Pages

Another great element for grabbing your visitors' attention is a powerful hover pop. While the basic idea behind an overlapping message is not new, the technology we call a "hover pop" is only a few years old.

Pop-ups took the Web by storm in the late 90's and early years after the turn of the century. Regardless of what users said about this type of promotion being annoying, unethical, etc. the pop-up tool created amazing results for Web marketers in every field.

Now of course every browser and operating system comes with a pop-up blocker, rendering this once innovative approach pretty much useless. Enter the new hover pop.

Not only is this form of pop-up able to overcome even the smartest of pop-up blocking applications, the hover technology actually displays your messages in a away that is unobtrusive, and not offensive to Internet users.

Here's a quick shot of this great tool in action:

See how the Website owner is using the hover pop to really grab a visitor's attention and direct them to the most important part of the Web page's message as son as they arrive? And like I said before this is done in a very inoffensive manner that will not freeze up a user's browser or cause any real inconvenience to the site's visitors.

This fabulous technology is called Impact Pop-up and you can get immediate access to it by Clicking Here. Once you have downloaded this easy to use software simply follow along with the tutorial below and put it to use!

Impact PopUp - Step One

Choose from one of the 10 professionally designed, high-impact graphics for your "Impact" popup. Simply highlight the popup template you'd like to use, and move on to step two.
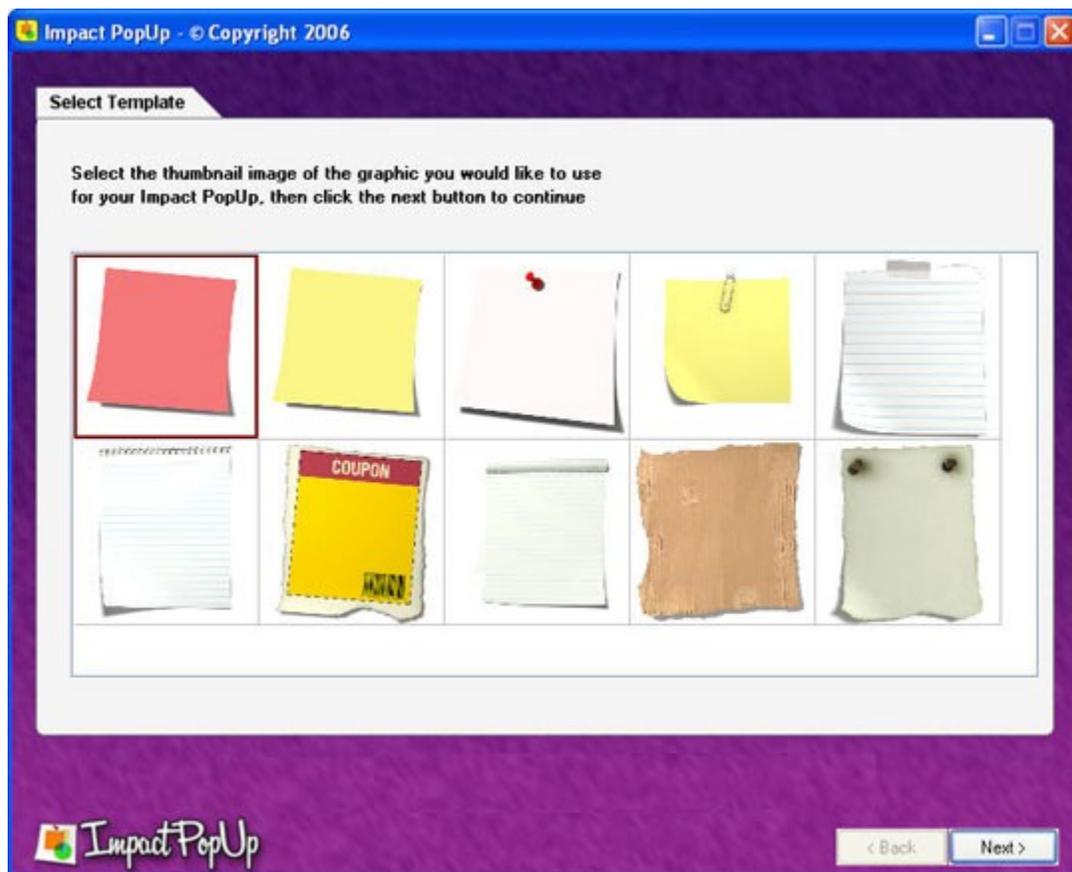

As you can see, "Impact PopUp" includes the most popular graphic styles, styles that have been proven to get your visitors attention. These amazing graphics allow your popup to appear as though it's almost magically floating above your website!

Impact PopUp - Step Two

Step two is where the magic happens. "Impact PopUp" gives you full creative control over the look and layout of your popup. In this step you can resize the graphic template to fit your website, choose whether or not to include a close button on your template, and add the text to the template.

"Impact PopUp" allows you to use any font you wish! If the font is installed on your computer, you can use it in your popup. You can also choose the color, position, and even the angle of all your text!
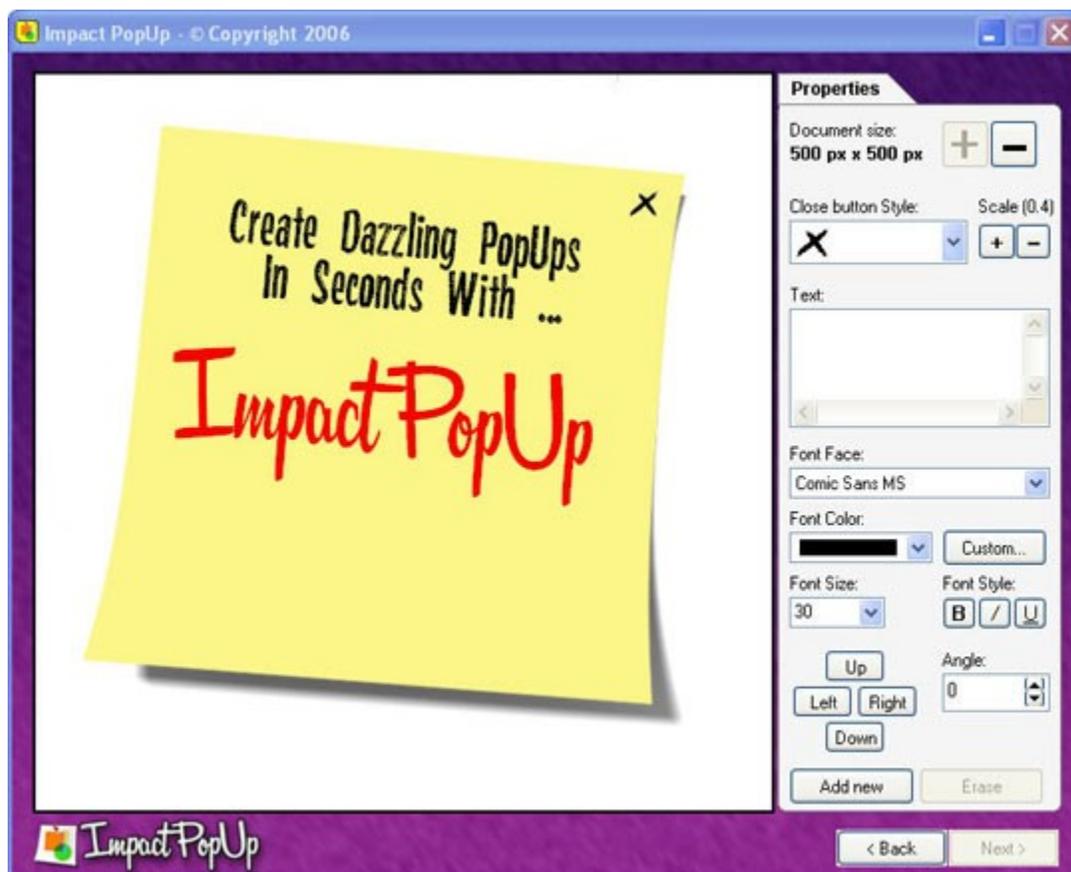
Everything is done with just a few clicks of the mouse. Drag and drop you text, resize the image with one click, and change font colors and styles with ease.

Impact PopUp - Step Three

After you've created the look for your popup, it's time to tell it how to act. Again, you have full control over your "Impact" popup, and it's all configured with a few clicks of the mouse.

Set the website where you'd like your visitors to go when they click your "Impact" popup, or you can have the popup close when it's clicked. You can set the popup

to open links to the same window, to a new window, or even have the popup close automatically after a few seconds.

You can also set the exact position where you'd like your "Impact" popup to appear on your website. If your logo is on the left, just set the popup to appear to the right ... it's that easy.

And as an option, you can set a cookie on your visitors computer so that your "Impact" popup doesn't show up again if they come back to your page.

Impact PopUp - Step Four

Once you've created your "Impact" popup you'll get to see exactly how it will look and act on your website. This preview step allows you to eliminate any mistakes, and do it before your visitors ever see them.

This step takes all the guesswork out of the equation. If you're not happy with your "Impact" popup, just click the back button and make your changes.

If you've set your "Impact" popup to close after 7 seconds, you'll see that happen here. This is a true and accurate preview of how your popup will look on your website.

Impact PopUp - Step Five

The last step in the process is to add the "Impact" poup code into an existing web page, and we've made this a snap too.

Simply browse your hard drive for the web page you'd like to add your "Impact" popup to and click the "Add popup" button. Once you click that button, everything will be done for you, and in just a few seconds you're ready to go.

Or, if you'd prefer, you can save the graphics to hard drive and the program will give you the code to insert anywhere in the body of your web page. Of course we like to keep things simple, but if you want to make the changes yourself, that's completely up to you.
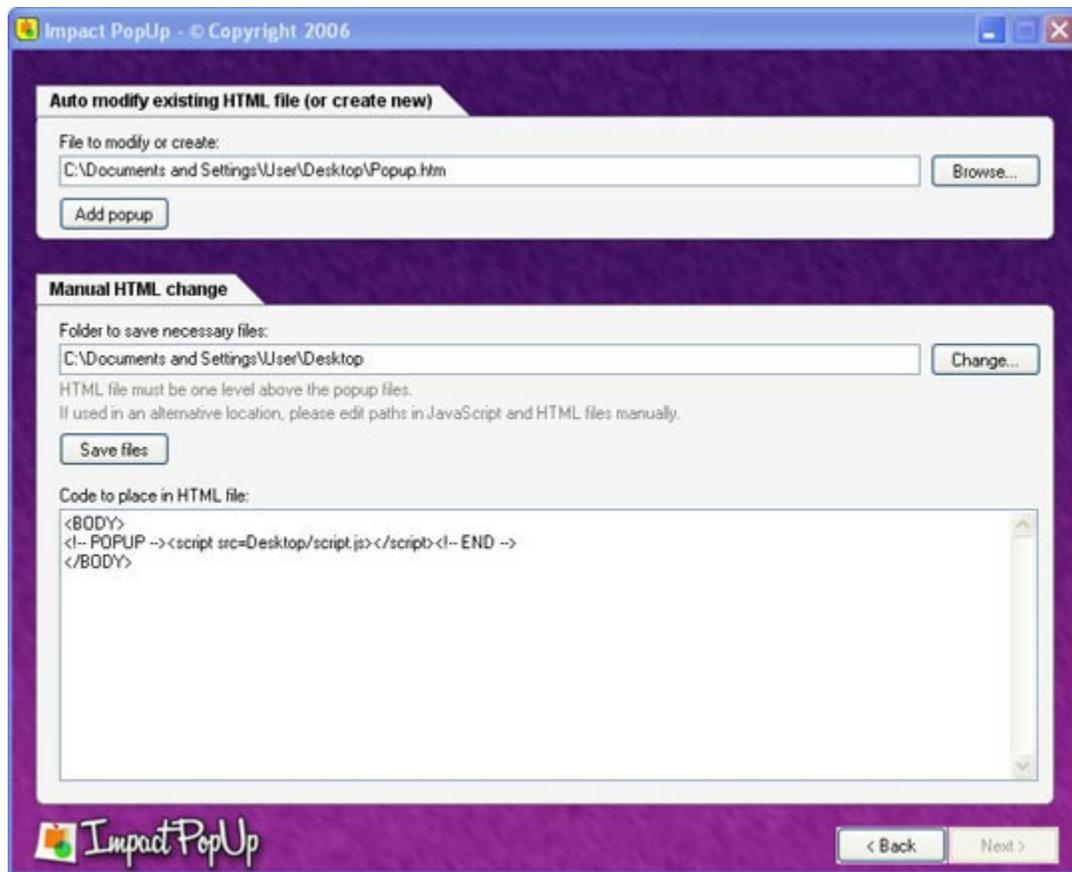
Once you're done, simply upload everything to your website and be ready to see your conversion rates go through the roof! As you can see, this really is a point and click solution that allows you to make a dramatic impact in seconds.

I hope you have enjoyed this special section on adding elements such as Adsense code, opt-in forms, audio messages, and hover pop-ups to your Web pages. These extra measures will help you make your site more profitable, and more effective, whether you are promoting a business or a personal agenda.

The next section of this course will cover in great detail how to set up and use a blog on your own domain.

Adding A Blog To Your Website

Dynamic Web logs, or blogs for short, have been around for a long time now. In fact many people will add a blog to their domain by default just because it's something they're "supposed to do" when creating a site.

In truth, however, most Webmasters are grossly underestimating the power of blogging. A simple blog can be such an awesome tool when used correctly, but I see relatively few site owners really leveraging their blogs for maximum gain.

That's good news for you; because once you have absorbed this module you will be at least one step ahead - and probably two or three - of your competition. The following pages will walk you from the first steps of setting up a Web log to the real business of using your new blog to generate traffic and convert visitors to revenue.

Enough of the small talk let's jump right into the good stuff. ☺

What Blogging Can Do For Your Business

Any business model can benefit from adding a Web log to their domain.

If you run a business site, but do not currently have a blog, there is a great chance that you are leaving money on the table. Regardless of what kind of business you are in, a dynamic and interactive Web log will improve customer response and add profits to your bottom line.

Even if you are not using the Web to promote your business, the concepts discussed in this section of the course will help you create and leverage better traffic through blogging.

Consider this:

When you use a Web log as the platform for your newsletter or ezine, you can post each of your promotions to the Web, and then invite your subscribers to your blog to view your most recent update. When readers follow the link from your email to your latest blog post, they will not only have the opportunity to respond to the current promotion, they will be able to browse your blog and take action on offers you made last week, last month, even last year.

Quite often when I mail my list about my latest blog post, I end up making new sales on a promotion I did some time ago. And since my blog is linked to all of my other Web sites, it's easy for me to generate traffic for multiple products and services with just one mailing.

And blogging is a great way to generate new Web traffic for your domain. By setting your blog software to 'ping' search and directory portals each time you make a post, you can alert a large number of people about your new content with the single click of a button.

Also, search engines are more likely to spider your site on a regular basis if you update your content frequently. With blog software, making changes to the text on your Web pages is as simple as sending an email; you just fill in a subject line and post body, and then click 'submit'.

You can even configure your blog so readers are able to leave comments and questions about your articles. They don't have to take the time to send you an email, they can just click on the comments link and post their feedback right there on the spot. This is one of the easiest ways possible to encourage productive interaction among your prospects and customers.

Blogging requires no special technical knowledge. Sure there is an advanced side to this marketing strategy, but just adding a Web log to your domain and making posts on a regular basis can improve your traffic flow and customer response tremendously.

What Is A Blog?

Let's back this up just a second to be sure we're both in tune…

A blog is the term we use to refer to a site, or a portion of a site, that is regularly updated with new content. I could give you a more complex definition but since this ebook is about Website creation and not software engineering or server management let's just keep it simple.

At the time of this writing there are a number of software applications you can install on your domain to manage the process of updating your content, and you can add a variety features and options to this software. But at the end of the day a blog is still just a dynamic content Website.

But do not be fooled by the overall simplicity of the above paragraph! As I will discuss later, a blog can put money in your pocket quickly if you use it properly.

How To Get Started Quickly And Easily

A lot of times when people get ready to set up a blog they consider free, third party options like Blogger.com. This service is ok but I recommend you avoid third party services and set up a blog on your own domain.

Even if you don't have your own Website right now that's fine. A blog is the perfect way for a beginning Web marketer to get started with his or her own effective Web presence.

You can register a domain name for less than ten bucks a month through services like Lots More Hosting. And you can acquire hosting for your new domain for an investment of five dollars per month.

Plus the blogging software I recommend is totally free! So the money required to set up a blog is virtually none.

Let's be honest, if you can't swing $10 for a domain and $5 to open a hosting account you probably need to rethink this whole Web business thing. In business you have to pay to play on some level and the sooner you accept that the better off you'll be.

What You Need In A Hosting Account:

When looking for a Web host you need to be sure you find a vendor that gives you PHP capability and MySQL database functions. You'll' need these features for your blogging software to work. In case you are wondering my recommended host Host Gator give unlimited MySQL databases with all their hosting plans.

Where To Get Your Powerful Free Blogging Software:

There are multiple software options to choose from but I recommend downloading the free software available at WordPress.org. This product has loads of solid capabilities and optional features you can use and as I've already pointed out you just can't beat the price.

One thing I have to point out right up front is the fact that WordPress blogging software is an open source project. This means the most current version is the result of coders and software engineers across the Internet adding to the original version.

As a result some of the themes (pre-built templates) you can find on the Web for the WordPress blogging software can be highly unstable, especially when viewed in browsers other than IE. The solution to this problem is to stick with the 'Default' theme style and either modify it or have a pro designer modify it for you.

Setting Up Your Blog

Once you have your hosting account with PHP and MySQL capabilities, and you have downloaded your copy of WordPress you are ready to install your blog. This is surprisingly easy and can be done in five to ten minutes by following the instructions below. (This tutorial is based on the Cpanel interface)

NOTE – Before you go through the steps of the tutorial below, check to see if

your hosting control panel has a feature called Fantastico. If so then most likely you can find the 'Blogs' listing within the Fantastico feature set, and then find the 'WordPress' sub listing. This very cool feature will allow you to follow a couple of instructions, click a few buttons, and have your WordPress blog set up for you automatically within two minutes!

Readers who do not have Fantastico need to read the installation tutorial below.

Step One – Create Your Database

The first thing you'll need to do is create the database to store all the content and settings that will make your blog function. Login to your hosting control panel, then find and click the following icon.

MySQL®
Databases

This will take you to the main database management page. On this page look for the following box and just add the name you chose for your database; this can be anything you want.

New Database: [   ] Create Database

Next you will need to create a new database user. Find the form below on your MySQL management page and fill in a username and password; again this can be whatever you want just be sure to write down the password so you don't forget it.

Username: [   ]
Password: [   ] Create User

The final step for setting up your blog's database is to simply add your new user to the new database. Do this by finding the form below and using the dropdown menus to select the user and database you wish to combine.

Add Users To Your Databases:

User: timwhist_tim   Database: timwhist_wrdp1

Privileges:

☑ ALL   or   ☐ SELECT   ☐ CREATE
               ☐ INSERT   ☐ ALTER
               ☐ UPDATE   ☐ DROP
               ☐ DELETE   ☐ LOCK TABLES
               ☐ INDEX   ☐ REFERENCES
               ☐ CREATE TEMPORARY TABLES

Add User To Database

Ok now you're cooking with gas, as the saying goes. You have your database set up, and the next step is to add your WordPress software.

Step Two – Installing The Software

If you haven't already done so, unzip the folder you downloaded at WordPress.org and then open it on your hard drive. Find and click the readme.html file.

This will open a set of very clear instructions in your browser. I won't bother repeating that information here as doing so would only be redundant.

However I can recommend a good FTP client for new users who don't already have the tools they need for moving files to and from the Web. CoreFTP is a free, very robust software that is easy to use and can handle just about any sort of file transfer task you need handled.

Step Three – Configuring Your Dashboard

Once you follow the simple instructions in the WordPress readme.html file you will be ready to login to your administrative dashboard. This is the blog control panel where you make new posts, adjust your settings, manage content and users, etc.

There is quite a bit going on in the dashboard area, but you only need to be concerned with the primary functions to be an effective blogger.

First find the menus toward the top of the page. The links in the light blue area will be called the primary menu or primary navigation from here forward, and the links below those (in the dark blue area) will be hereafter referred to as the sub-menu or sub-navigation.

Configuring Your Basic Options

Note that when you click an option on the primary menu the sub-navigation will usually change to reflect new options within the primary selection.

Look on the primary menu, and then find and click the link to the far right called 'Options'.
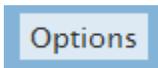
Options

As you might expect this will bring you to the main Options page. Once there you will find much of the info is already filled in. Here are a few suggestions for customizing the main options set:

- Weblog Title And Tagline –I typically leave these fields blank because I like to add custom header graphics to all of my blogs; therefore I don't need any extra text being generated by the Dashboard.
- Membership – Decide whether you want to allow your readers to register, and whether or not a reader is required to be logged in before they can comment. This totally depends on your personal preferences.
- Date And Time – Be sure to adjust the time zone settings so your posts and pre-scheduling will display the proper time.
- Default Date & Time Setting, Calendar Options – Set these to whatever works best for you.

In addition to the above list, there are several secondary options for you to consider when setting up your Dashboard. Here are the secondary options I recommend as priorities:

Writing

On the 'Writing' options page you can select your default post category, default link category, and even define how many lines will be in your post box.

But the really important part of the Writing options is the very bottom of the page where you'll see this:

Update Services

When you publish a new post, WordPress automatically notifies the following site update services. For more about this, see Update Services on the Codex. Separate multiple service URLs with line breaks.
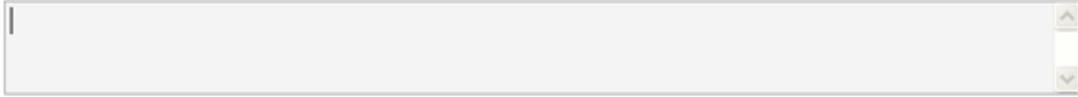
The 'Update Services' option allows you to enter the URLs to the RSS directories you wish your blog to notify each time you make a post. This feature is ultra-powerful, and it will help increase your PR (Google Pagerank), generate more traffic, and even improve your search engine position.

This is called pinging and it works like this: You enter the URLs for your selected update services and RSS directories, and then every time you make a new post on your blog the WordPress software will automatically submit a link back to your post to every one of these directories!

Here is the list of RSS directories I ping each time I post. Feel free to copy this list and paste it directly into the 'Update Services' box on your writing options page.

http://rpc.pingomatic.com
http://api.feedster.com/ping
http://api.moreover.com/RPC2
http://api.moreover.com/ping
http://api.my.yahoo.com/RPC2
http://api.my.yahoo.com/rss/ping
http://blogbot.dk/io/xml-rpc.php
http://www.blogdigger.com/RPC2
http://blogmatcher.com/u.php
http://www.blogoole.com/ping/
http://www.blogoon.net/ping/
http://bulkfeeds.net/rpc
http://ping.bloggers.jp/rpc/
http://ping.feedburner.com
http://rpc.newsgator.com/
http://rpc.technorati.com/rpc/ping

NOTE – It is recommended that you manually submit your blog to each of your selected update services one time. This will insure that each directory accepts your pings from then on.

One useful tool that makes it easier for FireFox users to mass submit their blogs to a load of RSS directories is the Submit Em' Now software. This is a free browser plugin that will save you time and give you a nice list of update services to use.

Reading

On the 'Reading' options page there is only one field I change. Because I like to display Adsense blocks in all of my posts, and the terms of that program only allow a publisher to show three ad blocks per page, I set my Dashboard up to show only three posts per page as depicted below.

Blog Pages

Show at most: 3 posts

Permalinks

The final option that needs to be addressed immediately after installation is your permalink structure. Without going into a bunch of technical detail, here is what this step is all about.

When you add a page or make a post to your blog, this information is entered into the database. The database then generates and displays your blog pages dynamically when a visitor arrives at your blog and clicks on any of your links, such as your archives, previous posts, etc.

By default WordPress software will generate page URLs that look like this:

http://yourdomain.com/?p=1

The above structure is not at all search engine friendly, and frankly it's just a waste to allow WordPress to create your pages in this manner; you really want your pages and links to be keyword optimized to improve your overall SEO (search engine optimization) and compliment the content you are adding with each post.

An easy way to do this is to set up your permalinks so that new pages are generated with the category name (discussed later) and post title right in the URL. In this case your links would look more like this:

http://yourdomain.com/categoryname/titleofpost

For instance if you have a blog with a category named 'Herb Gardening', and you are making a post called Growing Spearmint, your optimal link structure would look like this:

http://domain.com/herb-gardening/growing-spearmint

Clearly this is a keyword optimized URL which the search engines will like much more than the /?p=1 structure.

Even if none of this makes sense you should go ahead and click Options > Permalinks and then scroll down to the 'Custom Options' area. Then simply tick the radio box for 'Custom, specify below' and enter this into the available form box:

/%category%/%postname%/

It will all look like this once you're done.

Common options:

○ Default
» http://timwhiston.com/blog/?p=123

○ Date and name based
» http://timwhiston.com/blog/2007/07/15/sample-post/

○ Numeric
» http://timwhiston.com/blog/archives/123

◉ Custom, specify below

Custom structure: /%category%/%postname%/

Note the options sub-menu will also display the various plugins you select for your blog. Once you have uploaded a plugin to your domain and activated it on the appropriate page of your WordPress Dashboard you will return to the Options sub-navigation to further adjust the behavior of the plugin.

Ok this completes the initial Options set up. Let's move onto some other areas of configuring the Dashboard.

Dashboard Management Functions

Manage

Return your attention to the primary menu, then find and click the 'Manage' link. Doing this will bring you to a list of the posts you have made and will give you sub-menu selections that allow you to edit or delete your posts, pages, and categories.

Obviously since you just installed your blog you won't have any posts right now. Just be aware that hitting the 'Manage' link on the primary navigation will bring you to the place where you can edit and delete your posts, pages, and categories.

For now what you want to do is set up your categories.

Categories

On the categories page you'll see the following form.
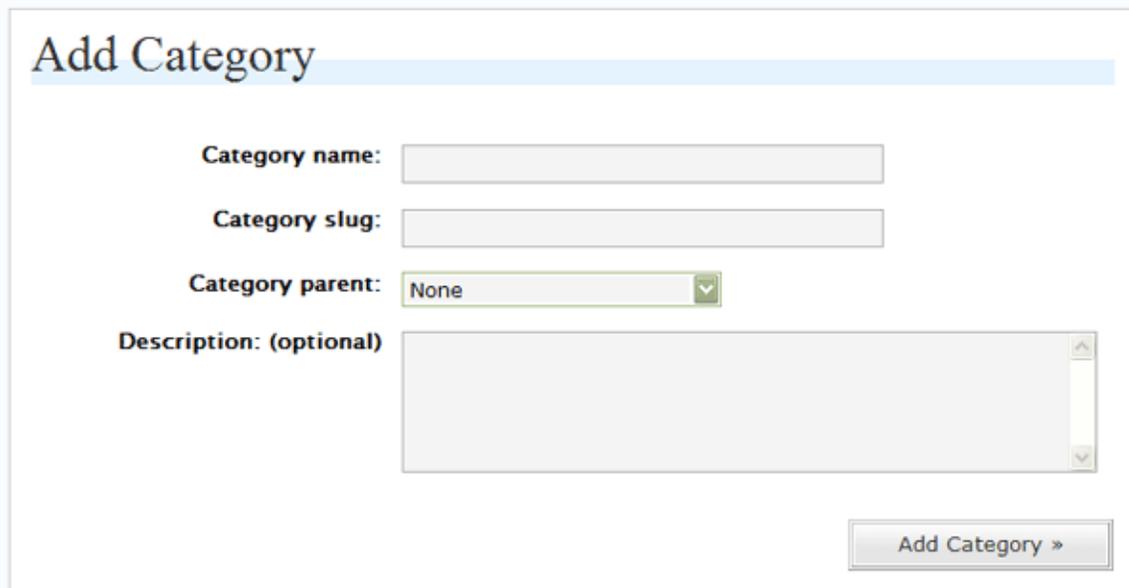
Add Category

Category name:

Category slug:

Category parent: None

Description: (optional)

Add Category »

It's pretty self-explanatory for sure but I do want to make a couple of comments. The categories you add to WordPress will not only be applied to your search engine friendly permalink structure from above, but will also be the keywords used when your blog sends link backs out to the RSS directories you added to your update service list.

In other words… It's crucial that you add keyword smart categories to your blog!

Your default category is Untitled. Change this immediately unless you want people finding your site by searching for 'untitled' (not a likely scenario).

All of your categories should be keyword intensive for best results. This is not only for the search engines, but for the human users who browse blog directories and do keyword searches on the most recent pings list.

Once this is done let's move on and configure your Blogroll, or links list.

Blogroll

Click on 'Blogroll' in the primary menu and you'll be taken to a list of your current links. The folks who bundled your WordPress software together for you were kind enough to include a load of links out to their sites and the sites of their geek buddies; delete these before moving forward.

Once you have ditched the built in links it's time to define your link categories. You might stick with Blogroll, or you might want to set your titles up something like 'My Other Sites', 'Other Cool Blogs', etc.

This is entirely up to you; the main thing I wanted to do with this section is get you to delete all those silly default links. The next and final step in your basic set up is to make a few adjustments to your presentation.

Presentation

Go to the primary menu and hit the 'Presentation' link. This will take you to a page with thumbnails displaying the themes (pre-built template options) that are currently installed on your domain.

From this page you are able to switch themes as often as you like but I *highly* recommend sticking with WordPress default because it is far more stable than many of the other open source themes and works well in all browsers I have used.

To make the final adjustments to your configuration just click on 'Theme Editor' in the submenu.

Theme Editor

Clicking this link will take you to a box that displays the raw code for your WordPress blog's public display. This area of the blog gets pretty complicated so I'm going to stick with only a few basic adjustments.

I urge you to avoid excessive editing in this area unless you are a skilled coder or designer, and furthermore I suggest you backup each file before you change it.

First scroll down the page to the bottom of the text area filled with code and see if this button is visible:

Update File »

If you see the above button on your theme editor pages you're in business, meaning you can make changes to your files from the Dashboard. If you don't see the updater button you need to change the permissions of the files you wish to edit to 755 or 777 depending on your host's global settings.

For more info on gloabal settings you'll need to check with your current Web host. If you are using a Cpanel host you can:

1. Click into your file manager
2. Enter the public_html directory.
3. Navigate to the folder where your blog is.
4. Click into w-Pcontent/themes/default
5. Identify header.php, footer.php, and sidebar.php
6. Click these files one at a time, then in the upper right corner of your file manager select 'Change Permissions'.
7. Using the box that appears thereafter, set your permissions to 775 or 777, depending on your host's requirements.

(Lots More Hosting users set to 755)

You can also locate your files using an FTP client, then right click the file and select Properties. This will allow you to set new permissions via a small pop-up box that appears in your FTP window.

Once you are able to see the updater button use the menu to the right side of the box with all the code to select 'Header'. This of course will open the header.php file where you need to execute one minor edit to make your blog more search engine friendly.

Look inside the box of code for this tag:

<title>

By default WordPress will have inserted a line of code telling the script to check the Weblog Title listing in your blog options. Ditch this line of code and place a good keyword optimized title for your blog between the <title> and </title> tags.

This is part of the basic SEO every site needs. A good title tag is crucial to the way spiders will index your site.

Also from the theme editor you might want to edit the footer.php file to remove the miscellaneous info and links back to the WordPress domain. I always do this but it's your blog and your call.

You might also wish to edit the Sidebar file by adding specific banners, etc.

And now you have a basically configured blog! You are now ready to move on to bigger and better things.

Make Your Blog Stand Out From The Rest

Once you have your blog installed and configured on your hosting account, it's time to give it a facelift and get rid of that out-of-the-box look. If you want to do this yourself that's great, just download the header graphic (in the case of the default theme it's kubrickheader.jpg) and refer to the image-editing tutorial in this course.

Updated June 2008: you may now download a detailed tutorial on customizing your blog header by clicking here.

On the other hand, you might want to spend a little bit of money and save yourself a whole bunch of time by having a pro build you a great looking header graphic. Graphics outsource options were discussed in an earlier section.

How To Use Your New Blog

All the links and options that can be found in the Dashboard overwhelm a lot of new bloggers. The truth is using your blog is only about as technical as sending an email so there's nothing at all to worry about.

Making A Post – The Core Function Of Blogging

There is some great info in this report but the truth is the heart of any blogging campaign is the content. You need lots of content to really get the most out of your blog.

You don't need to be the best writer or the smartest cookie on the planet. You just need to post <u>often</u>! The more content you have displayed through keyword optimized URLs (see permalink set-up above) the more often the search engine spiders will crawl your blog. And as long as you are using the RSS update techniques discussed in this PDF frequent posting will create a ton of links back to your blog, more RSS subscribers, and a good deal of targeted traffic.

Once you are in your dashboard just click on the 'Write" link, second option from the left on your top menu.

Write

This will bring you to the most important admin section in your Dashboard – the area where you create content and either save it for future use or post it to your Web log right away.

Here's an overview of everything you need to make a post with your WordPress blogging software.

As you can see above, creating a post is much like composing an email. There's nothing to it!

<u>Title</u> – Give your article a title, and it's best to use a solid keyword phrase if you can. The title primarily needs to be attractive to human eyes, but if you can also drop a keyword or two in it will help with your SEO.

Body – Obviously the large text area is where you add the main content for your post. You can type right from your Dashboard or you can copy and paste from another document.

Be aware that pasting from other documents can pose some problems. If you pull content from a Web page the font will appear in your post exactly as it does on the page you copied from, so you could end up with odd font styles, colors etc. Also avoid copying and pasting material from Microsoft Word as often this will conflict with the code and disrupt your entire template. I recommend first pasting content into Notepad and then copying it from there before pasting directly into WordPress.

Visual Editor – Though it can be disabled through 'Options' by default WordPress gives you a simple visual editor for creating your posts. Use the icons above the body text area to make basic effect changes to your content.

The exact functions you have available will vary with the version of WordPress you have installed but the visual editor works a lot like your favorite word processor, giving you such user-friendly options as bold, italic, underline, converting highlighted text to hyperlink, adding images, etc.

Category Selection – Be sure to select the category or categories you want your post to appear within. You might choose multiple categories and that's fine, but also be aware for SEO purposes you might just choose the most relevant category, as the category you choose will become part of the actual page URL (see again permalink structure in a previous section).

Saving Your Posts – You can save a post as a draft and then finish it at a later time if you choose. Do this of course by clicking the Save button.

Publishing Your Posts – To publish your post immediately just click the Publish button. There is a convenient 'View Site' link in the top left corner of your dashboard that will let you jump over to the public side and be sure your post went live.

Pre-Scheduling Your Posts – WordPress also has a great feature that allows you to pre-schedule as many posts as you like, so for example you could enter five or six articles and have them all go live on your blog over the course of a week. This is a big advantage because if you really feel like doing a lot of writing at any given time you can spread the updates out over a longer period of time.

On the posting screen just look to the lower right corner for a blue table with 'Post Timestamp +'. Click on the '+' sign and you'll open a little dropdown table:

Simply tick the box next to Edit Timestamp, and then use the drop down and data boxes to set the time at which the post you are creating will appear on the blog.

Creating Additional Blog Pages

WordPress also allows you to create pages for your blog. This is pretty much the same as making a post, except your pages will always be listed in the same place on your sidebar.

This is useful if you want to put an about page, an opt-in page, or any other sort of page that is linked to from everywhere on the blog. To do this just click on the 'Write Page' option in the Write sub-navigation and then proceed exactly as you would to create a post.

A link to your new page will appear in the sidebar of your blog. And of course you'll be able to go back and edit your page content any time you want.

Managing Your Content

Once you get the hang of posting content you might want to go back and make changes or deletions at some point. This is done through the 'Manage' option on your top menu.
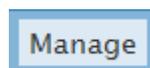
When you click this link you will first see a listing of all previous posts. From here you can easily decide to edit or delete any post.

By selecting 'Pages' in the Manage sub-menu you will be able to view a list of all your current pages (if any) and you can edit or delete from here as you wish.

As you can see adding and managing content using WordPress is fairly straightforward. Now you just need to consider a few basic plugins and you'll be ready to start putting your blog to some real use!

WordPress Plugins

A plugin is an optional software device that can make your blogging experience easier and more effective. There is a wide array of plugins available but I'm only going to cover a few basic options in this module.

Adding a plugin to your blog is simple. Just download the software you want to apply, and upload it into the /content/plugins directory within your main blog directory. Then login to your Dashboard, select Plugins from the primary navigation, and find the plugin you just added on the list.

Once you find your new plugin, look to the right and click the Activate button. It's really that simple.

Each plugin you acquire will include detailed instructions for making it work properly on your blog. And in most cases there is very little technical knowledge required to add these devices to WordPress software.

List Of Basic Plugins

Here is the list of plugin devices I believe every blog can benefit from. I will not go into great detail on any of these because I want to focus on the more crucial basics of setting up your blog and then using it as a marketing tool, but the devices listed in this section are definitely worth looking into.

Akismet This is a must-have anti-spam device that comes with any WordPress installation. Using this software will greatly reduce the number of spam comments that appear on your blog. Just go to the Plugins manager and activate this one right away.

Once Akismet is activated, you'll need to register an account with http://wordpress.com/ to claim your API key, which is required to fully engage the Akismet plugin. Then simply enter this key into the correct place by clicking on Options and finding Akismet in the sub-menu.

SEO Title Tag Here's a nifty little plugin that will add the title of each post directly into the page title tag. This allows you to have a different and keyword appropriate title tag within the html of every single post page you create.

Click Here to get the SEO Title Tag plugin.

Adsense Injection Google Adsense , Yahoo Publisher Network, and other contextual ad systems are perfect for creating more revenue with your blog. These programs read your content and display related ads, then pay you if a visitor clicks on one of the generated ads!

And with Adsense Injection you can do a little quick configuring and then your blog will automatically place ad codes into every post you make. This is a super, hands free way to monetize your posts.

[Click Here](#) to get the Adsense Injection plugin.

Sociable This plugin allows your readers to add you to their favorite social bookmarking and tagging sites with the click of a button. And of course being tagged by lost of happy readers can result in more traffic.

This is definitely one of the more complicated plugins to set up, but it's still relatively easy. [Click Here](#) to get Sociable.

Ok that should give you a few plugins to play with initially. If you want more they're easy enough to find; just do a few Google searches or talk with other bloggers about the devices they like to add to their Web logs.

Profitable Blog Marketing

Once you have a blog installed and configured, and you have added a few necessary bells and whistles like sleek new graphics and a few helpful plugins, it's time to get into the real action of using your blog as an effective marketing tool. So let's get down to business.

The following sections will give you lots of information in a compressed format. The key to successful blogging is being active; so take what you find below and start taking action right away.

There's No Avoiding This Fact – You Need To Post Often!

The biggest mistake I see new bloggers make is simply neglecting to post on a regular basis. For best results you need to post *often!*

There are a couple of reasons for this:

First of all, most search engine spiders will come to your site every 30 days by default. That is unless you give them a reason to come more often.

By adding content to your blog every day you will literally train the search engine bots to come back on a daily basis. And the more attention these bots give you the better your chances of achieving favorable position in the search queries.

Also because you have your blog configured to ping multiple RSS directories more is definitely better. You want a new link pointing back to your blog appearing on these directories every day if possible. This will result in more direct traffic when people browsing the RSS directories find your link, and it will result in

more people subscribing directly to your RSS feed so they'll be notified instantly every time you make a post!

I know doing anything seven days a week can be a daunting idea. But consider this:

1. You can use the pre-scheduling tool in the posting area of your dashboard to enter multiple posts in one session and set these posts to go live on different days. So you might add five articles on Sunday and set them to post on Monday through Friday.
2. If you set your mind to posting every day, odds are you'll at least make four or five days. Whereas if you say to yourself "I'll post when I can" you are likely to end up posting only once or twice a week.

Manually Pinging Your RSS Services The First Time

While not all Update Services require you to manually ping them the first time, many do. So it's a good idea to manually ping the services you have entered into your ping, or just manually add your blog to the RSS directories.

Here's how you can do this:

To manually enter your first ping, just go to the home page of the update services you have entered into WordPress and fill out a quick form. For example looking at my ping list I have http://rpc.pingomatic.com entered. If you go to the main domain at http://pingomatic.com this is what you will find:
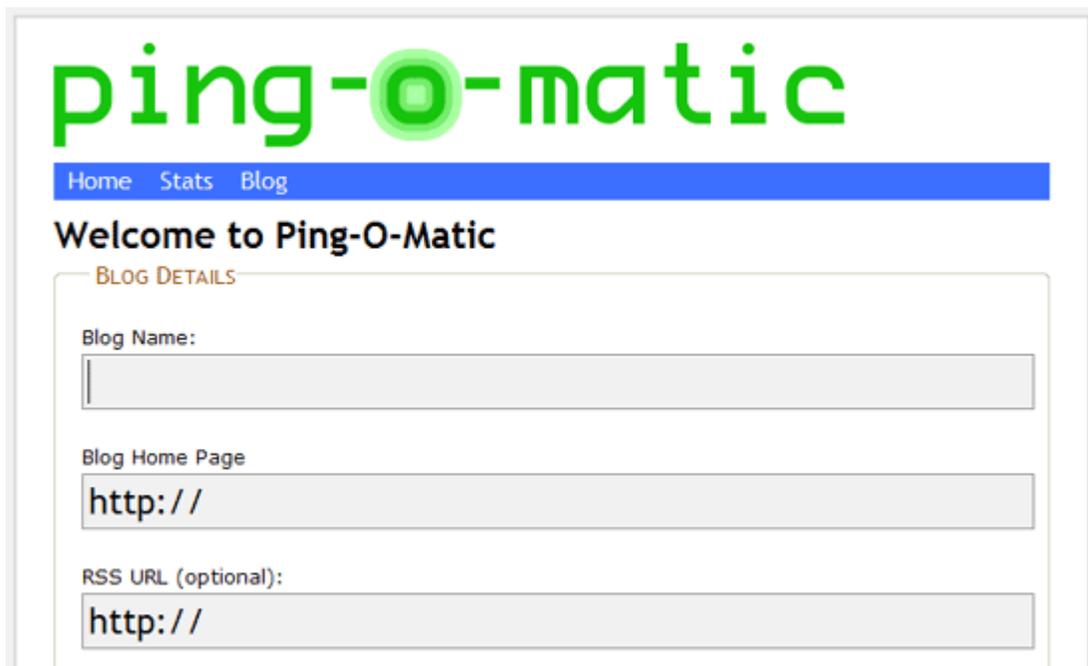
To manually ping this service you would fill in the details below:

Blog Name – Enter your main title tag data.
Blog Home Page – Enter the URL to your blog.
RSS URL – With your permalinks set up correctly this will be the URL to your main page with /rss at the end.

Note: the default WordPress setting for RSS URL is /blogdirectory/wp-rss.php or if your blog is in the root html folder domainname/wp-rss.php

Once you have entered the above info just scroll to the bottom of the page and click the submit button. From here on in you can be assured that each time your blog software updates Ping-O-Matic the update will be accepted.

Another option would be to simply add your RSS URL directly to numerous RSS directories. Instead of doing this manually I recommend using a submission service like [SubmitEmNow](#).

It really doesn't matter whether you use the internal ping service in your blog software or you go out and directly submit your RSS URL to relevant sites. The main concern here is simply plugging your RSS into multiple update services to increase the number of link backs and the amount of traffic you generate each time you post.

So what the heck is RSS anyway? Some people will say this stands for 'Really Simple Syndication'. A more technical definition is 'an XML-based vocabulary that specifies a means of sharing news headlines and other content between Web sites.' Either way the point is RSS is a content feed from your blog to directory services and special reader software people use to subscribe to these feeds.

So all the techno babble aside RSS is a great way for you stream your content onto other sites and into the readers of people who have subscribed to your feed. This is one of the most powerful advantages of a regularly updated blog.

Visit the wp-rss.php or /rss file in your blog directory. You'll see a bunch of XML code, but within that you'll see your content; an RSS directory or reader translates this code into content that is easily recognized and readable by human eyes.

Using Interactive Blog Communities

The next step beyond plugging your RSS into lots of update and directory services is to register your blog with a couple of powerful, interactive communities. This short section will cover two Websites I use, and that I believe no blogger should be without.

Technorati is an RSS directory at its most basic level, but it is without a doubt one of the most powerful sites on the Web for driving targeted traffic back to your blog. Many, many Internet users search Technorati for blogs on specific subjects, and a lot of people who come here are bloggers themselves.

When another user comes across your blog they can add it to their favorites, link to it, or subscribe to your RSS feed. This alone will generate a substantial amount of free, highly targeted traffic for your blog.

Once you register your free account with this service, you should immediately claim your blogs. This is Technorati talk for adding your blogs to their search and RSS directory.

You'll be able to give your blog a title and description, and enter the tags (or categories) you post about on your blog. The great thing about this is each time you make a post on your blog from here forward a keyword-optimized link to your post will appear on the Technorati site!

It's no mystery why I love this site. If you own a blog and don't use Technorati you are missing out BIG TIME.

MyBlogLog is an awesome blog directory that allows you to list your blog and personal profile, and to build a network of friends, rate other users' blogs, etc.

So it has all the bells and whistles you want form a social networking site, but it's only for blogs. And it's an active community of smart characters who know what they are looking for!

Your profile page contains some basic stats to show how much traffic you are getting, how many people in your network, and more. But the best thing about this program is the 'Recent Readers' widget.

You can place a small piece of code in your sidebar to show the world how many people from MyBlogLog have recently viewed your blog. This will display as a small box full of the pictures of all the recent visitors who have come to your site from MyBlogLog.

When used on your blog this acts as the kind of social proof the herd mentality responds well too… "Hey a lot of people read this blog so the author *must* know their stuff."

But the real beauty of this widget is how you can use it when it is placed on other people's blogs. As you browse the MyBlogLog directory and visit sites from your search results or friends network, you will note that most of the blog owners have the Recent Readers widget installed somewhere on their blog.

This means every time you visit one of these blogs your picture will appear in that Recent Readers box, and your picture will link directly back to your profile page which of course links directly back to your blog (get the picture?). So you can actually generate traffic for your blog by the simple act of surfing and reading other people's blogs!

Is that awesome or what?

Another Way To Leverage Other People's Blogs For Targeted Traffic

In addition to using the MyBlogLog Recent Readers widget, you can produce an exciting amount of traffic by simply posting your comments on other people's blogs. Remember that an active blog will have many readers, and these folks not only read the main articles, they also check out the comments.

And whenever you add a comment to a blog, you will be given the opportunity to add your name and URL. Your name will then appear over your comment as a hyperlink that, when clicked, takes a reader to the URL you specified.

When you post a <u>quality</u> comment there is a great chance that other readers will want to view your Website. So by making valuable contributions to the author's post by commenting, you are also going to be attracting targeted visitors to your own blog (because you'll be entering your blog in the URL field when you post your comment).

Note I made a point that your comment should be of a quality nature. Posting nonsense like "nice blog come visit mine" will likely get your comment deleted and make you look silly in front of other readers, so please be sure to only post a comment that adds value.

A great tactic to use here is to link your comment back to a post on your blog that either supports the post you are commenting on or disagrees with it in an intelligent fashion. A good comment does not have to agree with the article by any means, and in fact a lot of bloggers love a good debate. But be aware that sometimes people won't appreciate it when you disagree with them and they might exercise their editorial control by deleting your comment.

You can really take the power of interactive blogging to the next level by creating a list of active blogs that are within your niche. You can search Technorati, MyBlogLog, or even Google for blogs that are related to yours, and compile a list of 10, 25, 50, 100, or however many you blogs you like.

Your list should consist of the most active blogs you can find. This means you should focus on blogs that are updated regularly by the owner, blogs with a lot of reader comments, and blogs with a lot of Recent Readers (if this widget is in place). It's also a good idea to add blogs that rank high in the search engines to your list.

Save the blog names and URLs in a document. Once you have this list together, open it up each day after you post on your own blog.

Choose 5 blogs from your list to visit each day. Find an article on each blog that you like and post a comment on each article, being sure to link back to one of your own posts with each comment.

If you do the above exercise over time you will be surprised by the amount of traffic you begin to receive. This process will normally take you between 15 and 30 minutes to complete, and if you want you could even outsource the task of commenting on a set number of blogs each day!

Article Marketing And Blogging – The Perfect Combination

The best type of visitor you can get to your blog is somebody who likes to read, or at least somebody who is willing to read about a subject that interests him or her. For this reason article marketing is the perfect way to promote your blog.

Creating original articles that relate to your business and publishing these articles in the right places is one of the most powerful techniques you can employ to drive highly targeted traffic to your site. Think about this – people who have just read an article you wrote and want to learn more about you and/or your business are hot prospects!

Below is the short version of how article marketing works:

1. You write a brief. Of course you include a resource box - like an 'about the author' section - that contains a link back to your Website.
2. You publish this article on a popular directory site like EzineArticles.com or submit it directly to an ezine publisher.
3. People with an interest in the topic read your article, and in many cases follow the link back to your Website to learn more about what you have to offer.
4. These visitors are then exposed to your offer.

I have generated several thousand Website visitors using article promotion. And not only that, the link backs from high PR article directories have improved my search engine ranking!

Article marketing is a superb way to drive visitors back to your blog and leverage the quality content you have there to convert these visitors to subscribers and customers. And by *linking to a specific post on your blog*, you will improve your overall PR and increase the effectiveness of your SEO efforts.

One of the best ways to combine article marketing and blogging is to first create a post on your blog, and then write an article on the same topic. Be sure to include a link to your blog post in the resource box of this article and submit it to a number of your favorite directories.

You could even use a 'two part article' strategy. Submit an interesting piece to the directories that gives only half the story. Then use your resource box to invite readers to the post on your blog that contains part two of the article.

The idea is to give readers some good content and invite them to your blog for more. Of course once they are at your blog they will find a ton of content and have the opportunity to subscribe to your mailing list or take action on one of the offers you have posted.

Internal Linking Between Posts

Linking your posts together is a great way to spread your traffic over multiple pages, and it's a solid tactic for getting the search engine spiders to cover more ground when they arrive at your blog. This is a simple matter of referencing a previous post within the context of the current post, and providing a link from the current post to the previous one.

Here's a screenshot of what I'm talking about:

Check out this article on the basics of search engine optimization and start putting these basic concepts to work for you right away. I've had clients see great progress within a matter of days by applying these proven tactics to their SEO campaigns.

The highlighted text above is a link to the post shown in the next screenshot:

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This simple technique can improve your PR, result in better search engine placement, and direct your readers to relevant offers where they'll have the chance to buy products and services related to content they are interested in.

Integrating A Simple Lead Capture Form On Your Blog

The best subscribers for your mailing list are people who care enough to actually read what you have to say. With this in mind your blog should include an opt-in form that is always visible.

The way to achieve this is by simply pasting the html code for your opt-in form into the sidebar of your blog. This way, no matter where they are on your blog, readers will see your opt-in form and the invitation to get more great content from you.

Using Your Content To Sell

Adding great content to your blog is important, and certainly not every single one of your posts has to be a strong sales letter. But the point of blogging for business is to generate traffic and to <u>convert these visitors to customers</u>.

Even if you aren't a great sales copywriter you can still make your blog content sell. I have heard a blog referred to as the 'human element' of a Website and I like this distinction.

The fact is an article that gives an honest review of a product or service and then recommends this service to the reader can convert extremely well. It comes across as a personal recommendation and not a hard sales technique.

You could enhance this approach by occasionally posting a review of a product you don't care for and urging readers to "save their money". And you can add small articles that deliver content and ask for nothing from the reader.

Something I like to do is post a promotion on my blog, and then shortly thereafter add an article with no sales pitch at all. This way when readers find the article and enjoy it, by the time they scroll down to my pitch they have let their guard down.

And the really great thing about posting your affiliate promotions and sales pitches for your own products on your blog is the simple fact that these posts will be available through your archives for as long as your blog is online. On many occasions I have made sales from blog posts that were added weeks, even months in the past!

Using Your Blog As The Platform For Your Mailing List

Spam filters are becoming more and more aggressive, to the extent that almost half of the messages being treated like spam by the ISPs are emails a user has requested to receive! It's not easy getting an email with lots of HTML and loads of sales copy through these filter systems.

But if you use your blog to deliver content to your opt-in subscribers you really don't have to worry about the spam filters. Just post your main sales pitch on your blog, and then send a short teaser email to your list that will entice them to come to your blog for "the rest of the story".

You might worry that your response will drop because you are requiring your reader to click on a link just to get the full message. Well the truth is if a reader doesn't care enough about what you are saying to click a link and go to your blog they are not likely to pull out their credit card anyway!

And giving your readers a link to your blog in each email so they can read the full message is a great way of training them to become action takers. Eventually they will expect to have to click a link and go to your blog for the full story, and when you have yourself a nice, big list of well-conditioned readers you will be well on your way to some serious profits. ☺

Also by bringing your subscribers to your blog on a regular basis, you will give new readers a chance to find old promotions, thus creating profits that would not otherwise be available to you.

Many of the Web's most respected email marketing experts have started using their blogs as the main engine for delivering content to their readers. Regardless of what niche you are in this practice is becoming widely accepted by Internet users and odds are your readers will appreciate the extra effort on your part.

After you study this report and begin to practice the simple concepts it presents, you will be well ahead of most of your competition. The truth is although there is nothing new about blogging, most Website owners just aren't putting their blogs to good use.

The information in the preceding pages (and just a little effort on your part) can help you create more exposure and, more importantly, more profits for any business, regardless of the niche.

Website Creation Course Conclusion

At this time I'd like to thank you for reading my **Website Creation Course.**
Please note there are four bonus articles remaining in this module, but the formal course content is now complete.

Most readers will need to cover the entire course multiple times and that's perfectly fine. I urge you to read the entire module from start to finish once, and then focus on specific sections while you work.

This PDF will serve as a great reference that you can open any time in the future. I owned a profitable Web design company for two years and the material in the previous 146 pages is the actual foundation on which I built my business.

I sincerely hope you have enjoyed this course, and that you will put the information I have provided to good use. Please be sure to read the Appendix for a few more articles to help you achieve your goals of successful Website ownership.

To Your Ultimate Success,

John Thomas & Tim Whiston

Appendix A: Website Design Concepts

This appendix will give you an overview of what elements make up an effective Web design in the current age of marketing. The criteria have not been arranged in a tight structure of rules and guidelines, but rather a loose and candid discussion.

The truth is too many companies build a Web presence and totally overdo the visual elements while falling short on the content and basic usability. If your intention is to create profits, sign-ups, or any form of positive response you need to understand that stunning graphics are just the beginning, and that in fact a successful Web presence relies more on powerful content and intelligent structure than anything else.

With that thought in mind you should read through the following articles:

Article One - Seven Crucial Elements of a Successful Web Presence

There is more to an effective Website than great looking graphics. In fact there are seven crucial elements every site needs to maximize profits.

1. <u>Balanced Visual Appeal</u> – Of course your site needs to have a clean, attractive design. The Web is a visual medium and an ugly website is often the kiss of death.

But your graphics should not distract attention from your marketing message. If your site is an online video game or movie promotion of course it's ok to have a full-blown flash intro and loads of cutting-edge animations, but if you are marketing a more traditional product or service you should avoid going overboard on the visual presentation.

Also a visitor should not have side scroll to view your entire page. This adds a sluggish feel to the browsing experience and should be avoided if at all possible.

2. <u>Awareness of the 60 Second Rule</u> – It's safe to assume the average Web surfer will give your site a **maximum** of 60 seconds of their time unless you actively compel them to stay longer. The truth is statistics vary from market to market, and in many cases your window for first impression can be as short as 8 seconds!

For this reason, the area above the fold is the most important part of any page your visitor might land on. When I say "above the fold" I am referring to anything that is visible before your prospect has to scroll down the page.

You should use this area to relay your most important message. You might leverage a well-crafted header graphic, a killer headline, or an audio greeting that

plays as soon as the page is loaded to pull your visitor into your marketing message.

3. <u>Easy Navigation</u> – Give you visitor clear navigational options so they don't get lost. Nobody likes being on a Web page with no idea of how to get back to the page they just came from or where to find the main menu.

You can take this a step further by actually directing prospects where you want them to go. You might have a flashing Click Here button above the fold on your main page that takes a visitor to your portfolio or service display page, for instance. Or in the case of a direct response site you can leave your visitor only two options: order your product/opt-in to your newsletter or leave your site.

4. <u>Quality Content</u> – A strong and informative message is not only what your target market is looking for as they scour the Web in search of your product or service, it's what the major search engines will use when ranking your site in the search results.

It's a great idea to present yourself or your company in a personal and inviting manner. Most people want to do business with other people, and not some nameless entity.

5. <u>Pre-Qualification</u> – Your Website should answer many of the common questions and overcome the most typical objections posed by your target market. When this is handled correctly you are able to weed out potentially problematic customers and pull only the best-fit clients into your profit funnel. This is obvious enough in the case of a direct response sales letter site.

But even if your business is in the service arena (landscaping, home inspection, wedding planning, etc.) pre-qualification is a must. By providing detailed information on your scope of service, and even including a FAQ page on your site, you can begin the pre-sell process and "warm up" your prospects before a personal meeting or phone conversation ever takes place.

6. <u>A Lead Capture Device To Set The Stage For Follow-Up Marketing</u> – Research shows the average Web prospect needs to see an offer up to seven times before deciding to take action. If you let a visitor leave your site without collecting their contact information for a follow-up campaign, it might be your competition that finally ends up closing the sale.

You might offer a monthly newsletter, a discount club subscription, a sample product, or a free course as the incentive for your prospects to opt-in to your mailing list. These are just a few examples.

In fact there are a slew of different ways to collect your visitors contact info in an ethical, mutually beneficial way. The key is to offer some real value in exchange for the subscription.

7. <u>Findability</u> – It's pretty hard to profit from a Website that your target market can't find. It takes a lot of active promotion to drive traffic to your site, and this should be viewed as an ongoing process.

While the above statement is abundantly obvious to website owners in the business opportunity niche, a lot of traditional business owners fall into the trap of thinking an active site will automatically be available to the citizens of cyberspace.

Article marketing, link building, blogging, e-zine ads, viral marketing strategies, displaying your domain in all of your offline advertising, and joint venture promotions are all examples of effective promotion strategies. Of course a sound tutorial on this aspect of Web marketing could fill an entire manual, but no discussion of Website design is fully complete without at least a mention of the need for constant promotion.

Make sure your site meets the entire above curriculum, and you will have yourself a great foundation for profitable Web marketing for both business and personal agendas.

Article Two - Building a *Real* Web Presence

An anonymous Internet marketer has very little chance of success in today's highly competitive industry. There are thousands of affiliates and Webmasters promoting similar, if not identical, products and services everywhere we look. If you are to make any money in this business, you need to put yourself on the map right away and announce your presence with confidence and professionalism.

You don't need just a Website, you need a site that tells everyone exactly who you are and what you have to offer.

In the maze of hype, automation, and information overload that Internet surfers call home, people are looking for the "human factor". We want to connect with a real person, and not just a slick looking website with lots of flashy menu options.

I know it can be difficult to form an original concept for your first site, and here's my advice: Don't worry about coming up with some amazing innovation right off the bat. Just start with your personality.

You want people to get used to seeing your name, your personal photo, and the logo image for your Website. The more often people see these things, the more likely they are to eventually have a closer look at what you have to offer. Also,

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keeping your name and image in front of as many people as possible will create a sense of familiarity for you among these people. This is the concept of branding that the world's most successful companies use every day.

On a planet inhabited by well over 6 billion people, you are unique. Sure, your interests and many of your personality traits are shared by numerous other people, and you have no doubt met folks with whom you have a great deal in common. But there are plenty of things that set you apart from the crowd. Being you, and expressing yourself honestly, is the key to building a powerful Web presence.

Article Three - Bells And Whistles. Does Your Site Really Need Them?

Current graphics technology is awesome, and I love a good video game. But market testing has proven Websites that go overboard with graphic design and special effects actually convert far fewer sales than sites with clean, attractive layouts that do not interfere with the most important element – the content!

I hate it when I come to a site looking for a product or service and I can't get past the streaming video intro. I also hate it when a fat audio file loads on every page I navigate, or when the flash elements and high-tech animations make it hard to find the order button.

Believe it or not I'm saying this as a professional Web designer. And guess what?

According to multiple independent studies the average Internet consumer agrees with me!

It's a fact – sites with too many bells and whistles will actually drive your customers away before they have a chance to soak up your offer or at least subscribe to your opt-in list. As a rule, I don't even recommend flash as a viable media for direct response marketing.

Look at some of the most productive retail sites in any niche and you'll find clean, appealing graphics. But these visual creatives will not overshadow the most important element of all… the site's content!

Unless you are marketing a video game, a movie, or sophisticated animation software/design service, it's the content that generates sales and not the bells and whistles that turn your site into a digital carnival.

Don't get me wrong, both audio and video elements can have a tremendous impact on your conversions; but not if these features are presented in place of quality sales copy and plenty of solid consumer information.

High-tech design solutions should be applied in a way that compliments your content. Your marketing message should never be upstaged by visual theatrics or dazzling sound effects unless you're in the business of selling such effects to site owners who don't know any better.

Regardless of how far technology advances it is highly unlikely the average consumer will ever stop demanding quality content prior to his or her purchase of your product or service. So lead with your message and let the special effects blend in and compliment your content delivery.

Keep the balance between graphic design and strong copy, and your visitors will be far more likely to stick around and give you the chance to close the deal.

Article Four - Pre Qualifying Your Audience

A lot of people design their business Websites to make direct sales. That's great, but in some cases such an approach is not appropriate.

For example a small service-oriented business like a landscaping company or computer repair service is more likely to use a Website as a prospecting tool. Likewise, many network marketers are using their sites to build their contact list or promote some type of free e-zine.

If you are using the Web to gather leads for your business, it is crucial that your site is a very clear representation of what you have to offer a prospective customer. This will save you loads of time and frustration in the long run, and will result in higher backend conversions.

It's best to seek a business relationship only with those people who want specifically what you have to offer.

There may be hundreds of people selling the same product or service as you. But it's a safe bet that you are not 100% identical to all of your competitors.

Perhaps you charge slightly more or slightly less for a particular product. Or maybe you have a radically different approach to rendering a given service.

Give your prospects as much information as possible about how you operate, what you charge, how they can expect to be treated, what you are unwilling to do in terms of scope of service, etc. Ideally, you want to capture clients who are a great fit for your individual business philosophy.

If you are intentionally vague with your promotional copy, you might end up doing business with people who don't like you or your methods of operation. Of course this is going to happen sometimes regardless of what you do, but you can

eliminate a lot of the headaches associated with poor-fit clients by pre-qualifying your audience.

This concludes the bonus articles. Thanks again for downloading and reading the Website Creation Course.