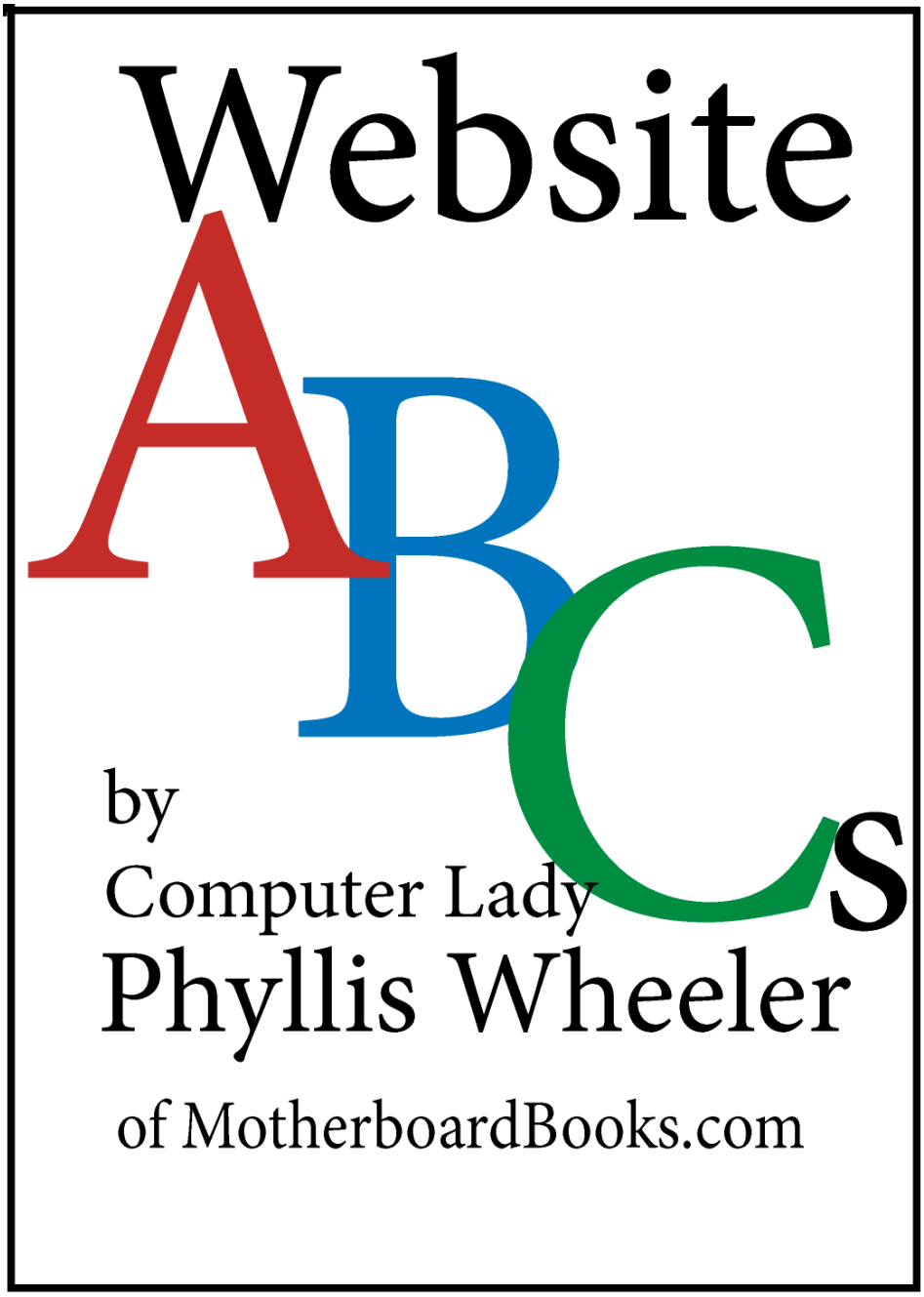

Learn:

- **Just the little bit of HTML you need to know to make and maintain a website**
- **How to go about setting up a website that includes a blog**
- **What you need to know to promote your website**

Updated July 2014

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About the Author:

Phyllis Wheeler taught computer science classes at a homeschool co-op in St. Louis for three years. She has also been a webmaster since 2003. A homeschooling veteran, she has worked in the aerospace and pharmaceutical industry as a mechanical engineer. Along the way she has written some computer programs and taken some computer courses. She has also worked as a newspaper reporter and free-lance writer. She has bachelor's degrees in English from Smith College and in mechanical engineering from Washington University in St. Louis. She and her husband Steve have four children.

Introduction

Many folks want to supplement their income. The Internet provides a great new frontier for small businesses. Do you need to get your company location and hours onto the Internet? Then you can set up a simple informational website. Do you have something to sell? Then you can set up a sales website and add a blog to it to draw attention from the search engines. Do you have any area of expertise that people might value? Then you can write an e-book and sell it using a sales web page. Do you have a passion about a particular subject? Then you can create an information website and get some income from advertising on it.

You can do it! There's a great divide in most people's minds between those who can make a website and those who can't. This book aims to bridge that divide. For one thing, making a website is simply not difficult. And it will save you a lot of money. This book is an inexpensive alternative to hiring a webmaster to create your site.

Go for competence! This book will also save you on headaches. It departs from the common "template" approach which hands a novice a half-made template website, ready to tailor to your own needs. Unfortunately, if you don't know at least a bit of HTML, you will quickly get frustrated as you operate your site and need to add pages or hook in a shopping cart. I believe the far better approach is to teach a bit of HTML, so that you the student can become competent. Here's the best part: it isn't hard at all!

How much is a shoestring? This book will get you up and running with one website on a shoestring: the price of this book, plus about $25 a year, the least expensive way to pay for naming and hosting one website.

Who is this book for? This book is written for adults and older teens who are motivated to get a small business up and running on the Internet, and want to know how to do it. Part of it consists of sequential lessons; it would be best to follow the sequence, in order to become familiar with the very simple HTML taught in this book, and other tools that you will need as your own webmaster.

Prerequisites. I assume that you know how to use a word processor and e-mail, and you know how to search the Internet. If you don't have these basic skills, please go to a beginning computer skills book first.

Troubleshooting. Look for a troubleshooting guide for HTML in the Appendix.

Software needed

This set of lessons requires Notepad software already available on a PC. It is found in the Windows Accessories. (Click on Start, on All Programs, then on Accessories near the top of your programs list. Find Notepad in the alphabetical list.) On a Macintosh, use TextWrangler, a free download. We will also be downloading some free website creation software from the Internet, Kompozer, usable on Mac or PC.

Internet Safety for Teens

This book asks students—adults and teens--to become familiar with the Internet, which is full of inappropriate content. For your teens, you should place the computer in a place where you can look over their shoulders. But there is much more you can do to provide them with independence in using this marvelous and dangerous tool. You can install parental controls on your computer through your Internet Service Provider, or you can install a separate filter. For filters I prefer Covenant Eyes, but there are many other filters out there.

You can direct your search engine to look only at safe sites. You can set the filter in Google to SafeSearch. You can get further information on how to allow your children to use the Internet safely at www.getnetwise.org.

Chapter 1: E-commerce Introduction

I am writing this book for someone who would like to have a presence on the Internet, and who doesn't want to spend much money getting it going. This person is willing to embark on learning just how to make a website; this is a do-it-yourself webmaster handbook. And although the subject is new to you, you won't find it difficult.

Possibly you have some ideas rolling around in your head already. I urge you to think along these lines:

1. **An area of expertise for you**. Is it gardening? Parenting? Painting? Finding lost cats? Baking? You can write an e-book on any such topic. You will aim it at a niche market. Then you can set up a website to sell the e-book download, and bring traffic to it using Google Adwords or Yahoo Search. This is where users put words into a search engine, and your ad pops up on the right side, based on what the searched "keywords" were. You pay for each click over to your site. The narrower your niche and the more specific the ads, the less these clicks will cost you
2. **An area of interest for you**. You can make an information website, either for your business or to provide information on a topic. If you already have a business and want to create a website to put your basic information out on the web, you can make an information website. Or create a one on a topic that interests you. Fascinated with travel to a particular spot? Interested in health and nutrition? You can set up an information website, full of articles and links for the reader, possibly even containing a blog on the topic. Then you can run text ads on it to get some revenue. To get the articles, you can comb through free article directories on the Internet. These articles are free for you to post on your website, provided that you leave the author's personal information, including link, as it is. You can write your own content too. Of course, you can't just copy content from books or other websites; that would be violating copyright, punishable by stiff fines. A topic website like this can generate money through Google Adsense. Basically, individuals selling something pay Google which pays you to run those ads along the side or bottom of your website. The ads are related to the content of your website.
3. **An item you'd like to sell**. I know of someone with a profitable business selling name-brand men's underwear from a website. He ships all over the world. His customers find him using Google Adwords or Yahoo Search. This involves buying shipping supplies and setting up a shipping department in the spare bedroom or the garage. (If this is what you want to do, consider setting up an eBay or Amazon website. eBay is a window onto a tremendous market, and you don't have to sell using auctions. This book doesn't deal directly with selling on eBay or Amazon.)

So you're thinking of learning how to set up an Internet business. Let's talk about marketing, which is critical for any business--you have to get the word out somehow. What you say on your website is only part of the marketing picture. There are some major new things to learn about here:

- Search engine marketing (paid ads and free listings)
- Affiliates—your paid sales people
- Automated newsletter tools, called autoresponders
- Tracking tools that tell you how many visitors your web site had, and where they came from

Of course there are other marketing avenues, but these are the ones you need to know about to begin with.

In the past few years, paid search engine ads have changed the marketing picture. Before that, webmasters would carefully optimize for search engine placement—meaning that when a user searched on certain words, your website would pop up in the free search engine listings at the middle and bottom of the search page. Consulting companies would optimize your website placement for a fee. But unless your site is in the top five or six, it doesn't get seen. And the search engines keep changing the rules. So it's hard to get on top and stay on top of the free listings. Many of the folks who are making money on the Internet these days are using the paid search engine ads. But it's best not to ignore the free listings! We'll discuss more about marketing later in this book.

Internet businesses consist of websites. This book will teach you some HTML and show you how to build a website, spending minimal money to do so. It is formatted as a series of lessons.

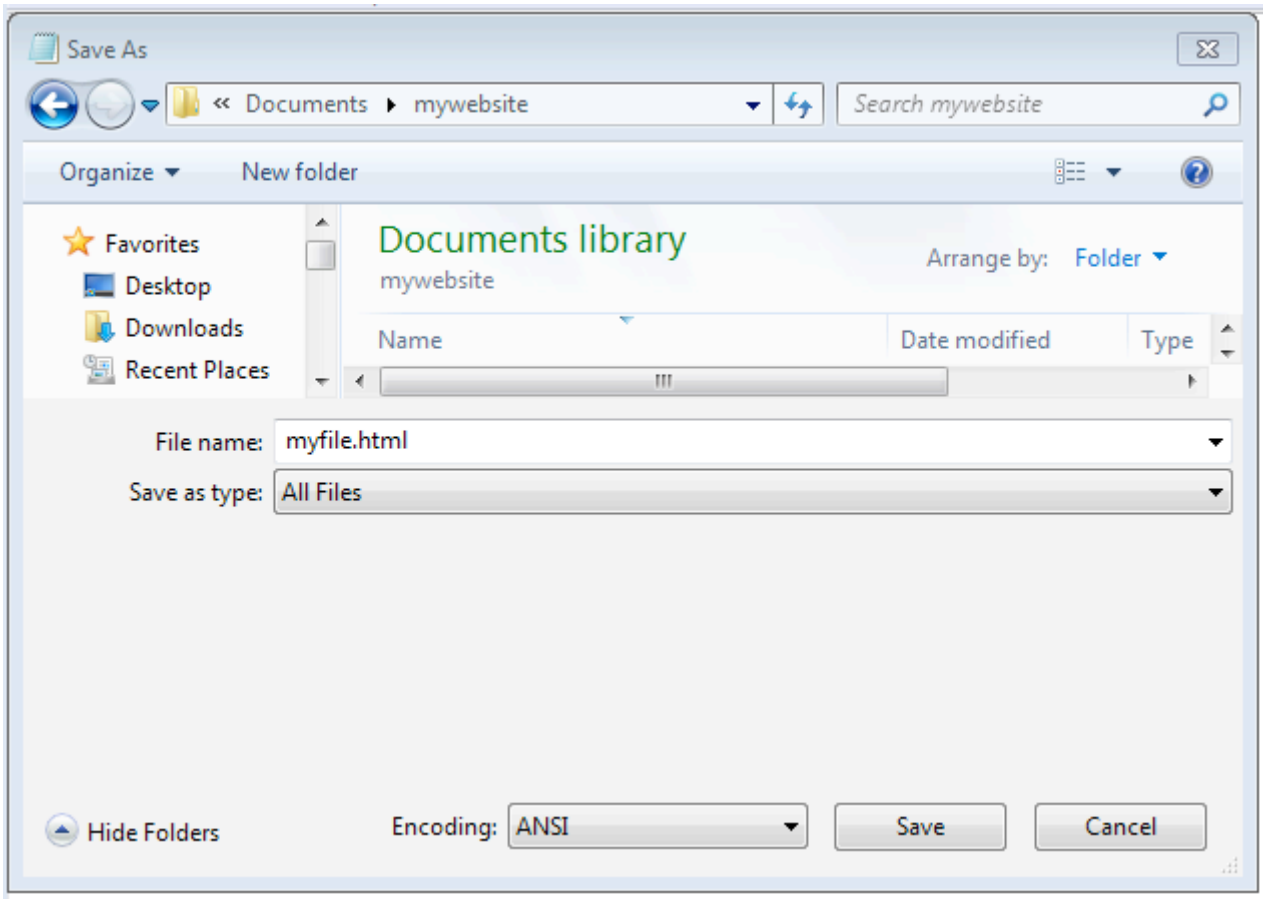
Chapter 2: Learn the Basics--Simple HTML

We're going to learn some HTML (Hyper-Text Markup Language), the language of web page programming. Would you like to skip this part and go straight to the chapter that makes web pages where you don't see the HTML code? Don't skip this! You will need to know some HTML to tinker with your web page, add meta tags for the search engines, fix goof-ups by the software, add your shopping cart, and so on. We are aiming for **competence** for you. **Here's the best part: it's not hard at all.**

Open up a new file in Notepad. (To find Notepad on a PC, go to Start, then Programs, then Accessories, then find Notepad. On a Mac, download TextWrangler from www.TextWrangler.com.)

Save the empty file as an HTML file. Here's how: click on **Save As.** This dialog box opens up.

On the upper part of the dialog box choose a place to put it, and on the bottom part of the box choose a format, where it says "Save as type." There isn't any HTML format to choose, so we will choose **All Files**. On the line for the file name, type in the name plus ".html," like this: Myfile.html. Click on **Save**.



Now we adjust what's in the dialog box, changing the name to myfile.html and the type to All Files.

(In OSX, start TextWrangler. Type something in your file, and save the program with an HTML extension, for example, Myfile.html.)

The open Notepad file will look very plain, with no toolbars above it like you are used to. Currently it is blank.

Now we need to make sure this file has saved as an HTML file. Go to your Start button, and find your Documents folder. Click on it, and keep clicking on folders till you find the spot where you stored Myfile.html. Does it list the filename as filename.html, or alternatively does it have an icon that matches your browser (an e for Internet Explorer, for instance?) (What is a browser, by the way? A browser is a program that reads web pages.)

Double-click on the file to open it. Does it open in Internet Explorer or another browser you use? If so, that's great. Close it again. But if the opened file pulls up an application like Word and appears to be a text file, you need to try to save it again until it saves as an HTML file. (On a Mac, it may open in TextWrangler or TextEdit rather than in a browser. If it does this, click on the filename while holding down the Apple key and choose to open the file with your browser.)

OK, now you have a blank HTML file. Open it using your text editor (Notepad, TextWrangler, etc.).

HTML files are formatted using pairs of tags, which are enclosed in angle brackets **<like this>.** The computer reads what's in the tags and prints out on the page the words that are surrounded by tags. Tags come in nested pairs. The first one of the pair (the on-switch) has no slash; the second (the off-switch) has a slash **</likethis>.**The opening one for your web page looks like this: **<html>**, and the closing one for the very end like this: **</html>.** Just to confuse things, some types of tags don't come in pairs. For example, **
** means line break, or new paragraph, and it's for both opening and closing.

Type this into your file:

<html>
</html>

Everything we add will be between these two tags, which are telling the computer that this will be an HTML file.

Inside the HTML tags will be two sections: head and body, each with opening and closing tags. The head is for the stuff that goes in the blue band at the top of the web page, and for some hidden items that search engines see. The body is for the stuff that goes on the web page that everyone sees. Let's add tags and leave space for the words we will be putting in. You do it too. I will underline what I have just added:

<html>
<head>

</head>
<body>

</body>
</html>

Notice that these are nested; the pairs go between the opening and closing slash marks. Now, we want to put a title in the **head**. That's the band at the top of the finished web page. Add the title, shown below underlined. (You don't need to underline it. This is how I will distinguish a new line.)

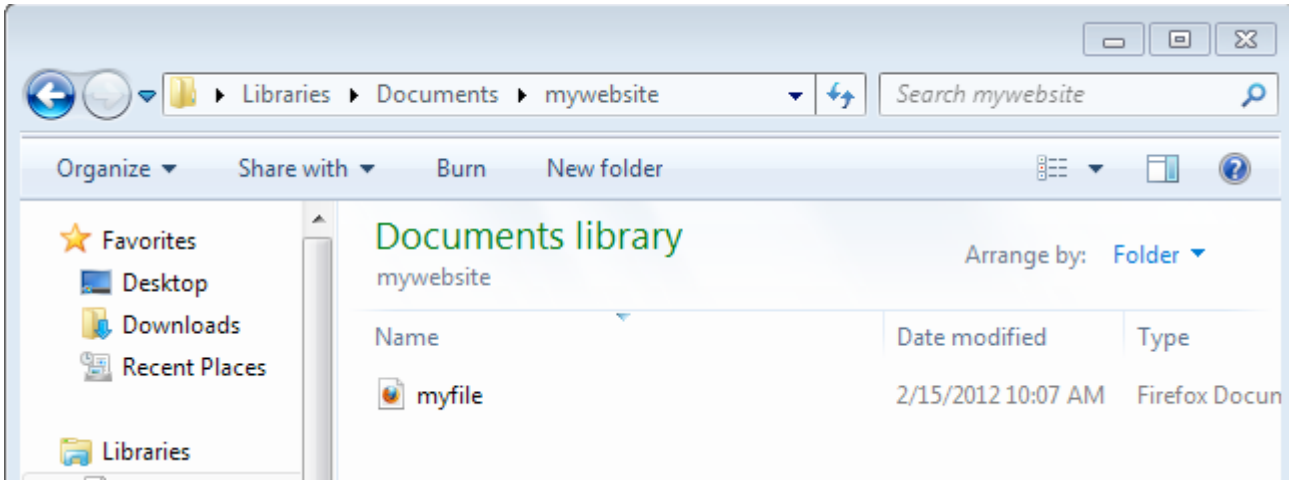
```
<html>
<head>
<title> The Frog Story </title>
</head>
<body>

</body>
</html>
```

We want to put in a background color. Add bright red to the starting body tag:

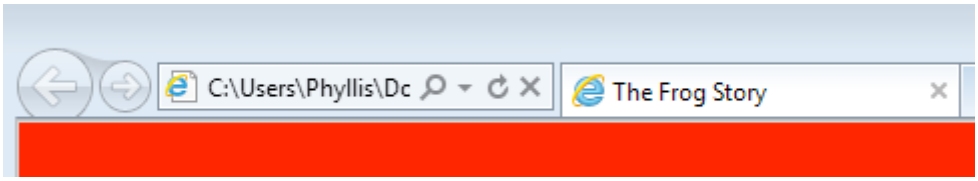
```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
</body>
</html>
```

It's time to see what this looks like on our web page. Save it under the same file name (using **Save**, not **Save As**), and then shrink the Notepad window. Look for the file in the computer folders and double-click on it.



Find your folder

Find the folder where you put the file, and then click on the file. Your browser should pop up showing your file. If it doesn't show, you have made a tiny error in typing your HTML code. Make sure your code matches mine exactly. You should have a red page with its title in the band at the top.

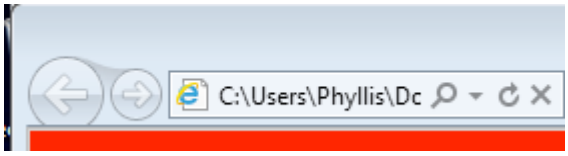


Looks a little plain, doesn't it? Let's work on it some more. Shrink the browser (don't close it).

Well, our web page ought to say something, don't you think? It's a tradition among computer folks to type a program that says "Hello, World," in any new computer language they are learning. I suppose this is what a baby would say if it could, when it is born. So let's say, "Hello, World." We have to put it in the body, of course. We don't put it into a tag—it's what we want to see on the page.

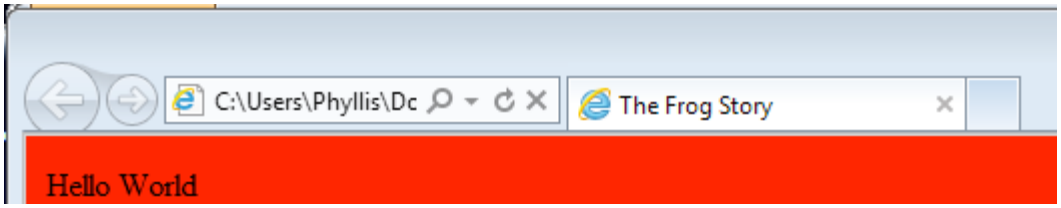
```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
Hello World
</body>
</html>
```

Now save the file (you could hit **control-s**). Enlarge your browser. Hmm, it doesn't say Hello World. Do you know why? We haven't refreshed what it is looking at! It is still looking at the old stuff! To refresh it, there should be a refresh icon at the top of the page. It will have an arrow going in circles on it.



Here it's at the far right next to the x.

Pause your mouse over several icons to see if they say "refresh" or "reload." Do it! Now the latest is showing. It should say "Hello World." But—it's kind of small!



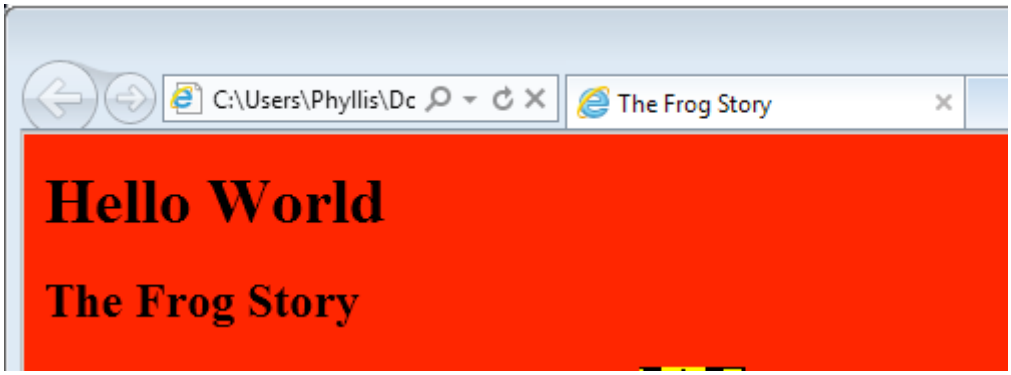
Should we make that a big headline? How about size h1, the biggest? We need to put h1 tags around our text. Change your code this way:

```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
<h1>Hello World</h1>
</body>
</html>
```

Want to add another line in smaller type, say h2? (We can go all the way down to h6.) Can you guess how? Try it and then look at mine:

```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
<h1>Hello World</h1>
<h2>The Frog Story</h2>
</body>
</html>
```

Now, save your text editor file, shrink it, and refresh the browser window. What do you think?



You have just learned what HTML does—it generates a web page. It is the **source code**. We are so used to looking at a web page in a browser and thinking of it as something "real." But it isn't—it's just a byproduct of the source code. To create web pages, we need a program that looks at the source code, such as Notepad, and also a browser that looks at the generated product.

Let's add a picture. Find a digital image you can use on your computer, a file that ends with .gif, .jpg, or .jpeg. You may have a photo on your computer you can use. Here's how to find images on a PC. Right click on the **Start** button at the bottom left of the PC screen. At the bottom of the menu is a search box, where you can input your search terms.

In the search box, put

***.jpg**

The asterisk, *****, means "anything" in the old system for talking to computers. In the bottom one, **Look In**, click the down arrow and choose "local hard drives (C:)". You are now searching for any file that ends in .jpg.

Hit "enter." Click on the files or folders that show up and see what you have. You can also look for ***.gif**, another image format that is very web-compatible. What we are looking for is where the image is on your computer.

From the list of images produced by the search, right-click on one and, from the bottom of the right-click menu, click on Properties. This will tell you where the photo is located in the folders. Make a note.

Create a Web Page Folder

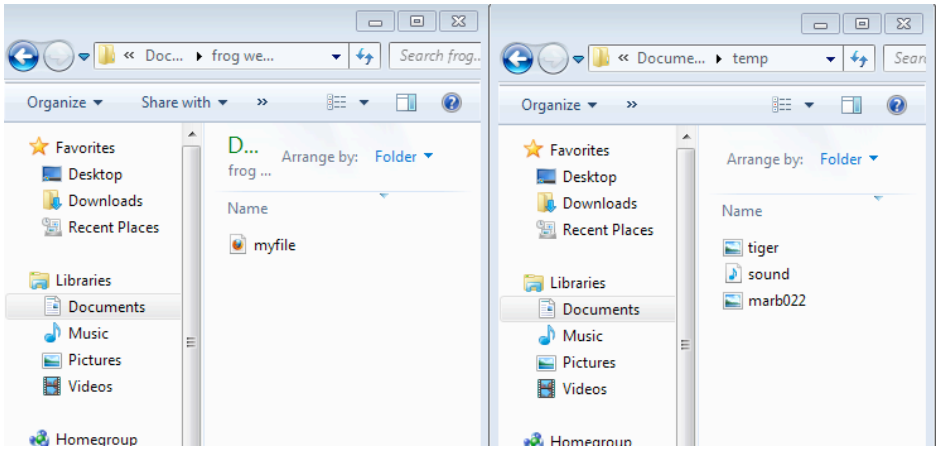
This step is very important. **A website is really a folder with a bunch of files in it, including an HTML file for each page, alongside pictures, logo, .pdf files, and whatnot.** When you put a site on the Internet, you upload its folder to somebody's server, or storage computer. We're going to make a folder now and put our HTML file in it, along with the image file we just chose.

To create the folder, click on your Computer icon and then click on the Documents folder. You may want to create a "websites" folder under Documents. Inside that, make your folder for this website. (Here's how you make a new folder: while inside a window, find the **New Folder icon**.) Now type to rename your new folder "frog website," or whatever you like. Note that for web folders we usually name the files and folders in lower case, including the photos. It makes the URLs simpler later.

Next save your HTML file into the folder. Since your text editor file is shrunk, enlarge it and use **Save As** to save it to the new folder. Don't forget the .html ending!

Next I'll put the image I chose in my new folder. I'll click on the Documents icon and find the image that I had located using the search a minute ago. I want to drag and drop the image into the website folder.

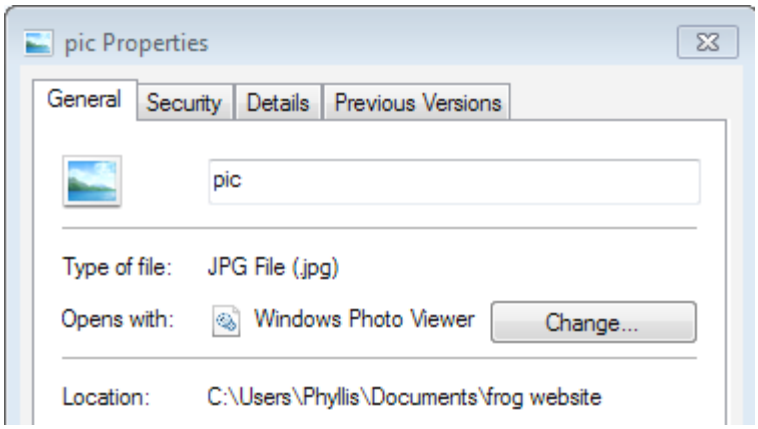
Here's how: I need to open a second window, so I will click again on the Documents folder and click on folders until I get to the frog website folder. So I have two windows open. I will make the windows smaller by clicking on the small-window icon, in the upper right of the window next to the x—it looks like two boxes. Then I will resize the window by tugging on the lower right corner.



Now I will drag and drop files from one folder to another, or use **Copy** and **Paste**, (keyboard shortcuts for these are **control-c**, and **control-v)**.

In the new folder, let's rename the image something nice and short, like pic, pic.jpg, or pic.gif, to save URL typing later. To rename, select the name and click the right-hand mouse button, and then go down to choose **rename**, or slowly click twice on the name. Type in the new name. Be sure you still have the .jpg, jpeg or .gif ending (don't worry if you can't see it; sometimes Windows likes to hide these endings, also called extensions). I will assume its name is now pic.gif.

Make sure what you know EXACTLY the name of the image file, such as .jpg or .jpeg, or .JPG or .JPEG. If you can't see the file ending, right click on the file name and choose Properties.



This is telling me mine file name is pic.jpg.

Now, enlarge your HTML file again and in your code call your image source, or **img src**. Let's put it above the "Hello World."

```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
<img src="pic.jpg">
<h1>Hello World</h1>
<h2>The Frog Story</h2>
</body>
</html>
```

Save and take a look using the browser with refresh.

Oh, no, what's wrong? I can see I forgot the quote mark after pic.jpg. So the computer is not making sense of the rest of the code. Better fix it! Save in Notepad, then refresh in the browser.

If your picture came in as far, far too big, download a free photo editor from Google called Picasa. Open the picture and then export it smaller, giving you a copy that's smaller.

Now does it look good? Mine needs centering.

```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
<center><img src="pic.gif"></center>
<h1>Hello World</h1>
<h2>The Frog Story</h2>
</body>
</html>
```

Actually, let's center our words too. We'll move the ending center tag to lower in the file:

```
<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
<center><img src="pic.gif">
```

<h1>Hello World</h1>
**<h2>The Frog Story</h2> **
</body>
</html>

Want to play with the size and shape of the picture? Let's put in a size in pixels for the image and see what it looks like. If it looks funny, change the numbers. Remember we are just practicing.

<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
** <img src="pic.gif" width=300 height=200>**
<h1>Hello World</h1>
**<h2>The Frog Story</h2> **
</body>
</html>

Of course this will look funny, probably not matching the proportions of your photo. This explains to you why you sometimes see a stretched photo on the Internet! You can change your code to just have the width OR the height, and that will let the photo come into its proper proportion.

<html>
<head>
<title> The Frog Story </title>
</head>
<body bgcolor="#ff0000">
** <img src="pic.gif" width=300 >**

<h1>Hello World</h1>
**<h2>The Frog Story</h2> **
</body>
</html>

Let's add a link to another real web page. Shrink your HTML file. Now, use Google to find a website on frogs, or whatever your topic is. Click on the URL bar and hit **control-c**, to copy the URL to the internal clipboard. Now enlarge your HTML file again. Inside the body (just after the second line that says The Frog Story), type this set of tags for a link, changing it to fit what you have:

** Check out this site on frogs!**

The second part (starting with "check out") is what shows on your page. The first part inside the tag is the address where the person is sent. Be sure the link has the **http://www** part in it. Notice that for a link, the opening tag contains an **a**, and the closing contains **/a**. A is for link, don't ask me why!

OK, save it. Now we have a simple web page! Look at it with your browser, clicking on the Refresh icon. Does your link work? If not, check your syntax against mine again.

Exercises

1. Change the background color. Experiment with different letter and number combinations and see what you get. Uppercase and lowercase don't matter. For starters, blue is #0000FF, aqua is #00FFFF, yellow is #FFFF00, lime green is #00FF00, silver is #C0C0C0, violet is #AABADD, and light pink is #FDEDF2. The first two numbers/letters control red, the second two green, and the third two blue. Each slot goes from 0 to 9 and then from A to F. (This is hexadecimal numbering.)

2. Add another image, with a headline below it. Make the headline size h3. Center the headline.

Chapter 3: Learn the Basics--Get the Content Together

Our next exercise is to create a very simple information website using software that allows us to change the source code by changing what we see. Even if your business website won't be an information website, I want you to go through this exercise of creating one. You need this practice in order to be your own webmaster, for any type of website.

Here are your project requirements:

- We will make a very simple four-page website.
- The home page will be called index.html. Other pages could be called My Hobbies, My Family, etc. (hobbies.html, family.html), or three other parts of your topic of interest.
- Each page needs to have the SAME set of links on it linking itself to other pages in the Web site and to itself. To begin, we will make a template page and then copy it a number of times, renaming it each time.
- Each page must have a five-sentence paragraph, a headline, and its own photo or illustration.
- All these files will be contained in one folder, with no sub folders for our simple website.
- At the bottom of your index page, put at least two links to relevant outside web pages.

If you have a topic you love, use it! Otherwise, make the site about yourself—your interests and so on. Don't be shy. It's only an exercise!

Write the headlines and paragraphs for each of the pages for your site. You can write them in Word or in another word processor. Check the spelling. Gather illustrations to go with them and have them scanned at low resolution, about 72 dpi or dots per inch, or use Google Picasa to export photos in a smaller format to reduce them. You need to have files for these that end in .gif , .jpg, or .jpeg. A high-resolution image will slow down the loading of your web page, but you could use it anyway for now.

Chapter 4: Learn the Basics--Start with Kompozer

Now that we know how to write some HTML, we're going to start using a type of program that creates the HTML for us. We type as if in a word processor, arranging our text and headlines to look the way we want our web page to look. In the background, the program creates the HTML code that will actually generate the page. This type of program is called WYSIWYG, for What You See Is What You Get. It's pronounced WIZ-zee-wig. There is a very expensive WYSIWYG called DreamWeaver and a free one called Kompozer. Since we're on a budget, we'll go with the free one for now.

Many websites these days have underlying programming in PHP, a computer language. These PHP sites include blogs and sites made with templates. Even if you end up with a blog website eventually, you will find it very useful to know how to manipulate the HTML that will also be on the PHP page, and the PHP looks pretty similar to HTML as well. This is a great first step for you.

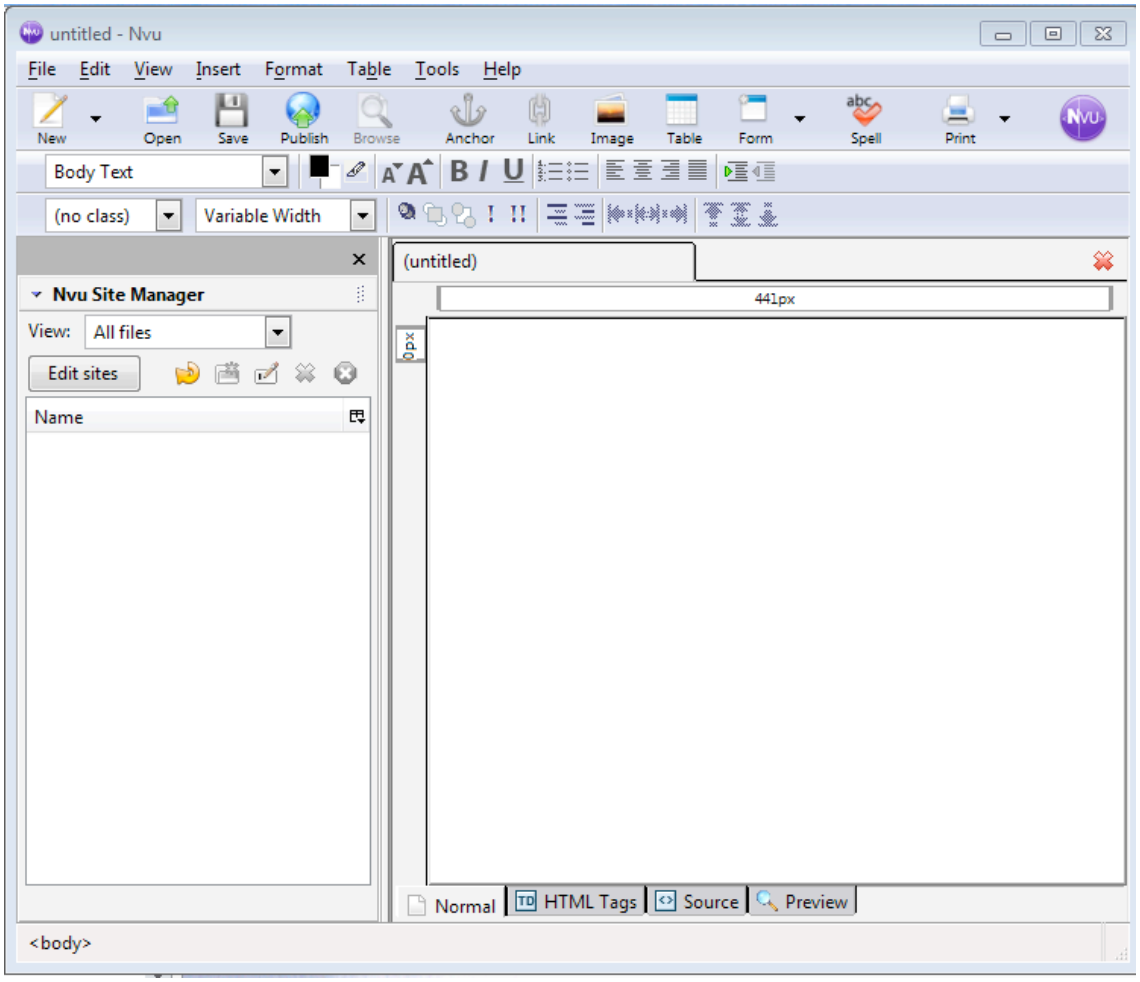
Kompozer is one of many open-source projects, which programmers from many companies and many countries work on without pay. Why do they do this? To provide us an alternative to large companies. These open-source products are available for free download on the Internet.

Find Kompozer using Google. Find the download button for your operating system, Windows or Mac.

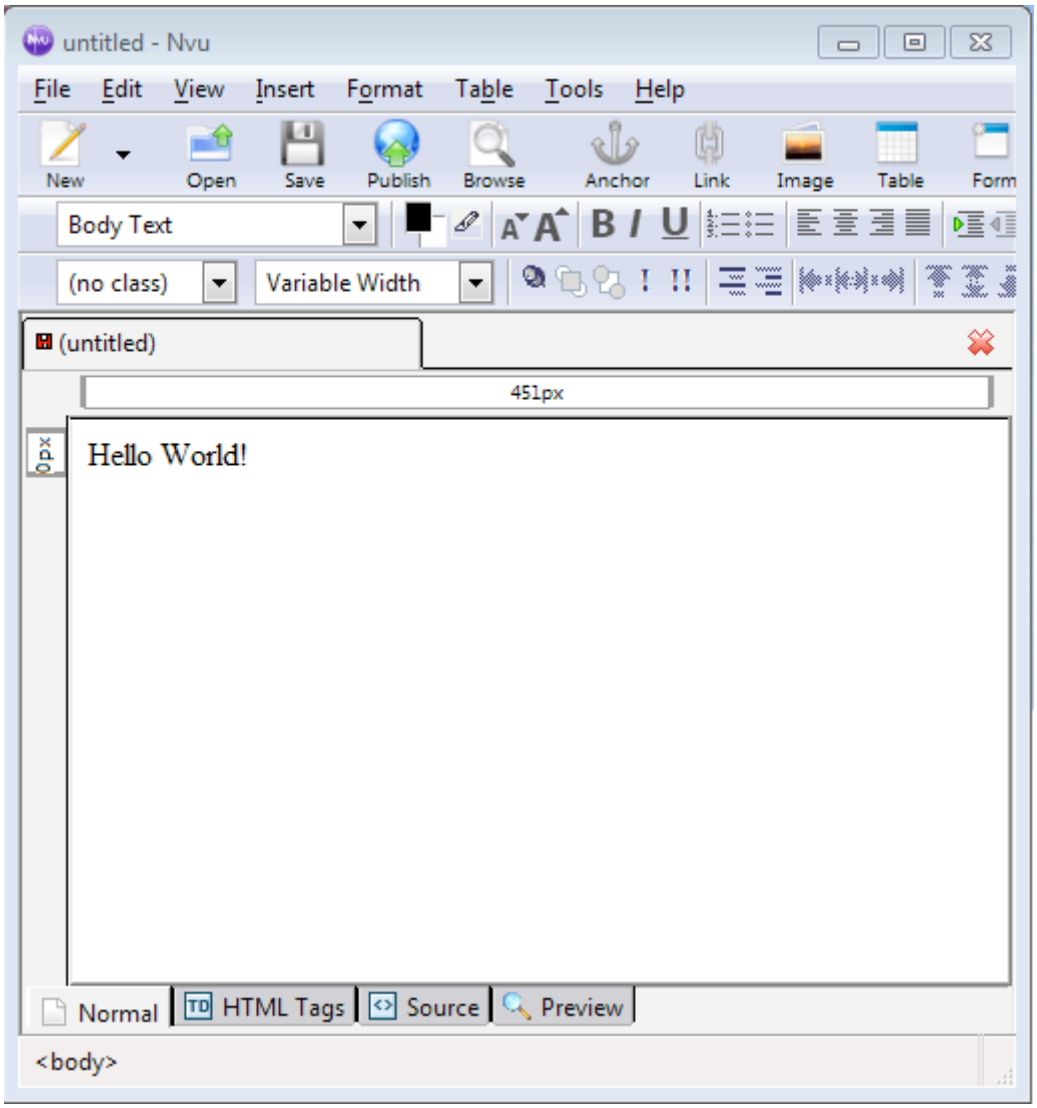
Find the icon for Kompozer and double-click on it.

As always, we will put all the files for our website in one folder. For starters, let's make the folder. Find your Documents icon and click on it. Create a new folder and give it a name, such as susie website. Inside this folder we will put these files: index.html, hobbies.html, pic1.jpg, pic2.jpg, and so on, as we create them.

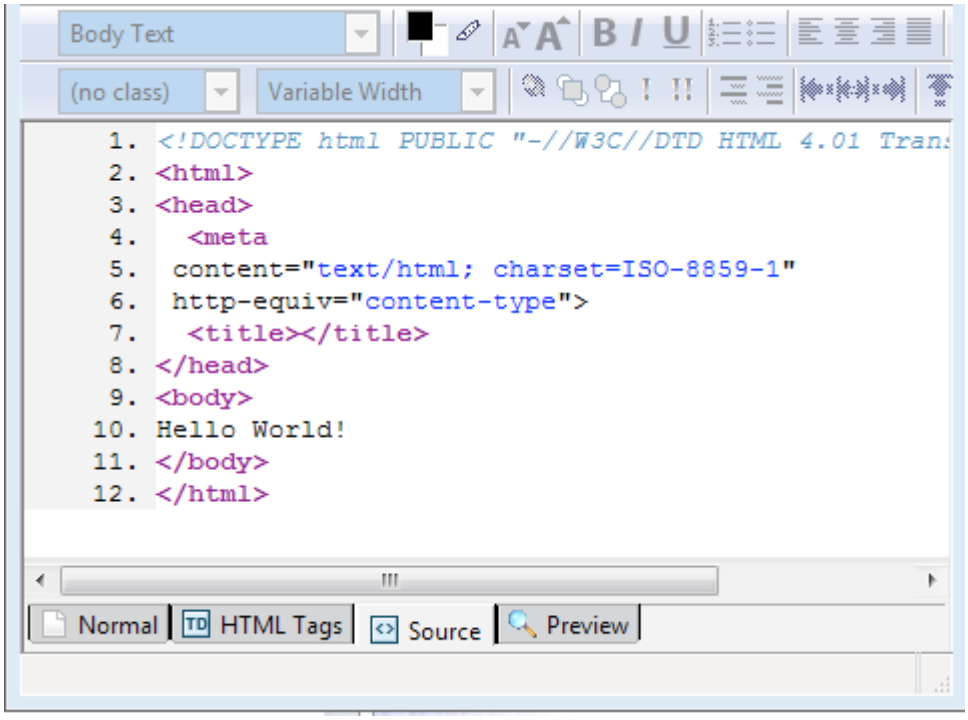
Click on the Kompozer icon to open the program. Here's what we see:



Notice the tabs across the bottom. We are currently in Normal view, where we are looking at the webpage rather than the HTML code source. But if we click on the "source" tab we will see the HTML source code. In Normal view, we can just start typing, if we like, to test this new program out. Put your cursor near the top of the page and type "Hello, World!"



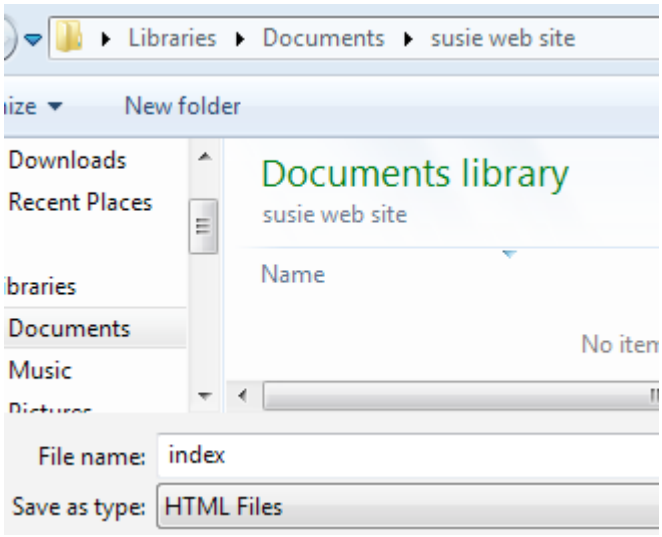
Now click on the Source tab. Do you see appropriate HTML code?



That's an instantly generated HTML page like the one we just made on frogs! This one contains a meta tag in the head area. The meta tags are tags that aren't meant to be displayed. They provide information about the site for those who might look at the source code, or for search engine spider bots.

Now we want to work on our four-page website. Each of our pages will contain links to the other pages and to itself in a band across the top of the page. In this respect, all the pages will be alike. How do we do that? We will make a template, a simple file containing just the links for our website pages on it. Then we will copy the template as many times as we have pages on the website. We will tailor each copy to make it a different page for real.

First let's give our empty template a name. Click **Save As**. A pop-up may ask you for a title; this is what goes in the band at the very top of the web page. You can say your website title for that, such as "Susie's Web Page Home." Now save it in the folder you made. We'll call it index.html. It will be our home page eventually.



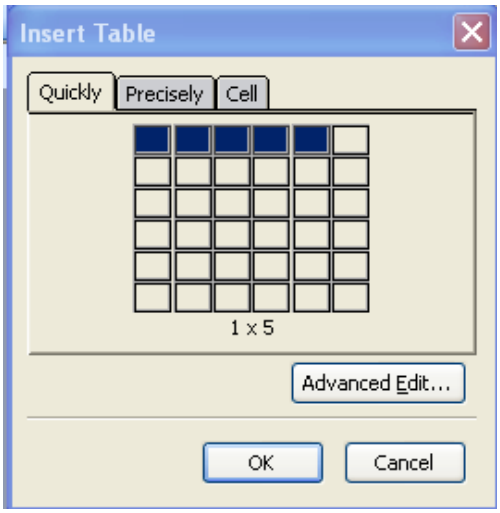
All home pages are named index. That's because browsers will automatically look for a file named index.html or index.htm. For instance, if someone wants to go to my website, they might type into the address bar at the top of the browser this part of the address: www.motherboardbooks.com. The browser will put the first part on, **http://,** and then will look for **index.html** or **index.htm** at that site.

We'll make a band of links that goes across the top of each page. We'll use a table to do it. A table has rows and columns. We can put text and pictures into the cells of the table, which can enlarge to hold them. The result can be sort of like a newspaper, which typically has several columns going across. The table cells separate text and picture elements from each other in a nice layout format. A row of links across the top or bottom of a web page is a one-row table. A row of links up the left side of a web page is a vertical table within one cell of the page layout table.

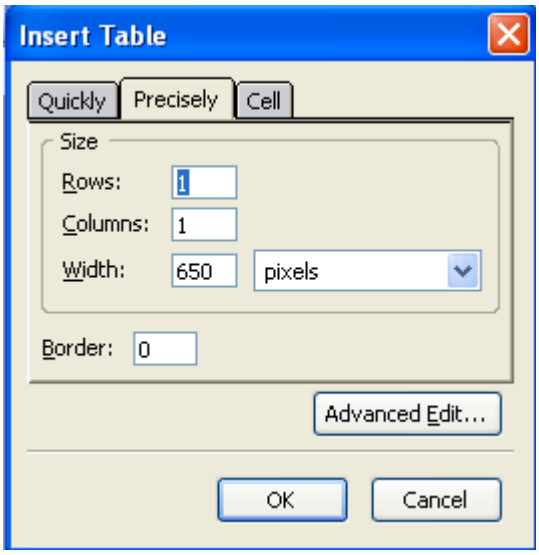
So how do we make a one-row table for the top of our template page? Find the Table icon near the upper right. It looks like this:

. Click on it.

We get this dialog box:

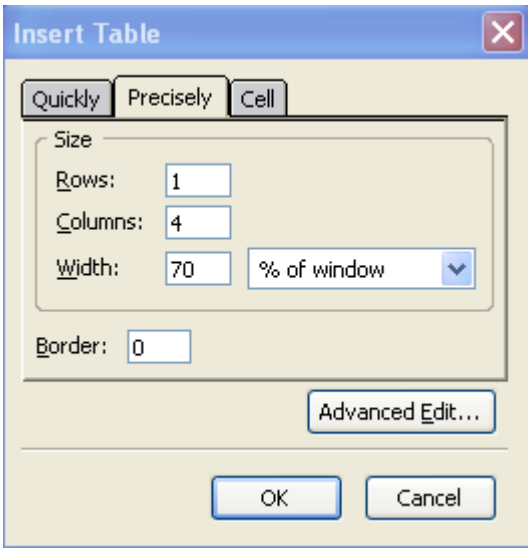


Do we want to do the job quickly or precisely? I go for precisely. Let's click on that tab

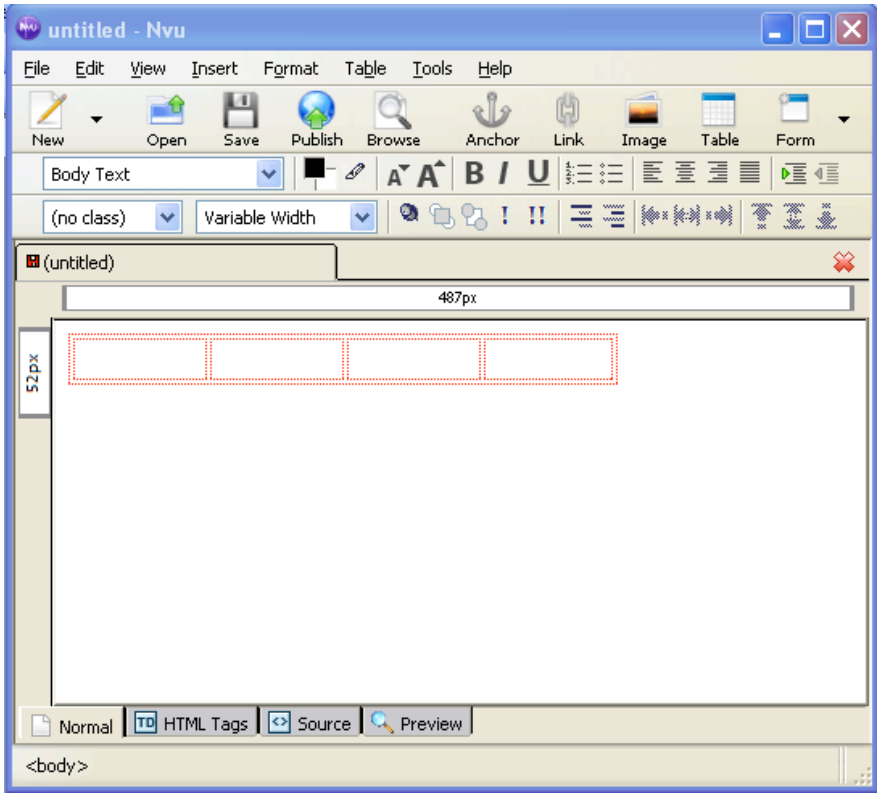


The dialog box asks us how many columns and how many rows. Do you remember which is column and which is row, in a table? Here's how I remember: a column holds up a porch. It's vertical. So the column is the vertical stack of boxes in the table.

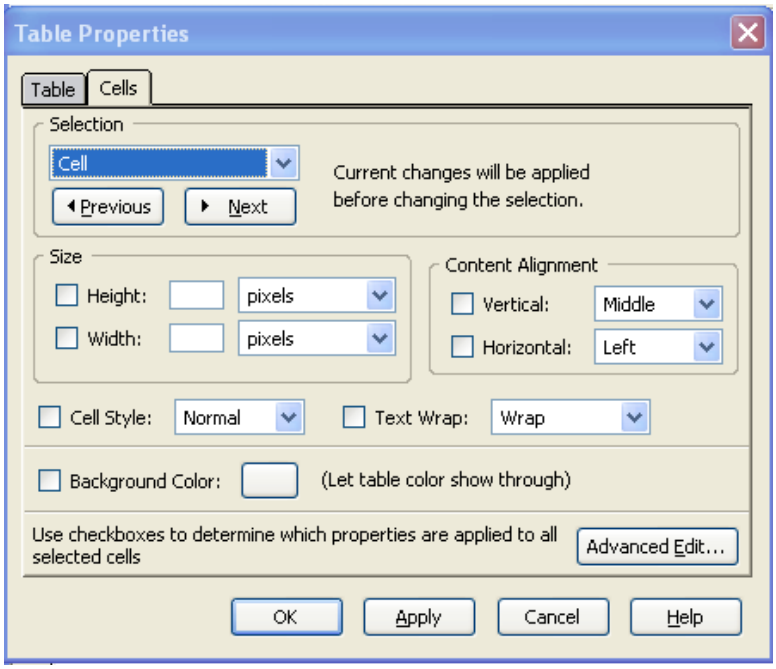
Let's make four columns and one row. Let's make it 70 percent of the page width. We need to click next to the word "pixels" to bring up "percent" instead.



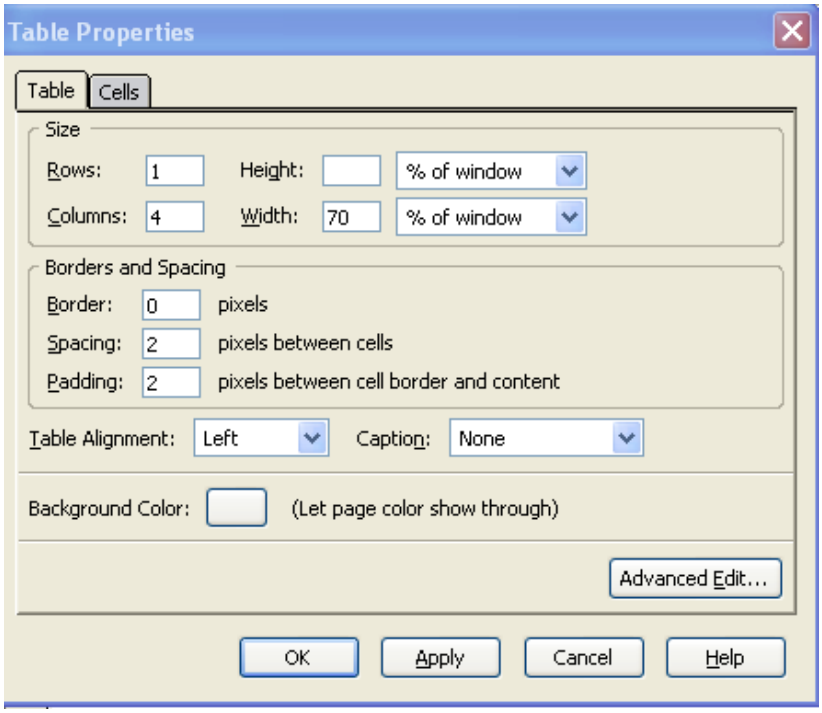
We want to make the border 0 pixels wide, to make the table look invisible on the finished page. (It will be defined by dotted lines on the Kompozer screen.) Then click OK.



We'd like our table centered in the page. This is harder than you think! First let's do it the way that OUGHT to work. Double click inside the table, and a Table Properties window pops up.

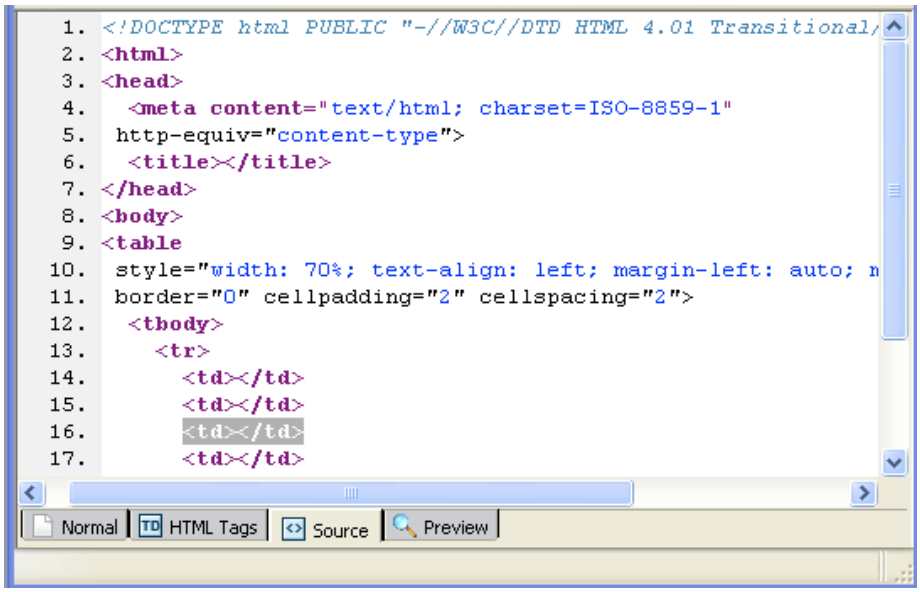


This tab is for the cell properties. But what we really want is the table properties. Click on the table tab at the top.



Halfway down, we can choose the alignment. Let's choose Center instead of Left. Before we leave this box, notice that this is where we could change the background color of the table, if we like. Click OK. Well, the table certainly looks centered now, and if we keep looking at it in a Netscape-descended browser, it may stay centered. But let's check it in Internet Explorer. (As we build web pages, we should check them in different browsers, especially Internet Explorer, which most of our viewers will be using.) Save the file. Open Internet Explorer. Click on the **Fil**e menu at the upper left, then **Open**, then Browse. Locate your file on your computer and click on it. Oops!! There's a bug! The table isn't centered after all!! It's scrunched up to the left! Let's look at the code to see if the command for centering is in there. Go back to your Kompozer window.

At the bottom of the page, click the **source** tab.



See in lines 10 and 11 where the opening tag for the table has some instructions on width, text-alignment as left, and so on? We need an instruction that says align="center" . It isn't there, even though we asked for it! This is a bug that has been in this software for a long time. It means that Internet Explorer or other non-Netscape browsers are going to align the table to the default, which is on the left. Mozilla and Netscape browsers will align to center as default. But we want it in the center for all browsers. So, put your cursor in the **table** tag and add this attribute: **align="center"** . Like this:

```
<table
 style="text-align: left; margin-left: auto; margin-right: auto; width: 30%;"
 align="center" border="0" cellpadding="2"
 cellspacing="2">
```

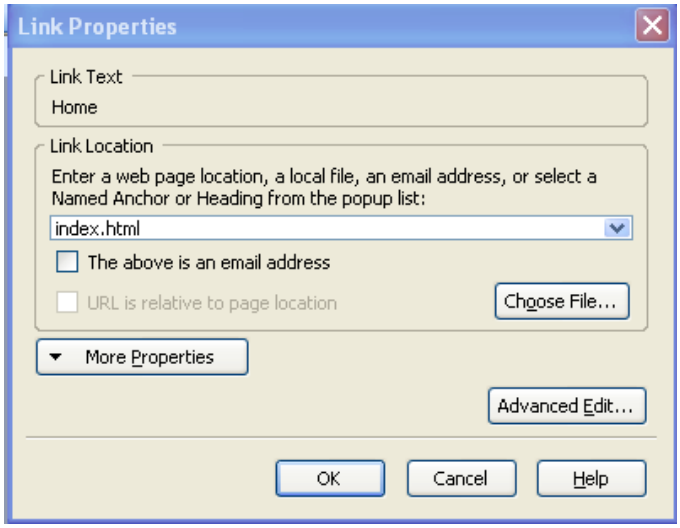
Attributes are instructions in the HTML code that tell the browser how to display the text. They come right before an equal sign. The value of the attribute always has quote marks around it.

Now you can switch back to the Normal tab on the bottom of the page. Save the file and check it in Internet Explorer. It's centered now!! Whew!

What we're looking at is a table. It's also a place to put our links. In the left-hand box, type "Home." That's English for index.html. Now type English names for the rest of your pages in the other boxes, such as Hobbies, Sports, Favorite People, Hobbits, or whatever. Notice they are aligned to the left in each table cell. Let's fix that-- highlight all the link names at once, and find the icon for "Align Center." It looks like a stack of small horizontal lines . Click on it.

Let's make these link names into real links. Carefully highlight only the word "Home." Then click on the link icon—it looks like a chain link

. There's a place for you to put a URL. (That's the web address.) Type **index.html**. This is the name of the file within your web site folder, also called a local name or relative link. As long as the file is inside the folder, we don't need to put any other address (such as http://www) in front of it.



Click OK. Now you have a link! But it doesn't look like a link yet. Let's check the HTML code to see if it is linked. Click the Source tab.

```
 9. <table
10.  style="width: 70%; text-align: left; margin-left: auto; margin-right:
11.  border="0" cellpadding="2" cellspacing="2">
12.   <tbody>
13.     <tr>
14.       <td style="text-align: center;"><a
15.  href="index.html">Home</a></td>
16.       <td style="text-align: center;">Hobbies</td>
```

Right there in line 14 and 15 is the code for a link to a file called index.html, with the word **Home** showing.

While we're looking at the code, let's notice how a table is constructed. First the opening table tag **<table>** contains a bunch of style commands. Then the **<tbody>** opening tag starts the table. Next is **<tr>** for opening a table row, and **<td** for starting description of a table cell. When we get to **</td>** we have closed the description for that cell. The "td" stands for table data.

Go back to the normal view. Hmm, the link doesn't look like a link; it isn't underlined. Try clicking on it. Oops, it doesn't work! It's not supposed to. Kompozer is merely grinding out the HTML behind the scenes. You can save the file and open it in a browser, such as Internet Explorer or Mozilla Firefox. Then it would work if the links were all set. But of course they're not yet. Let's save our file and see if the link is underlined now by checking in the browser. Yes, it is!

Let me repeat that a short link like **index.html** is a relative link. It works as long as all the pages you are linking to are in your web page folder. For ones outside that folder (somewhere else on the Internet) you will need a full URL, starting with http://www.

Now highlight the next link name, say "Hobbies," and type in a file name for it, such as **hobbies.html**. Don't worry that this file doesn't exist yet. Make note of what you typed; we'll create it in a minute. Click OK, and do the same for any remaining links. Our template is nearly finished.

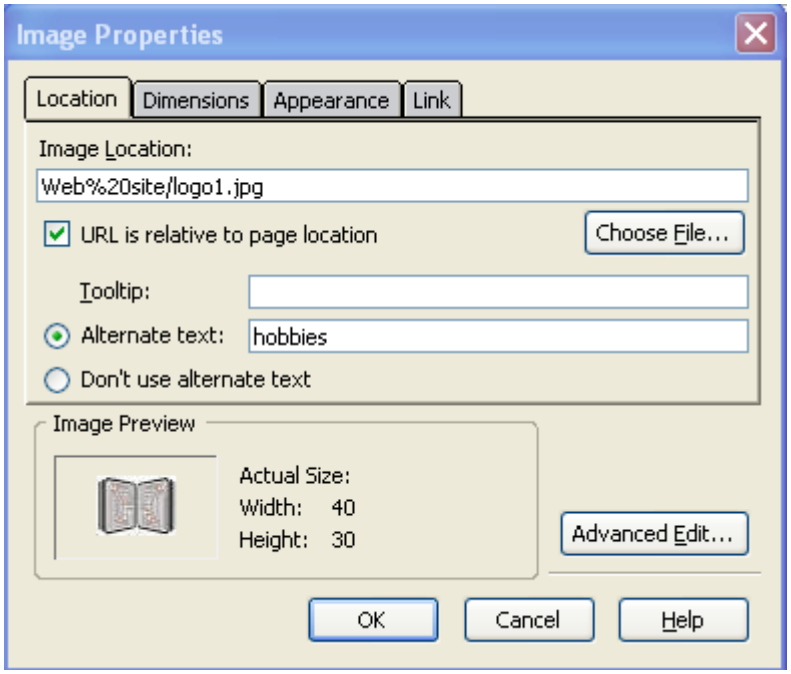
Let's add an image. Is there a logo you'd like to have at the top of all your web pages? A photo or artwork? If so, let's put it on this template. First you need to move your picture to the folder where your website is. From the Documents folder, open a window showing the website folder. Then again, from Documents folder, open a window to find the file you want. Now drag and drop the file from one window to the next, or copy and paste it to the new location. (To copy, highlight the item and press **control-c.** To paste, click in a spot and press **control-v**.) So your picture is in the website folder now.

In Kompozer, put your cursor where you want the picture to go—how about right beneath the table?

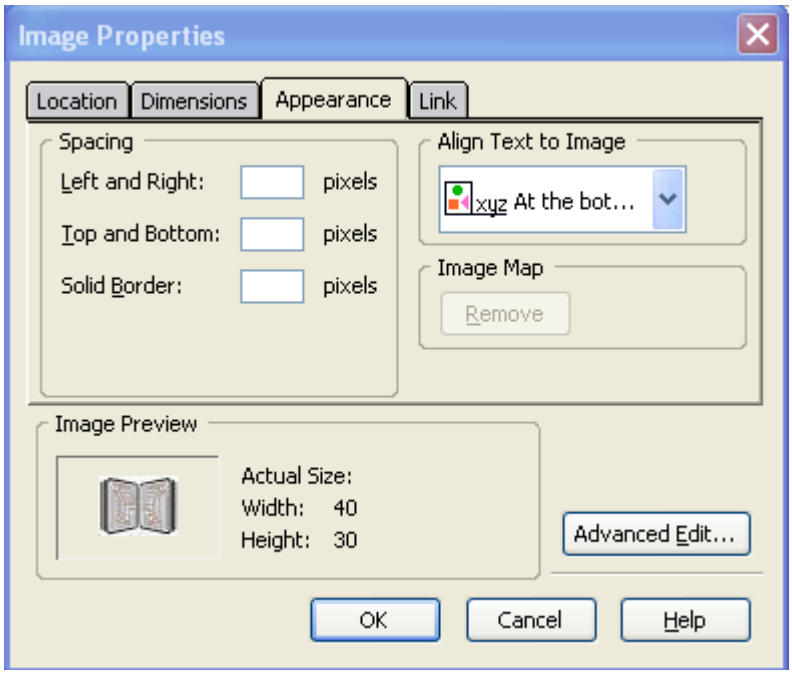
Click on the center icon to center the cursor. Now click on the Image icon

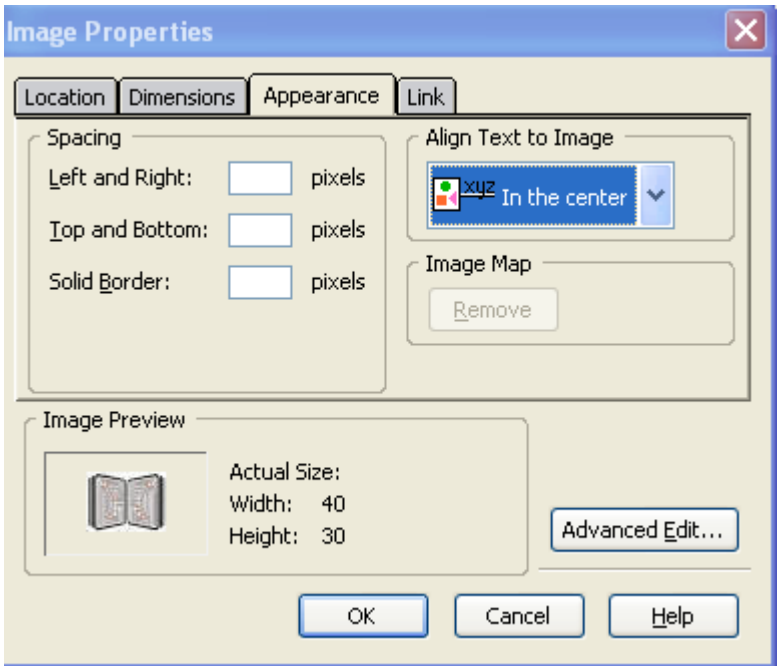
. You're looking at the Location tab of the folder. Find your picture and open it. A dialog box opens up.

Alt tags. We need to type in some alternate text. In the source code, this will become an **alt** tag. Like a **meta** tag, it doesn't show when you are viewing the web page. It provides an alternative to the image, in case something goes wrong and the image doesn't load.



Now, let's click on the Appearance tab at the top. I'm interested in putting some text next to the logo. How will it look? The key to this is in the right-hand box, Align Text to Image. Right now Kompozer wants to align the text alongside the bottom of the image. Let's choose something else. Click on the down arrow next to that.





How about "in the center"?

The text will come next to the center of the image this way. Then click OK to insert it. The image lands on the page.

It doesn't work! Let's look at the code, using the Source tab in Kompozer. Find the image tag, starting with <img , and add this to it: align="middle". Check in Normal view. Does it look right? Right!

You can resize by clicking on the picture—it will have tiny squares on its corners. Take a tiny square on a lower corner and drag it toward the center of the picture to shrink the picture. Drag it away from the center to enlarge. (If you drag from a square that is not a corner, you will distort the picture.) Add some text next to it if you like.

Actually, I'd rather have the image above the links, rather than below. I am trying to drag it up there, or copy and paste it up there, and nothing works!! This is the problem with WYSIWYGs, and not just Kompozer. They are sort of balky. Well, let's take the bull by the horns and rearrange the source code! Aren't you glad we know how? Click on the Source tab.

Let's look at my body source code.

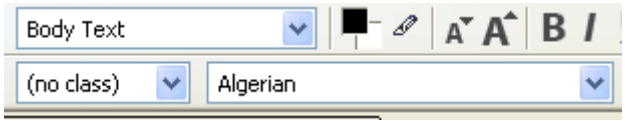
```
 8. <body>
 9. <table
10.  style="text-align: left; margin-left: auto; margin-right: auto; width: 70%;
11.  border="0" cellpadding="2" cellspacing="2">
12.   <tbody>
13.     <tr>
14.       <td style="text-align: center;"><a
15.  href="index.html">Home</a></td>
16.       <td style="text-align: center;"><a
17.  href="hobbies.html">Hobbies</a></td>
18.       <td style="text-align: center;"><a
19.  href="sports.html">Sports</a></td>
20.       <td style="text-align: center;"><a
21.  href="favoritepeople.html">Favorite People</a></td>
22.     </tr>
23.   </tbody>
24. </table>
25. <br>
26. <div style="text-align: center;"><img
27.  style="width: 40px; height: 30px;" alt="hobbies"
28.  src="Web%20site/logo1.jpg" align="middle"> Phyllis
29. Wheeler</div>
30. </body>
```

Notice that the table starts at line 9 and ends at line 24. Next is a **
** tag, for a line break (like pushing **enter** on the keyboard). Finally there is a division of the code, starting with **<div** and ending with ** ,** that defines the region where the logo and associated text are. This is a simple matter to highlight lines 26-29, encompassing the division, go to the **Edit** menu at the top of the screen, and choose **cut.** Now I put my cursor right after **<body>** at the top of the file and press **<enter>** to move down to the next line. Then I click on **Edit-paste**, or use **control-v** keys, to put the code in the new spot.

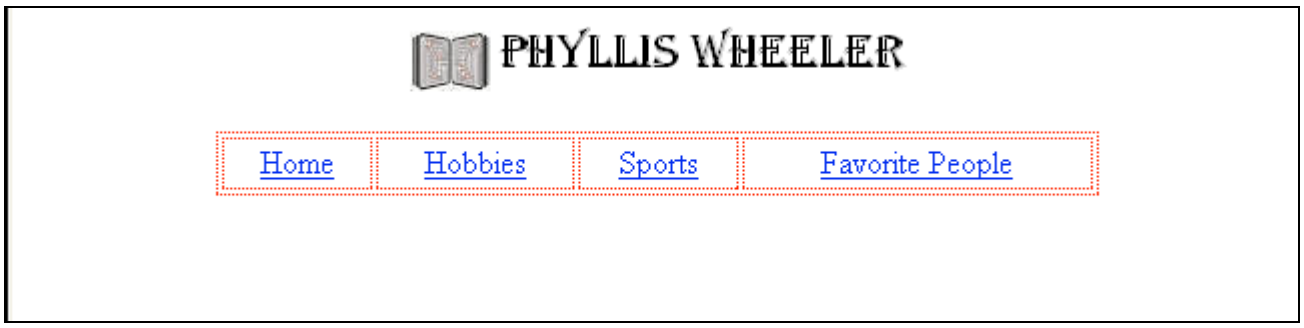
```
 8. <body>
 9. <div style="text-align: center;"><img
10.  style="width: 40px; height: 30px;" alt="hobbies"
11.  src="Web%20site/logo1.jpg" align="middle"> Phyllis
12. Wheeler</div>
13. <table
14.  style="text-align: left; margin-left: auto; margin-right: auto; width: 70%;
15.  border="0" cellpadding="2" cellspacing="2">
16.   <tbody>
17.     <tr>
18.       <td style="text-align: center;"><a
19.  href="index.html">Home</a></td>
20.       <td style="text-align: center;"><a
21.  href="hobbies.html">Hobbies</a></td>
22.       <td style="text-align: center;"><a
23.  href="sports.html">Sports</a></td>
24.       <td style="text-align: center;"><a
25.  href="favoritepeople.html">Favorite People</a></td>
26.     </tr>
27.   </tbody>
28. </table>
29. <br>
30. </body>
```

Now I am moving to Normal view to check how it looks.

Hmm, I am going to add a space between the Logo and the table. I put my cursor after "Wheeler" and press **enter**. Looks better. Let's jazz up the Phyllis Wheeler, my page title. I am going to make it bigger using these size icons: . First I highlight the words and then click on the bigger A. Next I change the font. Let's try something weird, like Algerian. (Note: this will only work if your viewer has Algerian font embedded in their browser. So be sure to check when you are done to see if it works in Internet Explorer and others.)



Now my page looks like this in Normal mode:



and in Preview mode (using the Preview tab at the bottom) it looks like this:

Hmm. I think the links are too far apart. Let's change our table attributes so the table takes up only 30 percent of the width of the screen, not 70 percent. In theory we should be able to do this by selecting the table, then going to the Table Icon and making the change under the Table tab. Or possibly by right-clicking on the table and looking for Table properties. But Kompozer isn't

cooperating; it thinks I want to change the links. So again we will change the code. Go to HTML Source view. Find the opening table tag:

```
<table
 style="text-align: left; margin-left: auto; margin-right: auto; width: 70%;"
 align="center" border="0" cellpadding="2"
 cellspacing="2">
```

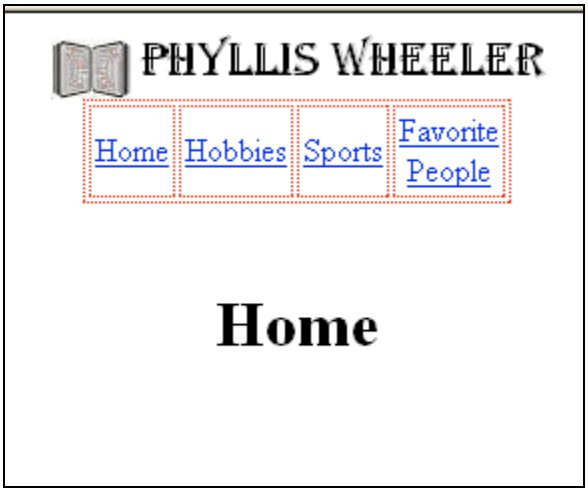
Where it says 70 percent, change it to 30 percent. Now go back to the Normal view. Does it look better? Mine does! Save it as **index.html** . Open it in Internet Explorer to check the font and the centering.

Chapter 5: Learn the Basics--Add Details

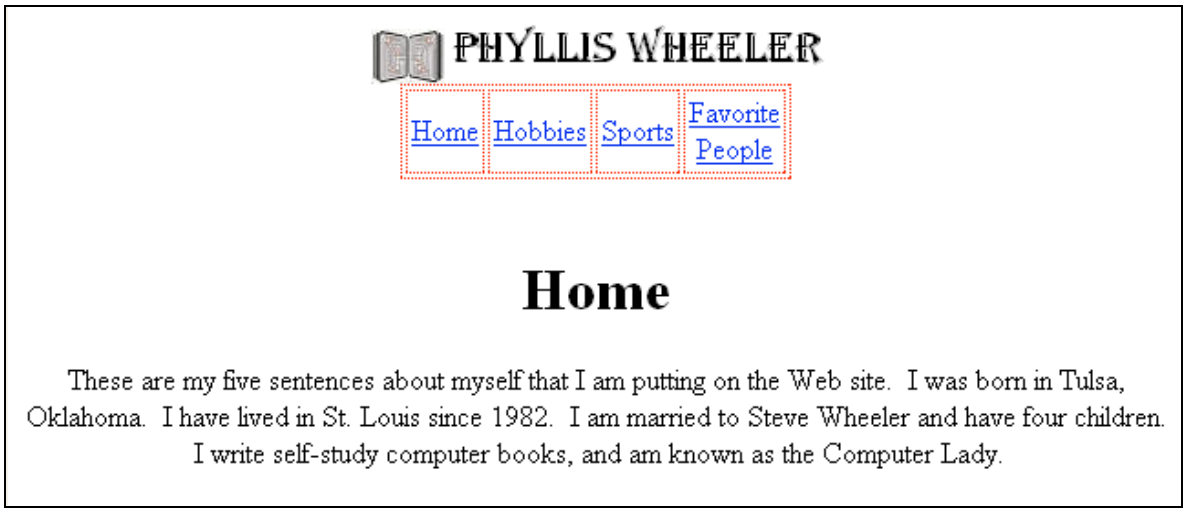
We have a skeleton template; now we need to put in some details.

Let's make a Home page first. We will copy it three times to create the other pages, once we get all the details straight. Under the table this page needs a headline that says "Home." In Kompozer, open **index.html**. Put the cursor below the table and click on the center icon to center the cursor.

Type Home. Highlight the name and find the Style box at the top; it should say "normal" or "body text" and has a down-arrow next to the word. Click the down arrow and select H1, the biggest headline size.



Now we need to add at least five sentences of information for the home page. If you have already typed them in Word or Notepad, open up Word or Notepad, highlight the text, and copy it to the clipboard by hitting **control-c.** Then enlarge Kompozer again and paste the text in (**Edit Paste** or **control-v**). Run the spell checker from the Spell icon.



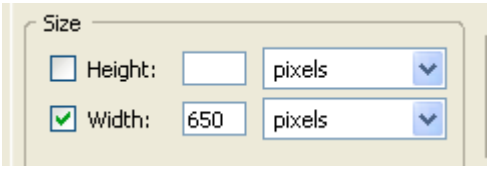
If you are using text from Word, save the file and check in the browser to see whether there are any odd characters. Microsoft uses a slightly different character set, and that sometimes results in very odd characters stuck into the text. If they are there, just delete them and retype what you needed.

Let's align the sentences to the left. Highlight them and click on the left-align icon .

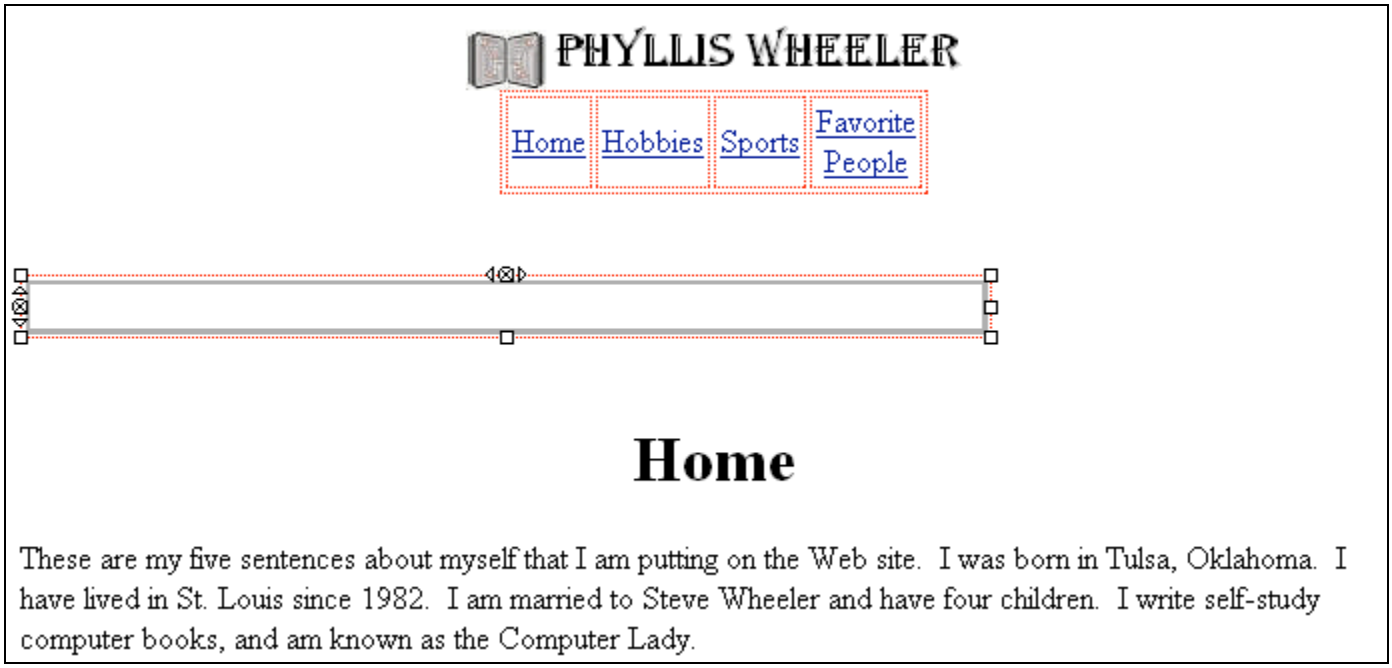
There is one problem with what we have written. That is that there is no specified width for our text space. In other words, a person with a very big screen will see the text all on one wide line. It will be so wide that it will tire the eyes. To make our page eye-friendly, we need to corral the words into another table. So here's what we want to do next: create a one-celled table, which we will use for the headline and sentences, that is 650 pixels wide, and has no specified height. This table will be beneath the navigation links (although it could include them if we like). Then we can copy and paste the headline and sentences into the table.

Go ahead and try making the table now. **Don't turn this page until you are done**. If you make a mistake, hit Edit, then Undo. Just give it a try on your own! No kidding, this is how you **will** really learn how to do it, by **trying** to do it on your own. If you find you forgot how, that's fine. But just trying to do it will make it stick in your head when you **do** find out how.

Here's what I did: I put my cursor under the links table, hit **Enter** a couple of times to move it down, and clicked on the Table icon. Using the Quick tab, I chose one row, one column,and clicked OK. Now I have a table, but I haven't defined it. So I double-click on the table and get the Table Properties dialog box.



In that box, I change the Width to 650 pixels, and leave the height undefined. Then I click OK.



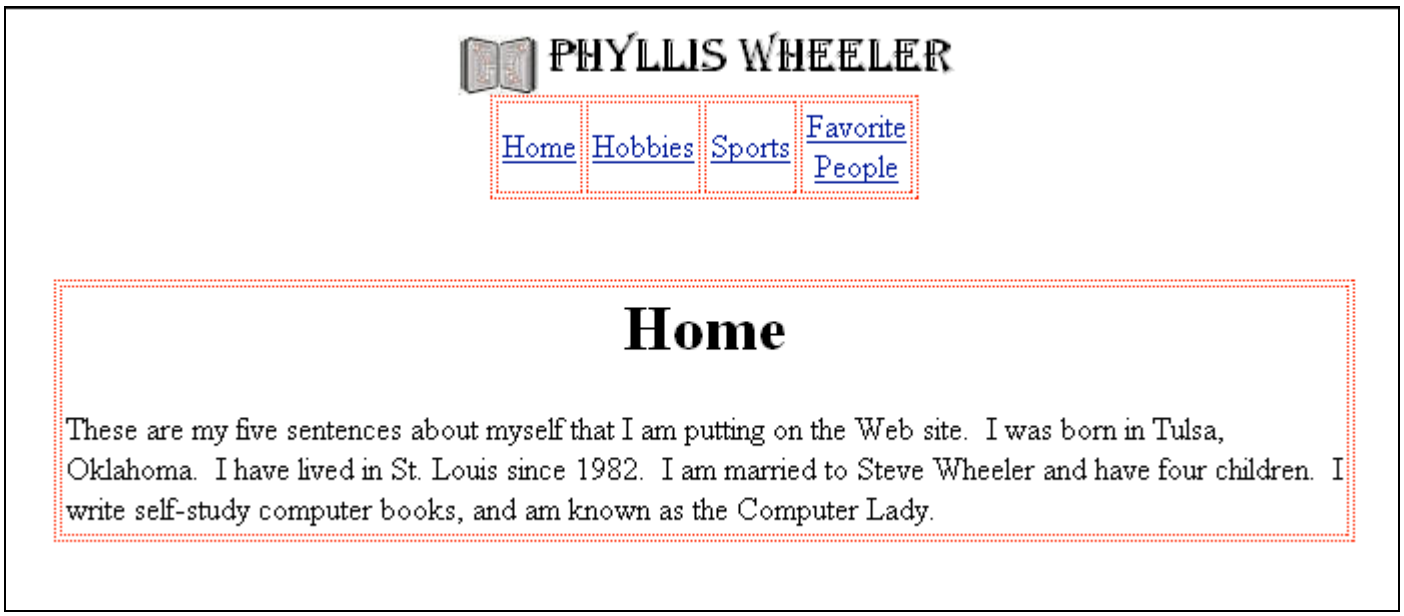
It doesn't look right—not as wide as 650 pixels. Also I need to center the table. It's time to check the source code for it. I find the new table, starting with **<table** and ending with **</table>** . It is below the links table, which has the text for my links in it—that's not hard to find.

```
35. <table style="text-align: left; width: 70%;" border="0"
36.  cellpadding="2" cellspacing="2">
37.   <tbody>
38.     <tr>
39.       <td style="width: 650px;"></td>
40.     </tr>
41.   </tbody>
42. </table>
```

Well, that's funny, the width of the table is listed as 70 percent! But the width of the cell (**td**) is listed as 650 pixels. Let's change the table width in line 35 to 650 pixels too. And let's align the table in the center, by adding **align= "center"** to the starting table tag.

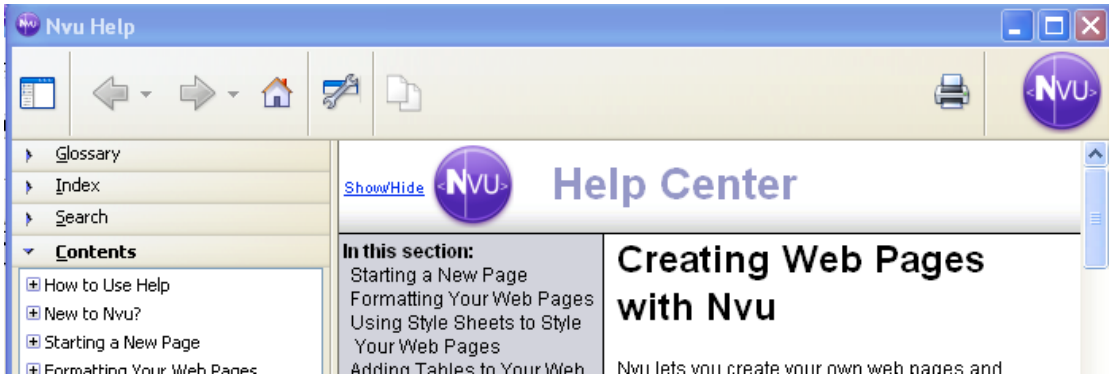
```
36. <table
37.  style="width: 650px; height: 131px; text-align: left; margin-left: auto; margin-rigl
38.  align="center" border="0" cellpadding="2"
39.  cellspacing="2">
```

I look at it in Normal view. OK, that looks better. Now all I need to do is highlight the text and use **Edit-cut** and **Edit-paste** to put it into the table. Then I need to highlight the headline and center it.



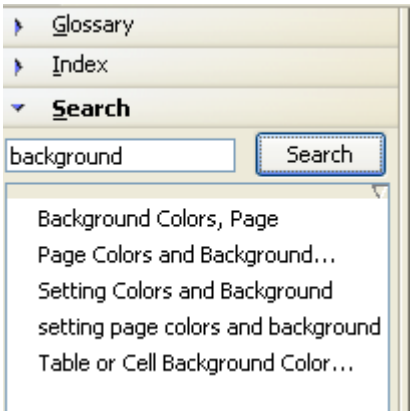
Let's check whether our centering is working. Save the file. Now find it in the file folders and double-click on it, opening it in the browser. Does everything look centered? If not, go back over the starting table tags and make sure this instruction is in them: **align="center"** .

Want to have a colored background for the page? Here's a clue: use the **Help** menu to figure out how. We need to get used to asking for help. It's the best way to learn something new on the computer!! Click on **Help**.



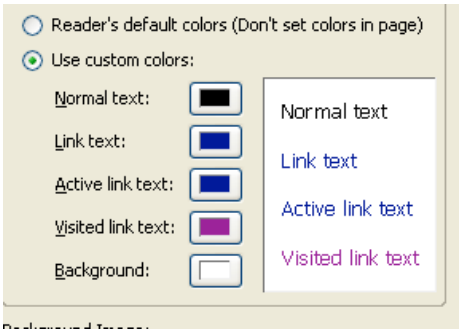
There's a lot of information here that you may want to check out. In our case we are looking for "background", so let's go to the search tab, the third line down on the left.

Type in "background" and click search.



Let's click on the first one. It tells us, "Open the Format menu and choose Page Colors and Background."

So, let's go back to the main page and click on Format, then Page Colors and Background.



Choose "use custom colors," and then click on the background box at the bottom. Select a mild light tone, such as beige. A busy background will mark you as a novice!! Stay away from images in the background, too, unless you are just fooling around and having a good time.

What if we want to make the tables a different color from the background? Right now they are "transparent." Double-click on the table, or select it and click the Table icon. The table properties dialog box should appear. Select the "cells" tab at the top, and then choose a background color:

Now mine looks like this:

This will do as a simple template for an information web site. Save the file. Let's check it one more time in Internet Explorer. (Kompozer's Preview tab is based on a different browser, Netscape.) Find the file in your folders and double-click to open it in the default browser. If it's not Internet Explorer, find the file again and right-click, choosing "Open with…" and Internet Explorer. (If you have already done this and the window is sitting shrunk down on your screen with the older version on it, enlarge the window and click on Refresh, the arrow going in circles.) Now we see what the latest saved version looks like. Are you happy?

This is our template. Let's save enough copies so we have one for each of our pages. First, click on **File--Save**. This puts a copy in **index.html**. Now use **File- Save As**, to create another copy. Rename the file to match the link you made**: hobbies.html**. Do it again for **sports.html**, or whatever you decided to name your individual pages.

Open each file. On each page, change the content--the headline and sentences--to match the page names. Also change the page title and properties. Click on **Format** at the top of the page, then **Page Title and Properties**. Edit the page title—that's the name that appears in the blue band at the top of your web page. Notice that Kompozer has the ability to keep these pages all open at once. There are tabs for each page at the top of the graphics area.

Now we have the framework for our web site. We have a folder, and in it are HTML files for each of our pages.

Outside Links

At the bottom of our index page, we want to have at least two links to web pages we like. This is how the Internet works—web pages are interconnected. So let's go out on the web and find some pages we want to link to. Let's make our searching safe for our eyes: go to www.Google.com/safesearch and click to turn on Google Safe Search. This isn't permanent; be sure to do it regularly.

It's time to search. Let's type in some keywords for your favorite subject. Is it basketball? Read the Google listings to find one that might suit your interests, and click on it. Find one you really like, and highlight the URL (the address in the band near the top). Copy it using keystrokes **control-c**. Now, enlarge your Kompozer and at the bottom of your page, paste the URL using **control-v**. Wait, it's not a link yet! Let's make it one. Highlight it and click on the Links icon. Paste the URL into the links box. Make sure it contains the first part, **http://www.** Click OK. Now it's a link! In fact you can change the wording for what shows on the web page to something in English, like "Michael Jordan," or whatever. Just highlight the words you want to change in Normal view and start typing the new name. Do this for at least two links. Just above them, put this text: Interesting Links. Be sure to highlight all these and then center them.

Pictures

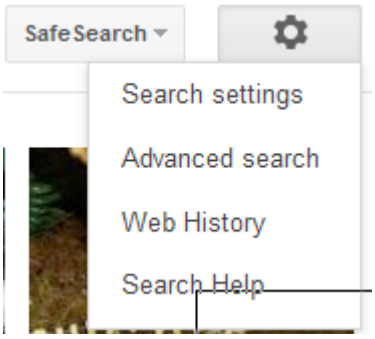
Pictures we put on our website must be digital, and we must have permission from their creators to use them. Let's say you create something—a drawing, a photograph, a poem. It is automatically copyright, legally protected. Anyone who wants to copy it must ask you for permission, even just to photocopy it. If they don't, you can take them to court and require them to pay you lots of money. This is under the law of the United States.

So consider the rights of all those image creators out there. You're not allowed to paste in images from the web. In nearly all cases it wouldn't be legal, and it wouldn't be respecting the rights of others. Not only that, but if you put your site on the Internet containing content owned by someone else, the copyright owner might find you and sue you!

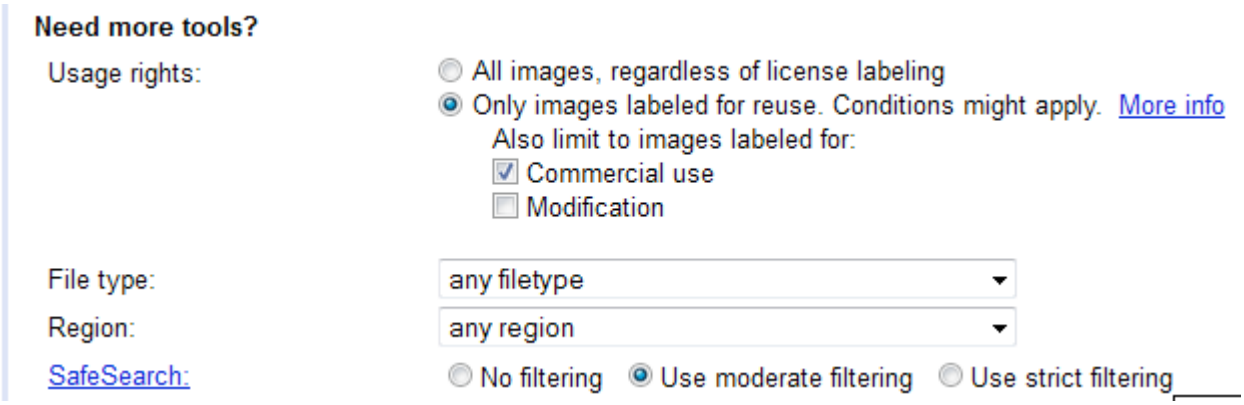
Now, there are exceptions to this situation. If the copyright owner decides to share freely, we can use the image. There are some of these images on the Internet. For example, regular people go on vacation to New Zealand and are proud of their vacation pictures, so they put them on the web for anyone to use. Also, some artists are generous in this way too. And you can take your own photo or artwork. Now it is no doubt your intellectual property! Just scan the artwork and create a .jpeg or .jpg.

We are going to look around on the Internet for some freely shared images to paste in. Shrink down Kompozer. Get on the Internet and find www.google.com. There is a menu button above the search bar for images. Click on it. In the search bar you get, type in your subject of interest, for example "tiger."

Once we see a page with a lot of tigers on it, we see some controls for filtering what we are seeing at upper right.

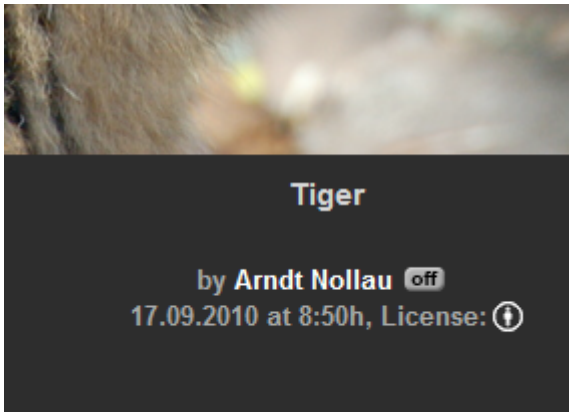


We can check our SafeSearch setting here, to make sure our eyes are protected, and also under the settings gear we need to look at "Advanced search." Scroll down to the bottom of the page to find Usage rights.

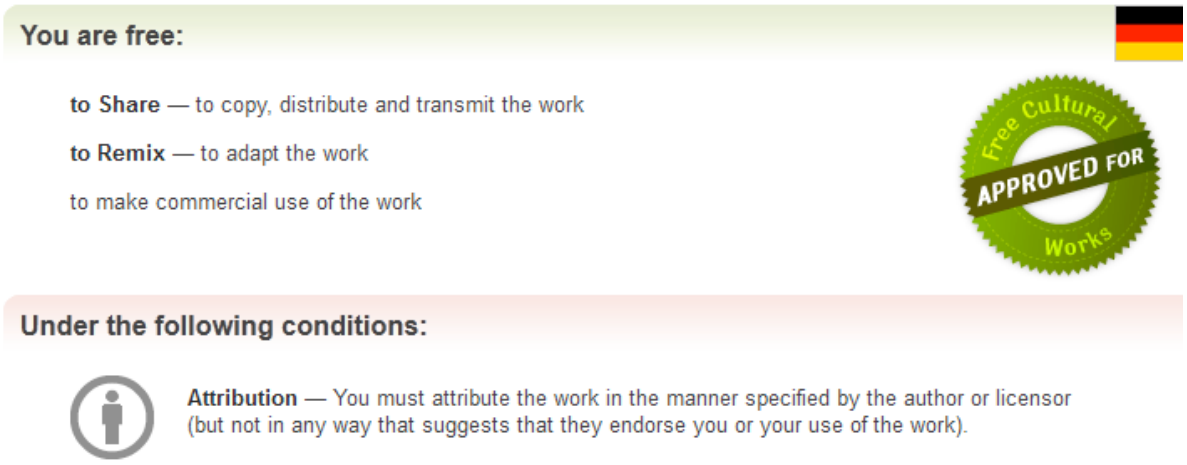


You want to choose the dot button for images labeled for re-use, and if it will be a commercial site (selling something) you need to click that box too. Click on Search images at the bottom right. This will take away most of the photos you saw before, the ones that weren't shared by their owners. We also need to check the licensing on the photo website to be sure Google didn't make a mistake in categorizing it as free for re-use.

Choose an image. Go to its website by x-ing out the big picture you see first. Look for licensing information:



Here it's linked to the icon next to the word "License."



Carefully read all the fine print. Typically these have a "creative commons" license that allows you to use the photo and requires you to put a link to the photo's web page on your site. You can do this at the bottom of your web page, like this: "photo credit: http://www.photosite.com/thisphoto.html"

If you decide to use the photo, click on it with the right-hand mouse button, and use **Save As** from that menu. Or you may find download links in various sizes for the same photo. Put it in your website folder. Now, enlarge Kompozer. Put your cursor where you want the image. Click on the image icon. Follow the prompts to insert the image.

You can also buy permission to use your pick of thousands of photos at various stock photo sites on the Internet, such as BigStockPhoto.com and iStockPhoto.com. This costs less than you might think. Take a look!

Some of my students have had difficulty with this lesson in that the pasted images kept vanishing. This was caused by accidentally highlighting the inserted picture, and then hitting any key on the keyboard. If this happens to you, find the **Undo** command under the **Edit** menu and try to undo it. Or you may have to re-paste it. In any case, hit **control-s** to save your file every few keystrokes. That will save you some time.

How about the photo credit? Copy the URL from the photo page. Paste the URL into the bottom of the webpage, and then highlight it and turn it into a link by pasting the URL into the link box. Add text saying "Photo credit."

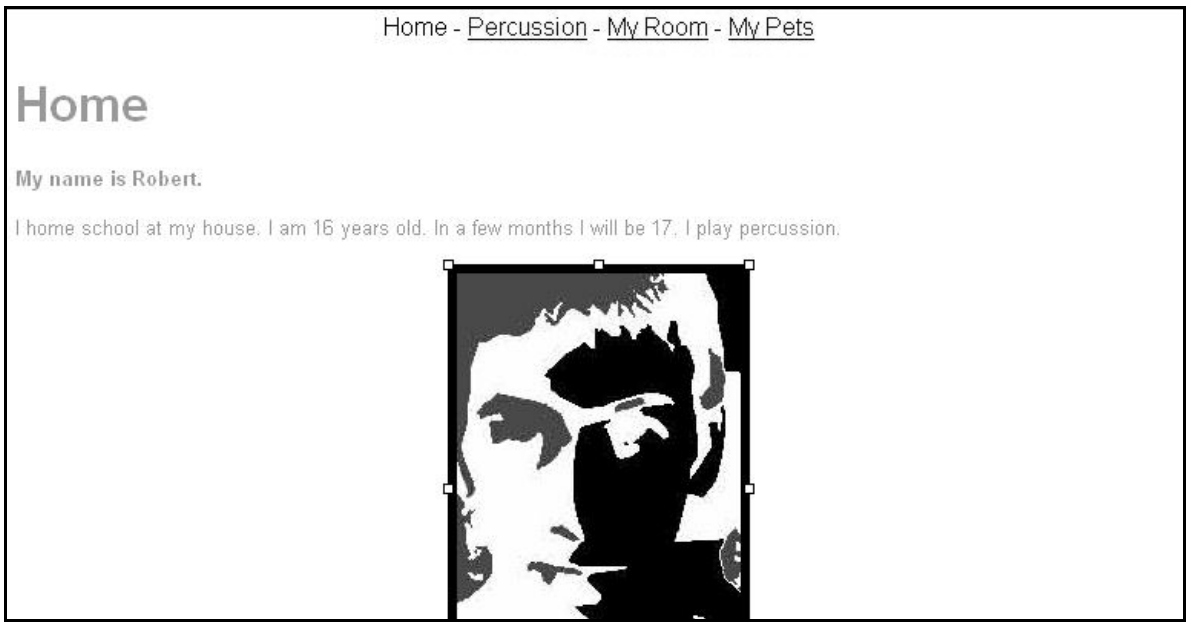
Let's recap what we can use for images:

- We can use images that we create, such as photos or drawings. We can scan our own photos or drawings, creating .gif, .jpg, or .jpeg files that the browsers can use. We can use digital photos that we take ourselves.
- We should try to bring the resolution down to 72 dpi (dots per inch) if possible. Otherwise it will take the web page too long to load in the user's browser. The easiest way to do this is to download Google's free photo editing software, Picasa, open the photo, and export it to your folder in a smaller size.
- We can find images on the Internet that the creator has decided to freely share, but we need to supply a photo credit.

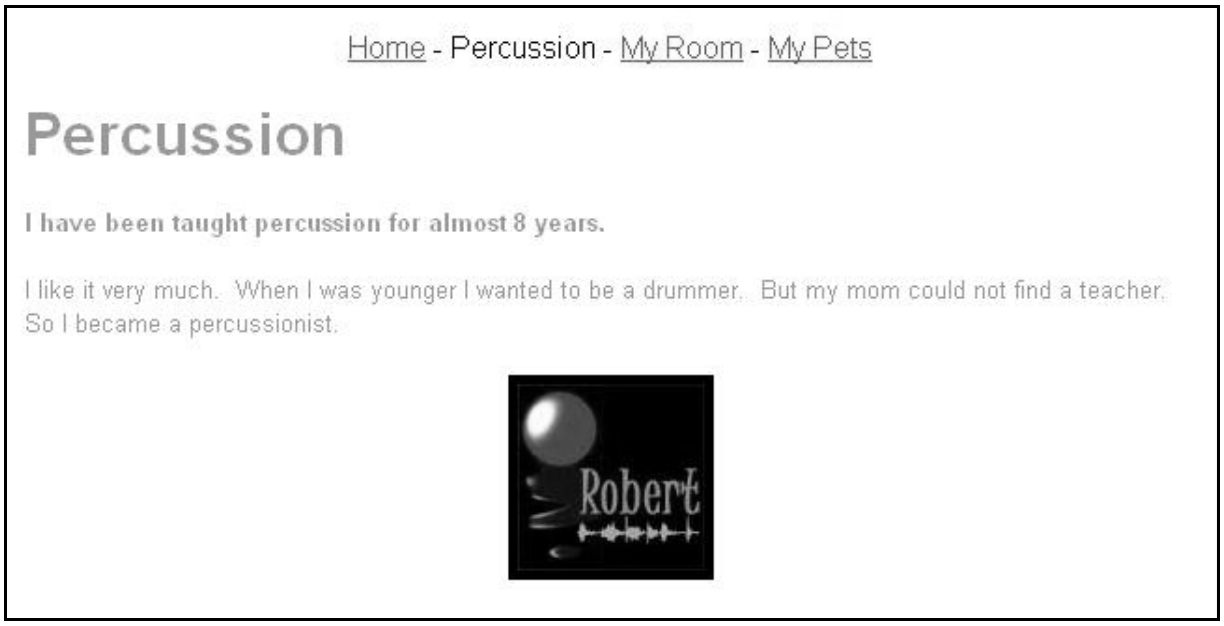
- We can purchase the use of stock photos for a few dollars.

Open another of your pages and add the same stuff: title, paragraph, picture. Then save. Do the same for all of them. Save them.

Now it's time to look at your web page in a browser. Open Internet Explorer. Using **File Open**, then **Browse**, find your **index.html** file. Does it look like what you wanted? If not, open the Kompozer window and adjust it, then save, and expand the browser again, refreshing the file (Refresh or Reload icons commonly have arrows going in circles on them). Click on the links. Do they work? They should.

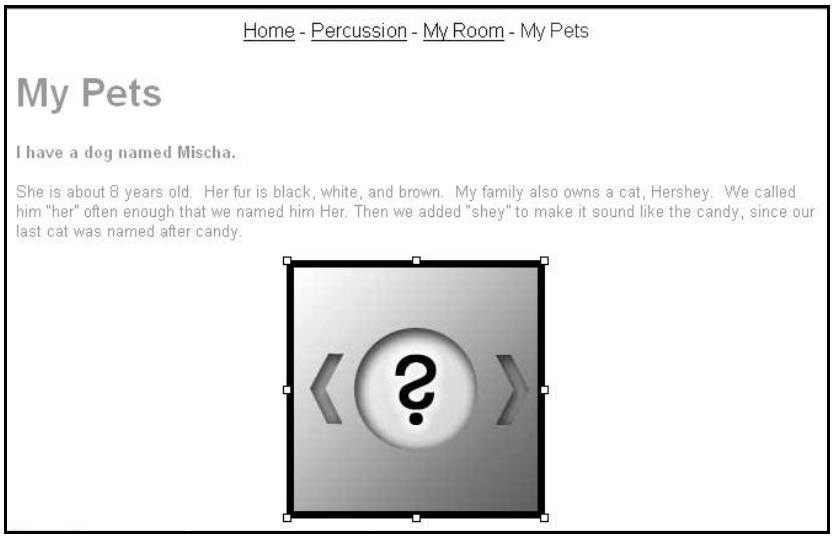


Robert's Home Page



Robert's Percussion Page

Robert's Room Page



Robert's Pets Page

Let's check what we've done against our requirements. Did you do them all? Here they are:

- The home page will be called index.html. Other pages could be called My Hobbies, My Family, etc. (hobbies.html, family.html), or three other parts of your topic of interest.
- Each page needs to have the SAME set of links on it linking itself to other pages in the web site and to itself.
- Each page must have at a paragraph, a headline, and its own photo or illustration.
- All these files will be contained in one folder. This allows you to use one image (a "logo") on all your pages.
- At the bottom of your index page, put at least two links to relevant outside web pages.

Chapter 6: Information Website

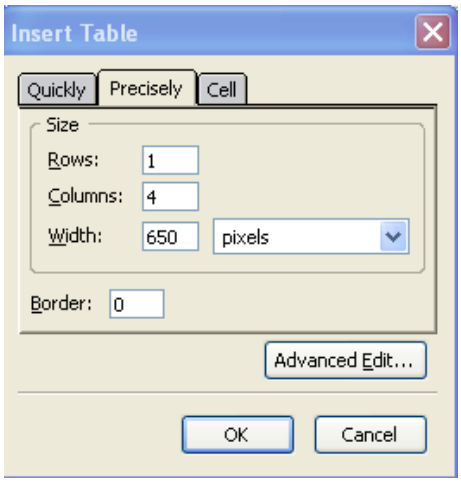
You now know enough to start to make a more realistic information website, one with a layout made of tables, more like a newspaper. Let's create one with these requirements:

1. The body of the page is a one-row table four columns across.
2. The left column contains a logo on the top and a vertical menu with links to four web pages on your site.
3. The two center columns each contain an article with headline and a picture.
4. The right-hand column we will reserve for Google ads to generate some revenue for us. If we don't use the column, it can stay "deflated," not causing a problem for anyone.
5. We will give users an e-mail address at the bottom of the page, encoded so the spammers' spiders can't find it.

The first thing you have to do when creating any web page is decide what to name it. Then you make a folder for it. From the Start menu, go to your Documents folder or wherever you are planning to keep this, and create a folder with a suitable name. I will call mine Motherboard Books. Copy and paste the file into it that contains your logo. Don't have one? Draw one and scan it in, or use a little photo.

The Table

We need more practice making tables! This is a critical skill for making web pages. Open Kompozer with a blank new page. Put your cursor in the middle of the page, and click on the table icon. Change the tab on top from "quickly" to "precisely." Put in 1 row, 4 columns. Click on the down arrow next to %, and change it to pixels. Make that 650 pixels wide, and border width 0. Click OK. (I keep making 650-pixel websites. iPhone websites would be 320 pixels wide; iPad websites a maximum of 980. Older browsers can use 700. So I'll stick with 650, just to be in the ball park.)

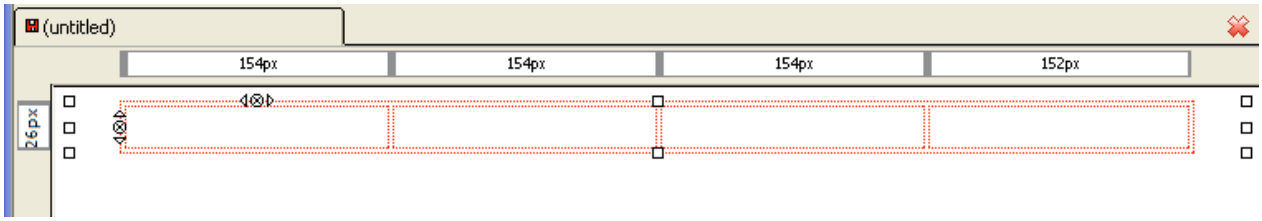


Click OK. Now we need to adjust the source code to center the table, in order to get around the bug in Kompozer that doesn't insert the "center" command. Go to the Source tab at the bottom of the screen to look at the source code. We need to align the table in the center, so in the opening table tag, add this attribute: **align="center"**.

The resulting tag should look like this:

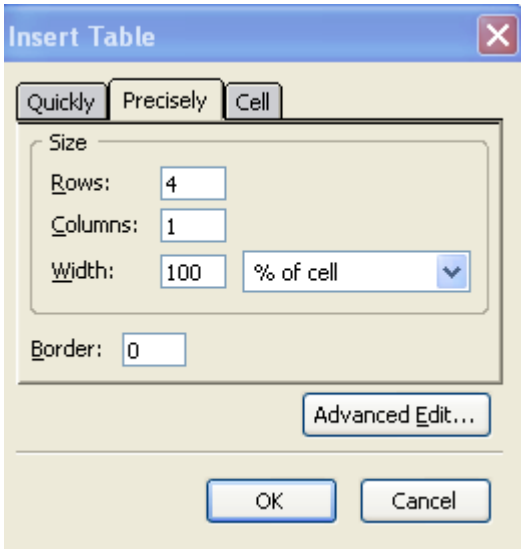
```
 8. <body>
 9. <table style="text-align: left; width: 650px;" border="0"
10.  cellpadding="2" cellspacing="2" align="center">
```

Now go back to the "normal" tab at the bottom of the screen.

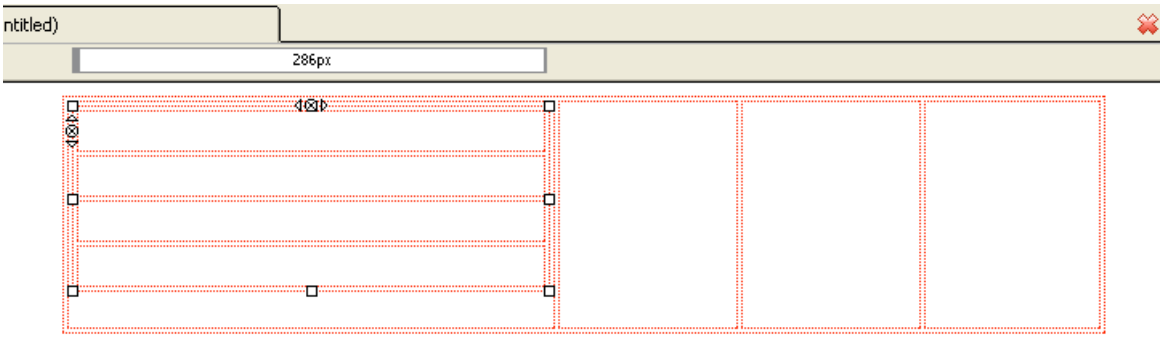


There, that looks like what we want!

Now, we need to insert a one-column table with five rows into the leftmost table cell. Put your cursor there and click on the Insert menu. Then click Table. Using the Precisely tab, adjust the numbers to look like mine, 4 rows, 1 column, 100 percent, border 0 pixels. Then click OK.

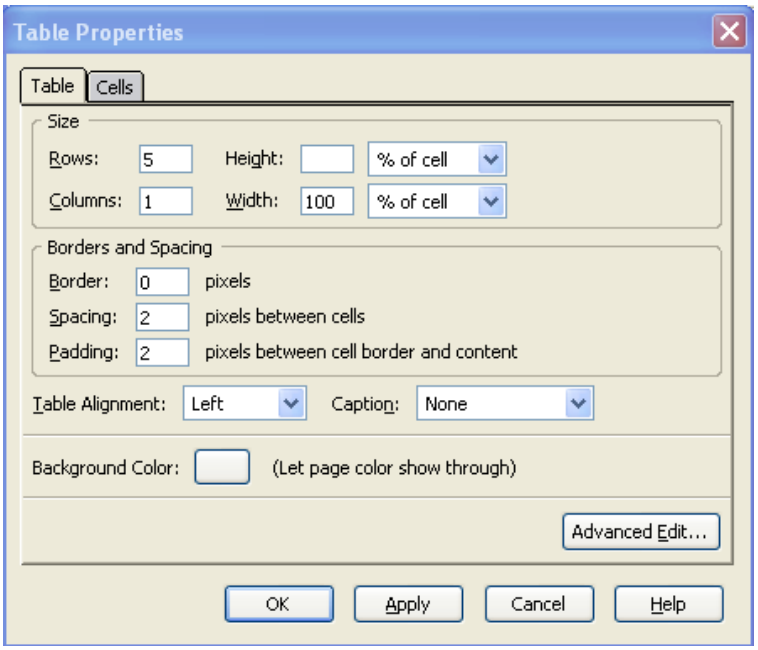


Now it looks like this:



Hmm, we actually need one more line in the menu because we want cells for four links and a logo. How can I add a cell to my table? I need to click to select the new table so that the little squares are at the corners, as you see above. Then I click on the Table icon, and get the Table Properties dialog box. I need to select the tab for Table, rather than Cells

.

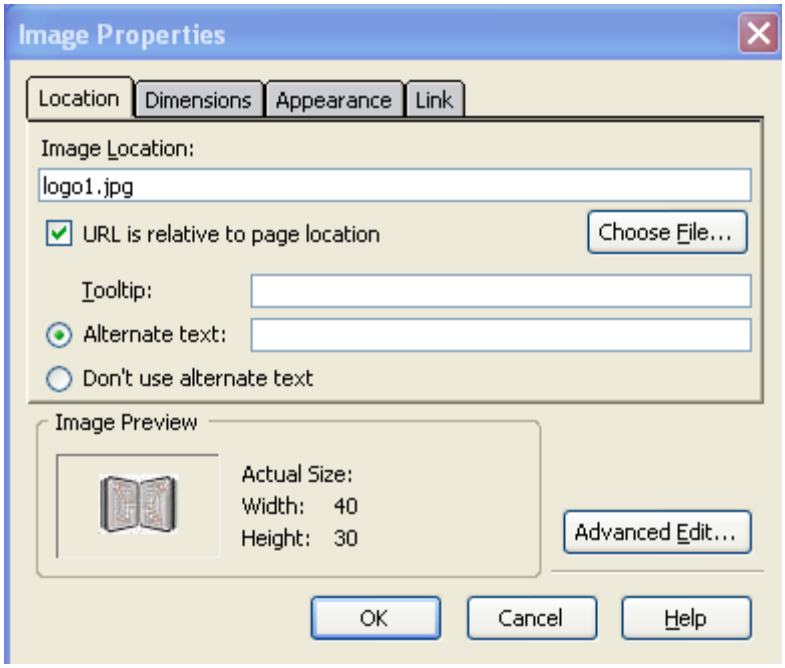


Then I can change it to five rows.

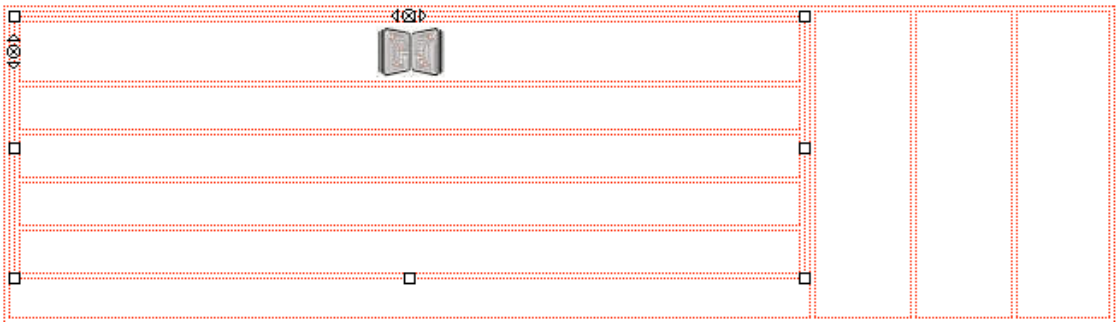
Personally, I think the menu cells are too wide. How can we change them? Well, basically these cells will tend to adjust to the size of what we put in them. If they still look odd after they are filled, we will make some HTML adjustments.

This would be a good time to save this file into the new folder. Let's name it **index**. As we save, Kompozer will ask for a title to go in the band at the top. Include your keyword as the first word if possible. This will help with your search engine placement. Remember that keywords are words or phrases that someone might type into a search engine when looking for something like your site. It's best to have one keyword in mind per page.

We need to insert our logo in the top left cell. Put your cursor there and center it using the center icon . Click on the Image icon. Type the name of the file that is in the same folder, or choose it with the Choose File button:

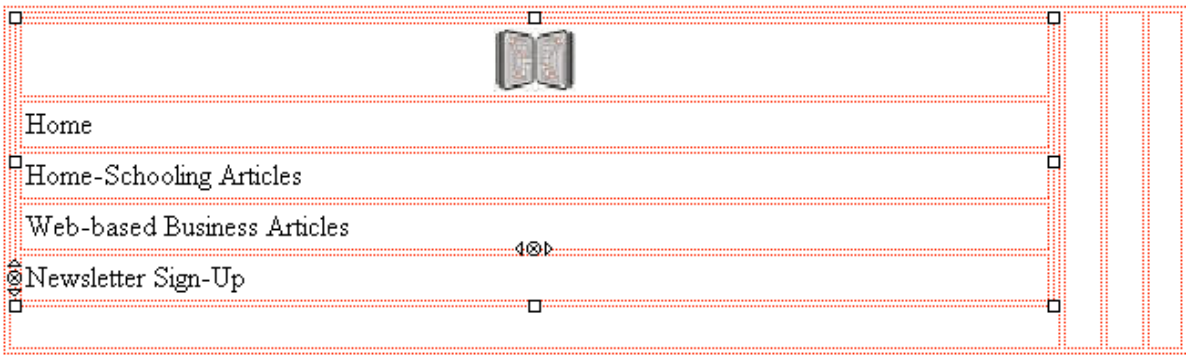


Type in some alternate text, which shows only when the picture is loading or can't be found. Click OK.



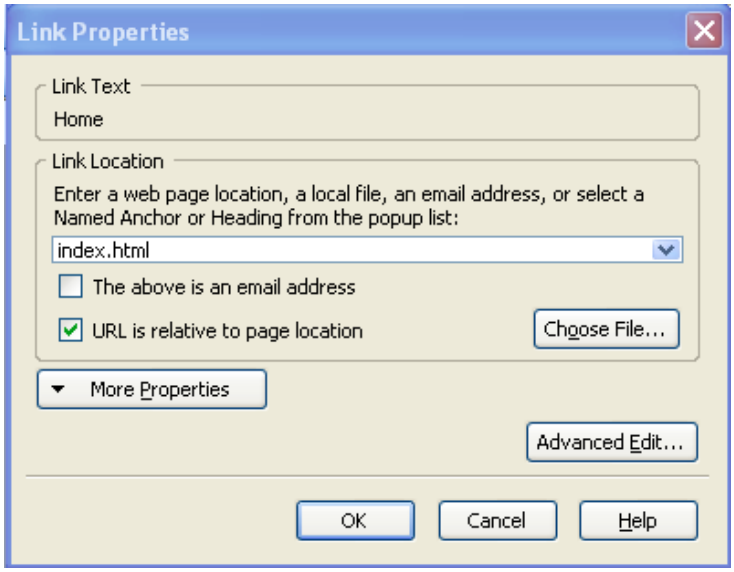
I can make the image a little bigger by selecting it and dragging one of the lower corners outward.

It still looks odd. But maybe when we fill the other cells, it will look better. Let's put our link names in the cells below the logo.

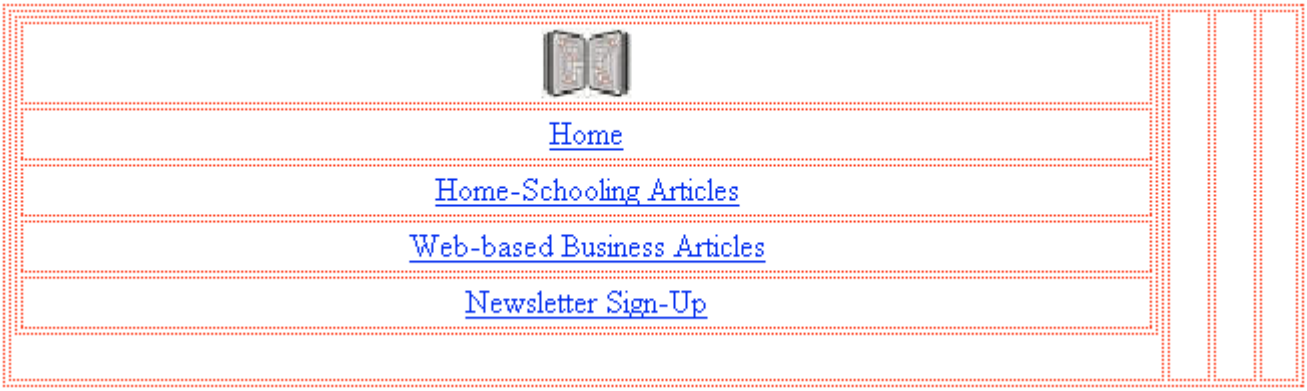


I can center them all at once by selecting all the text and clicking on the center-text icon .

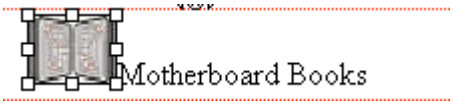
Let's turn those menu items into links. Highlight the word Home and click on the link icon. Fill in the dialog box with index.html (or find it with Choose File).



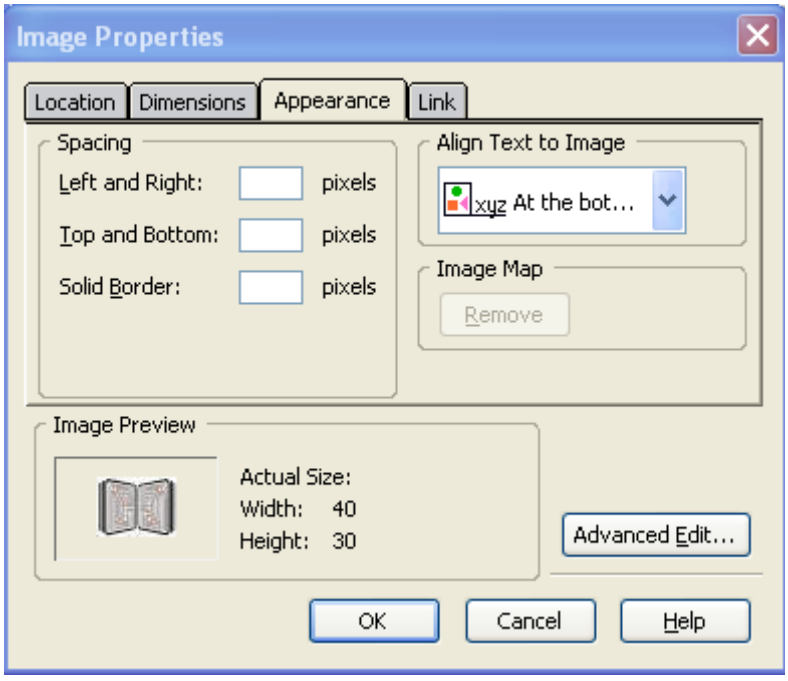
Click OK. Now, for the next cell, highlight the link name, click on the link icon, and fill in the name of the file you are going to create in a minute. Mine is hsarticles.html. For the third, fill in the third file name you are about to create. Mine is bsnsarticles.html. And so on for the fourth.



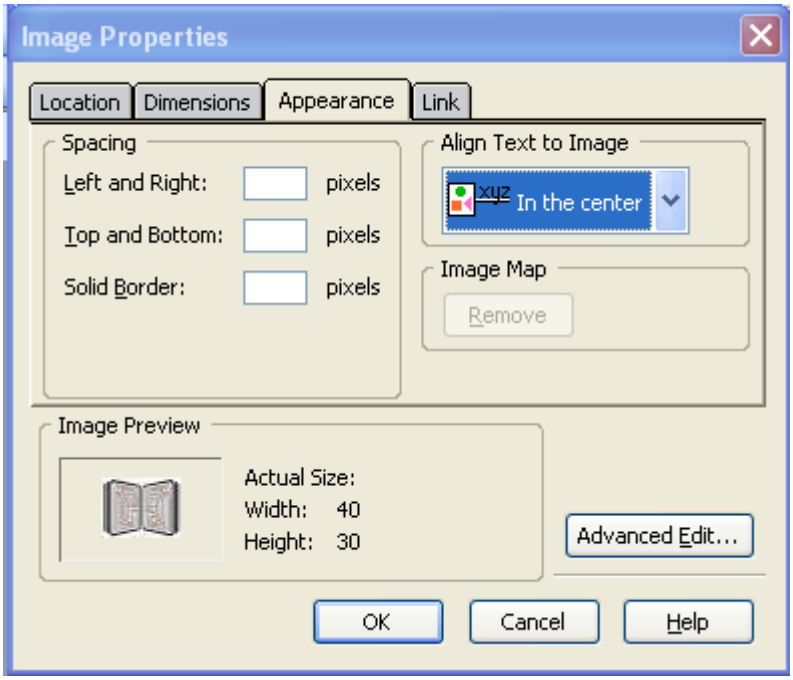
My template is nearly ready. Is there anything else I want to put on every page? I think I want to add my business name next to the Logo. I type in the business name, but it doesn't look right.



I need to adjust the way the picture hooks to the text. I select the picture, with the little squares showing, and click on the Images icon.



Now I need to select the Appearance tab at the top. See the "align text to Image" selector? I need to choose "In the center" rather than "At the bottom." I click OK.



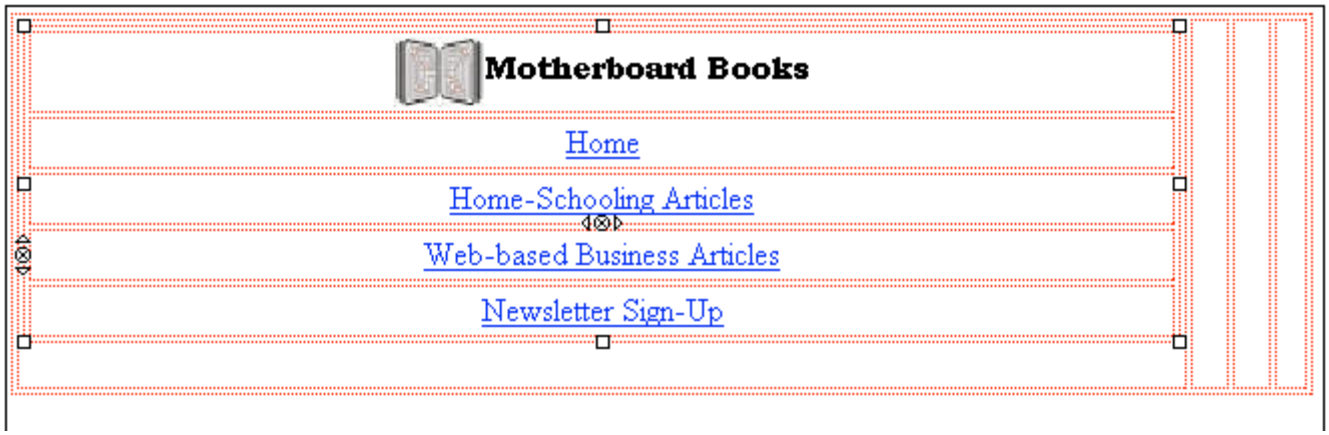
It doesn't work! Let's look at the code, using the Source tab in Kompozer. Find the image tag, starting with <img , and add this to it: align="middle". Like this:

```
<img style="width: 200px; height: 133px;"
 alt="logo" src="pic.jpg" align="middle">
```

Check in Normal view. Does it look right? Right!

Now all I need to do is change the font for my text. I find the font selections under Variable Width (the first font).

I change it to Bookman Old Style, and make it bold.



At t he bottom, consider putting in your email address in disguised form.

There are spiders—those are programs that crawl around on the Internet from website to website—which are looking for e-mail addresses, to use them as targets for spam. There are various ways to construct an e-mail address in a way that a spider is not going to read it. I have one way that I will share with you. It came from a programmer who would like to be credited in your HTML code. So you need to go to the HTML Source view (tab at the bottom of the page) and look at your code. Locate the word "e-mail" that you just typed. Right after it you need to add this code, substituting your e-mail address for info@motherboardbooks.com, and the first part of your e-mail address for info@, and the second part for motherboardbooks.com.

```
<script type="text/javascript">
<!--
// protected e-mail script by Joe Maller
// JavaScripts available at http://www.joemaller.com
// this script is free to use and distribute
// but please credit me and/or link to my site

e-mailE=('info@' + 'motherboardbooks.com')
document.write('<A href="mailto:' + e-mailE + '">' + e-mailE + '</a>')
//-->
</script>
```

Note:To save you typing, this script is available online at www.MotherboardBooks.com/support.htm . You can copy and paste it from there.

So my HTML source code, at the bottom, looks like this:

```
49. <div style="text-align: center;">Copyright 2006
50. Motherboard Books<br>
51. For information, email
52. <script type="text/javascript">
53. <!--
54. // protected email script by Joe Maller
55. // JavaScripts available at http://www.joemaller.com
56. // this script is free to use and distribute
57. // but please credit me and/or link to my site
58.
59. emailE=('info@' + 'motherboardbooks.com')
60. document.write('<A href="mailto:' + emailE + '">' + emailE + '</a>')
61. //-->
62. </script>
63. </div>
64. </body>
65. </html>
```

This script shows only in your source code right now. You won't see it on your website, either in Kompozer or in another browser, until you put the website on the Internet. Then the script will work and will create an email link to the email address, in this case "info@motherboardbooks.com," without actually putting "info@motherboardbooks.com" in the code for the spiders to find.

Now I have a template that will be the same on all four of the pages of this website. So it's time to save it three times: first as index.html, then as the same names as you put into the links. Finally, on each of those new pages, I need to edit the title in the HTML source code to match the name and purpose of that individual page. Remember the title is in the head section. Just change what is between these tags**: <title>** and **</title>** .

Building Content for Your Pages

How do you find content for your site? Here are some ways:

- By using free articles (or articles you write yourself).
- By creating a list of links you are fond of, including some commentary by you.
- By using affiliate links, mixed with commentary and other content.

Free articles: Here's how you find free articles. There are plenty of free article directories on the Internet. You as the publisher are obligated to print the article in its current form, with no changes, and include the author's bio box at the end. This contains a link to the author's website. So you get content for your website, and the author gets some exposure. It's a fair trade. There are article directories with all kinds of articles, and there are article directories with more focus. To find an article on a topic, let's go to Google. Type in **free article directory homeschooling** – or whatever topic you are looking for. There are plenty of authors and at least 40 directories out there.

Links list: If you have researched a topic in depth over the years and have a list of favorite links, by all means, make a website to share them! Add commentary next to each link to inform and educate your readers.

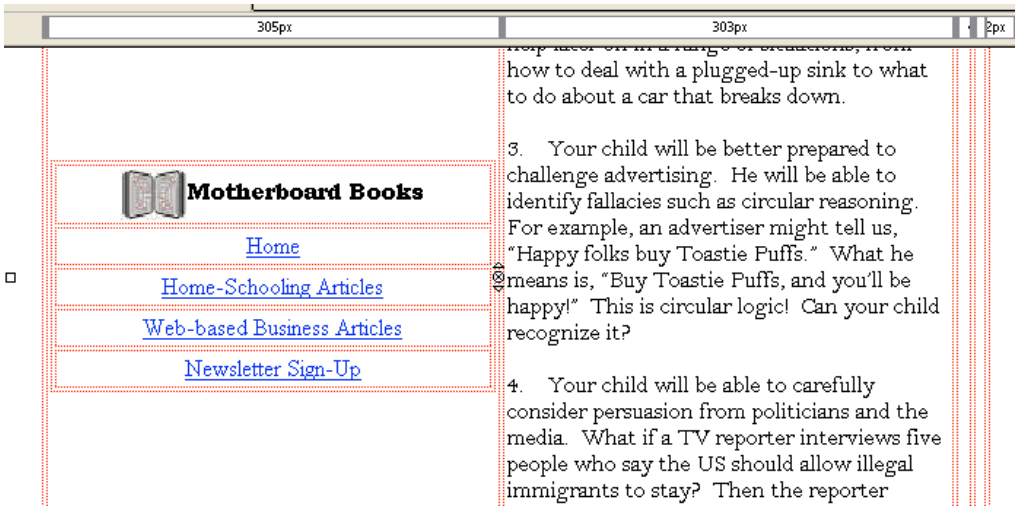
Affiliate links: Affiliate links are links to someone who is selling something. You sign up as the merchant's affiliate, or sales associate, and get an affiliate link to put on your site (or in an e-mail). You add information of your own to the paragraph next to the link. You can add a picture, which the merchant provides. When one of your visitors clicks on the link and goes to the merchant's site, you are hoping they buy something. If they do, you get an affiliate commission. There are many whole catalog-style websites listing affiliate products and descriptions. There are also sales letter websites for just one affiliate product. Many individuals merchants and individual e-book authors give commissions to affiliates. There are also hub websites that gather all these individual products together, making it simpler for you to choose what you might want to promote. Some of these companies are Clickbank at www.ClickBank.com, Commission Junction at www.cj.com, Share a Sale at www.shareasale.com , and PayDotCom, at paydotcom.com .

For the information website we are creating, I am choosing to use articles as my content. First I am going to look for free articles on the Internet. In Google, the keywords **free article directory homeschooling** give me many articles that are free to read. But I want articles that are free to publish, so I look down for a while through the listings until I find one for publishers:

Education - iSnare.com **Free Articles**
Free content **articles directory** site where authors can publish their **...** An **article**
by an iSnare Expert Author Tips For Successful **Homeschooling ...**
www.isnare.com/?cn=Education&i=2&p=3 - 23k - Cached - Similar pages

I look there for something. I can also change my topic in my Google search, and also add the keyword **publish**. That would narrow my search!

Just for grins, I am going to copy and paste an article I wrote into the next column



Houston, we have a problem! The links menu is now centered halfway down the page! What's wrong?

Let's highlight the menu table and double-click, checking table properties. Hmm. Don't see the problem. So now let's look at the source code.

```
 8. <body>
 9. <table style="text-align: left; width: 650px;" align="center"
10.  border="0" cellpadding="2" cellspacing="2">
11.   <tbody>
12.     <tr>
13.       <td>
14.       <table style="text-align: left; width: 100%;" border="0"
15.  cellpadding="2" cellspacing="2">
16.         <tbody>
17.           <tr align="center">
```

In line 13 we need to change the opening **<td>** tag, which controls the cell into which we pasted the menu table. We will add a vertical alignment attribute, like this in line 13:

```
 8. <body>
 9. <table style="text-align: left; width: 650px;" align="center"
10.  border="0" cellpadding="2" cellspacing="2">
11.   <tbody>
12.     <tr>
13.       <td valign="top">
```

Whew! It looks better now. Also, the widths of the columns are adjusting themselves to fit contents. We aren't done with adding contents though.

Let's paste another article in the next column.

Houston, we have another problem! The first article dropped down to the middle of its column. We obviously need to replace more opening **<td>** tags with **<td valign="top">**.

I am hoping that you can identify all the parts of the table that make up the menu. They come first. These four **<td>** tags can stay as they are, since there's not much white space in these cells anyway. But the rest need to have the replacement done. (If you are confused, just replace all of them! It won't hurt.)

```
35.            </tr>
36.            <tr align="center">
37.              <td><a href="newsletr.html">Newsletter
38. Sign-Up</a></td>
39.            </tr>
40.          </tbody>
41.        </table>
42.        </td>
43.        <td valign="top">
```

I'm replacing one at line 43, right after the end of the menu table (**</table>**) and the end of commands for the cell that holds the menu table **</td>**. I am finding one more opening **<td>** tag near the bottom in line 94:

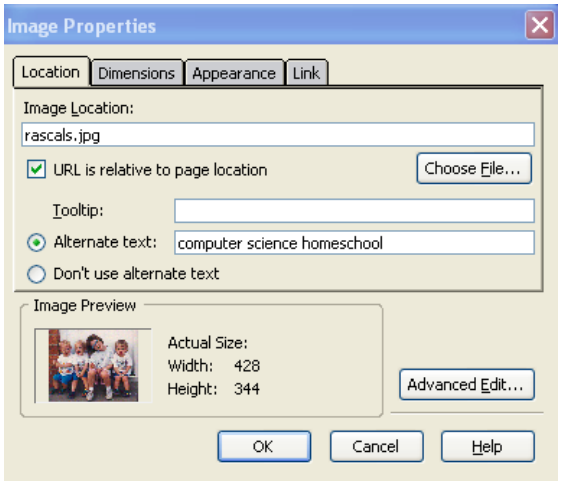
```
293.        </td>
294.        <td></td>
295.      </tr>
296.    </tbody>
297. </table>
```

I'll replace that one too.

```
293.        </td>
294.        <td valign="top"></td>
295.      </tr>
296.    </tbody>
297. </table>
```

Whew! Now all the articles are lined up at the top, like I wanted.

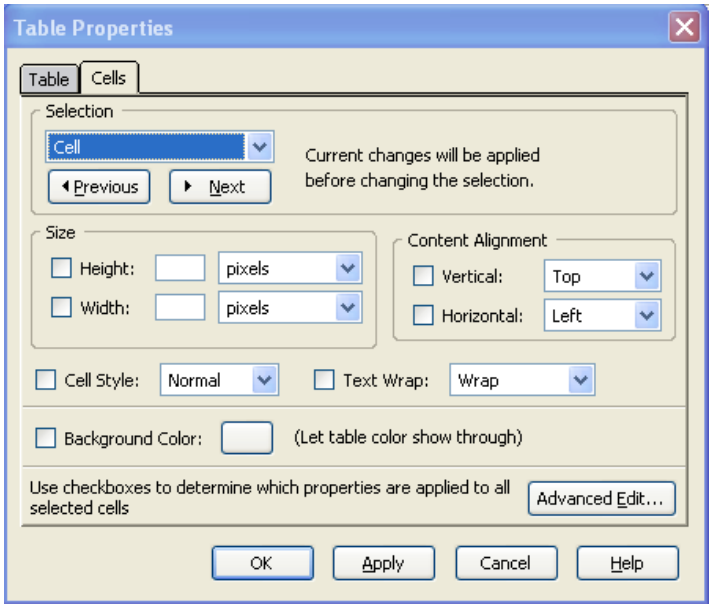
In Normal view, I need to put a picture at the top of the third column. I put the cursor there, click on the Image icon, and choose the picture that I had already put in the folder.



I center the picture and headline by selecting them and choosing the center-text icon.

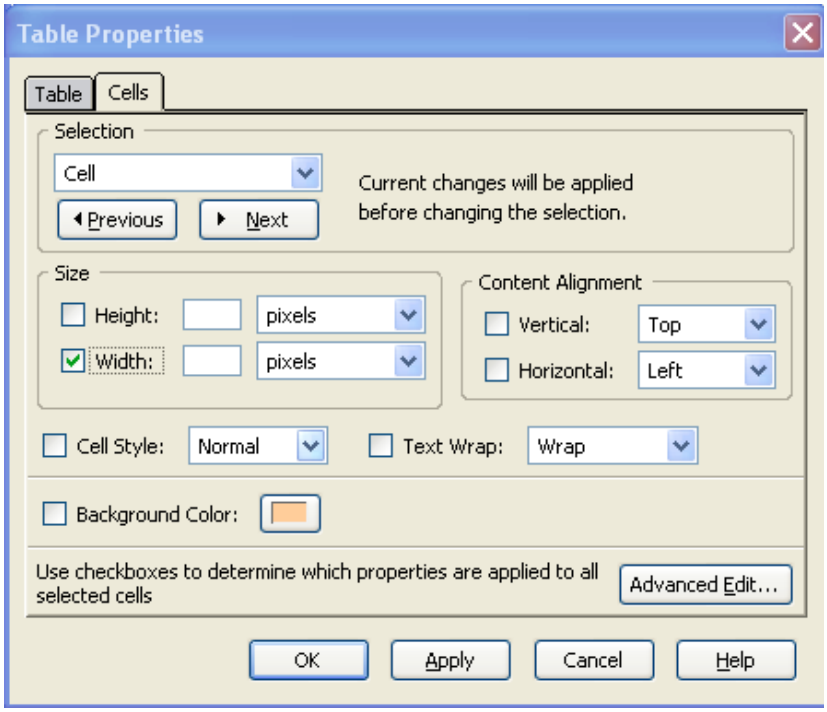
Notice that the table is adjusting itself to the width of its contents. The picture of my kids is a certain size, so the table is squashing the other stuff. I can adjust the size of the picture by selecting it and dragging the corners diagonally down and out, or up and in, holding down the shift key so it keeps its proportion. Remember, there may be a fourth column full of Google ads, so this isn't the final adjustment.

How about if we come up with some colors for the cells? We need to leave a white background for the logo, or it will look funny. But the two middle columns could be different colors. And the right-hand column will contain Google ads—those can be colors too. How about a palette of compatible colors? Put your cursor in one of the cells with an article in it, and click on the Table icon. A dialog box for the table comes up, with the cell tab selected. Notice the Background Color selector near the bottom.



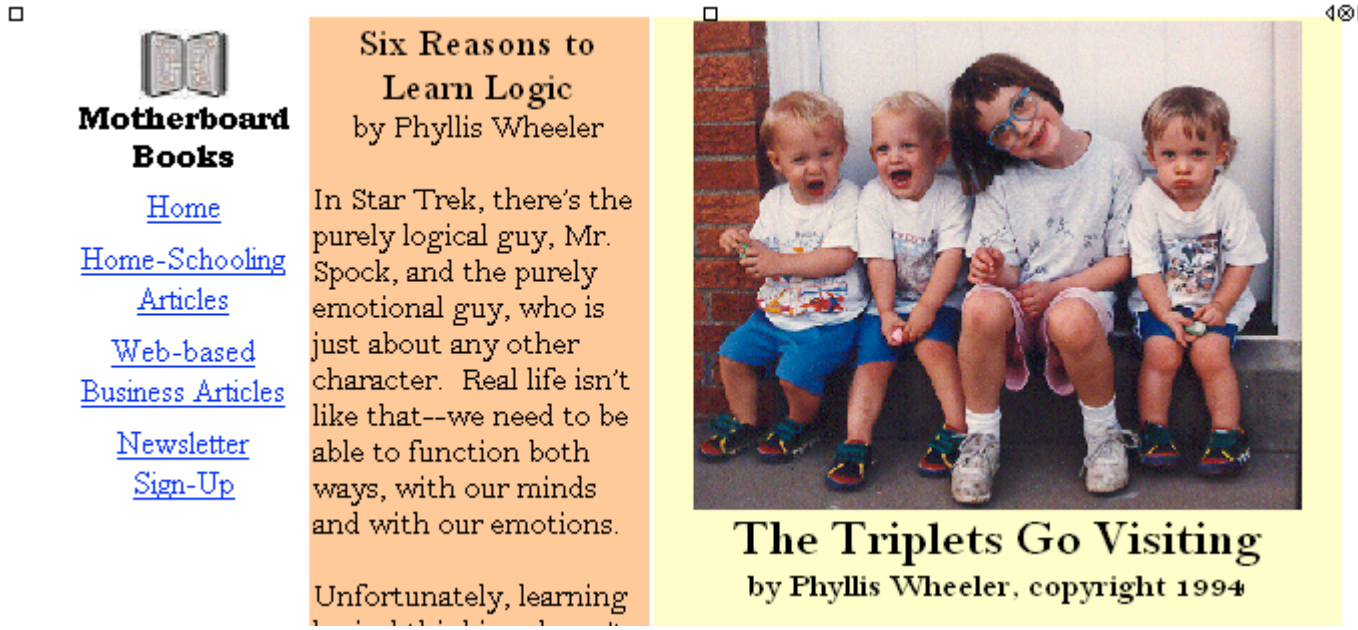
Click on the color box to the right of "Background Color" and choose a color. Click on OK. You will do the same for the next cell.

You can adjust the width of the cell here too. Let's find out how.



Check the Width box (halfway down) and enter a number for pixels. Try 70 or 80. Click OK, and see how it looks. Make adjustments.

Now, look at it in Preview Mode. How does it look? Note: your e-mail address won't actually show until the web page is posted on the Internet.



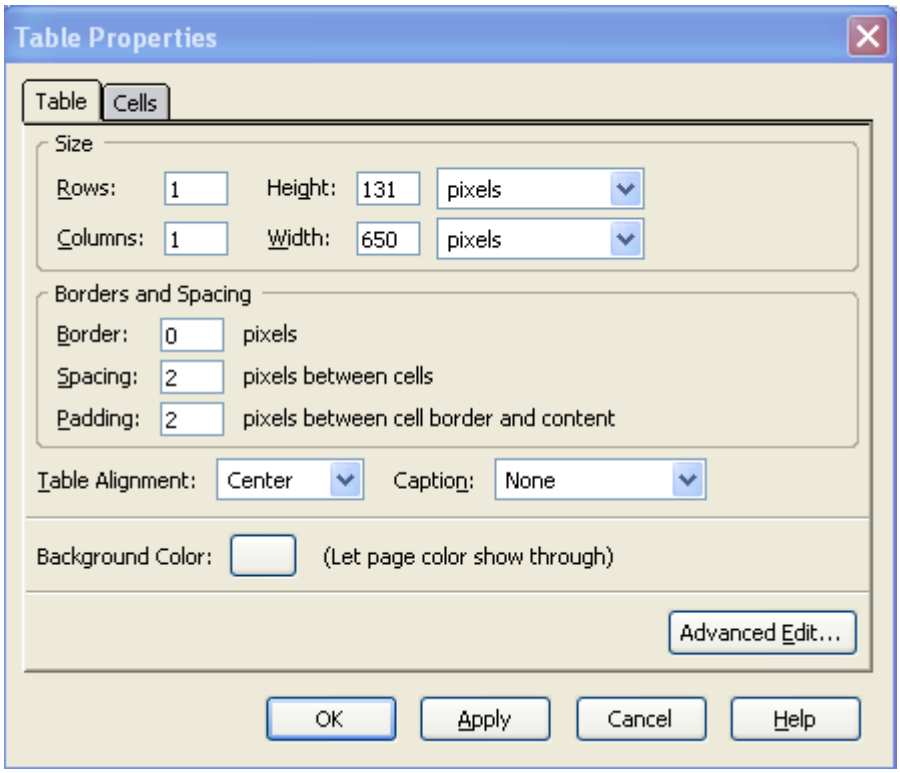
Now, save it, and open it using Internet Explorer, the browser most of your viewers will be using. Does it look OK? Oops! Mine is scrunched to the left! It's the same old bug in the table tag again. We need to manually add "align=”center" to the table tags.

So now let's look at the source code again and make sure we have **align= "center"** in all the places we need to have it. I am not seeing it in the very first table tag, where we need it the most! So I am adding it to Line 11:

```
 7. </head>
 8. <body>
 9. <table
10.  style="width: 650px; text-align: left; margin-left: auto; margin-right: auto;"
11.  border="0" cellpadding="2" cellspacing="2" align="center">
```

Now I save the file, enlarge Internet Explorer, and refresh what I am looking at. Whew! It looks centered now.

Padding: One more thing. We need to be able to add some clearance around the items inside a table. This is called *padding*. If the padding is zero, then the text and pictures in the table are up against the edge of the table. Usually it looks better if there are a few pixels of padding, or perhaps a lot of pixels, depending on how crowded the situation is. Padding is one of those attributes that go in the starting table tag. You can set padding in Kompozer by selecting the table, and then clicking on the Table icon. Look under the Table tab, not the Cell tab.



You can see that this example shows padding of two pixels between cell border and content. If I click OK, I can check the source code and find this in the opening tag for this table:

cellpadding="2"

If there is no such attribute, the padding will be zero, and that usually doesn't look good.

Some Tips

What if you want to add a headline over the whole page? You may have difficulty putting your cursor up there where it needs to be, to create the headline. Here's what you do: create a table at the bottom of the page. Then move to Source view and use **Edit-cut** and **Edit-paste** to move the table to the top of the code, just after the tag **<body>**. Now you can put a headline in it.

What if you need some help? You can click on the help button and look. You may have trouble finding the answer, though—I have found that open source (free) software isn't extremely user-friendly. It's better to get into the habit of typing your full question into Google. There are plenty of forums out there for developers where they answer specific questions. Somebody has probably asked it before!

Meta Tags and Search Engines

You need to add meta tags to the "head" part of the HTML source. The meta tags give information about the site, not for display. Mostly they are for communicating with the search engines like Google and Yahoo. Please see the section Meta Tags at the end of the chapter on sales websites for details. We are hoping the search engines find our site, and this will help!

Another way to make sure the search engines find the site is to get other sites to link to it. Comment (in a meaningful way) on relevant blog posts, leaving your URL as your return address. (Don't

spam people.) If you know some bloggers or Facebook friends, ask them to link to your site. You can even buy links to your site.

Adsense

The next thing we want to do is set up the Google Adsense ads, which will support the site, we hope, and maybe even generate some income. We're going to put them in the empty column on the right. After you get your site up on the Internet (Chapter 11), you can go to www.Google.com and click on Advertising Programs on the lower left. Sign up and sign in, and click on the Adsense information. Adwords, on the same page, are something different—something you pay for.

What we need is a basic tutorial. You should see a box on the upper right that says "search Adsense help." Click on that, and on the resulting page click on "Adsense Overview" on the left side. Take a Quick Tour, and click on the other tutorials too. These will show you how to generate code to insert into your web page. Choose mild colors that go with the ones you already chose for the web site. The only tricky part is finding the exact spot to insert the Adsense code, in your page's code.

Here's a refresher. I hope you remember that in HTML, tables have rows—the tags are **<tr>** for table row and **<td>** for table cell. So at the start of the row we will have **<tr>,** then **<td>,** then closing **</td>,** then more **<td>** and matching **</td>,** until we reach the end of the row, **</tr>.** So in the code at the end of the row in our code we need to locate these tags, which will be together: **<td valign="top"> </td> </tr>**. The new code for the Google Adsense will go between the **<td valign="top">** and the **</td>,** in the right-most cell of the table just before **</tr> </tbody></table>.** For me this is in line 311.

```
310.       </td>
311.       <td valign="top"></td>
312.     </tr>
313.   </tbody>
314. </table>
315. <br>
316. <div style="text-align: center;">Copyright 2006
317. Motherboard Books<br>
318. For information, email
319. <script type="text/javascript">
```

First you highlight the Adsense code on the Google website and click **Edit-copy**. Now it's copied to your "clipboard." Enlarge your Kompozer window and view your web page in Source mode. Now put your cursor between the **<td valign= "top">** and **</td>** tags that we identified a minute ago. Click on **Edit-paste**. That should put some script code right in between there! Save your page. Take a look at the page in Preview mode. Hopefully a dummy ad will be showing. Once you get it on the web, real Google ads will appear there, matched to the content keywords in your page.

Here are some tips for optimizing your web page's chances with the search engines. Choose one keyword for each page. Use the keyword in the HTML filename, the title, the domain name if possible, the headline, and the first sentence. All this is important, but not as important as incoming links.

An Example

I have an example of an information website at www.kauai-treasure-island.com . I created this site (using software like Kompozer, but nicer, called Dreamweaver) to get adsense revenue a few years ago. Lately I have just let it sit, gathering an occasional viewer through links or unpaid Google search. In fact, it's been bringing in about $50 per year, enough to pay for itself plus some more.

One way to increase traffic for this site would be to add a blog on the website. Google loves blogs that receive regular postings, and viewers will start to find it through the free Google search. A free blog at blogger.com or wordpress.com won't do the trick; that will bring the Google juice to Blogger and Wordpress, not your own site. So I'd need to create a blog at www.kauai-treasure-island.com/blog and post regularly. Well, I'm not going to do that; I haven't been back to Hawaii and really don't want to spend time trying to figure out what to say! But you may feel otherwise for your site. We'll talk more about blog websites later.

Another way to increase traffic would be to place Google Adwords ads drawing viewers to the site. I'm not going to do that either, because it would surely be more expensive than the ad revenues I would receive. Placing Adwords ads is only viable if I'm selling something at the site that has enough value to cover the cost of paying for clicks through Adwords.

And another way: use social media to increase traffic to your site. Talk about it and link to it on Facebook and Twitter. This also works best if you have a blog on the site and something new to say regularly.

My Kauai website has a single source of revenue for me, the Adsense ads. There are other options for you to consider.

Let's say you want to sell something from your website. First of all, you need to envision a website that has a theme or purpose that will catch the attention of your intended audience. There will be some related products you could promote. Your site can contain pages or posts that feature individual products with links for users to click on for more information or to buy the product. Here are some options.

A link to eBay. If you have an item to sell, this could be the place. I have almost no experience selling on eBay, but I know plenty of people find it to be the world's biggest marketplace, and not just for auctions. This book does not talk about how to do eBay. But there are many e-books written about how to sell on eBay; you can look for one using Google.

A link to Amazon. Again, if you have an item to sell, Amazon can help you find customers—people who come to Amazon's site and search for an item like yours. Amazon does have plenty of help pages to get you started.

Affiliate links, where you get money selling someone else's product. One great connection to know about is Clickbank, www.Clickbank.com. Clickbank's home site at www.clickbank.com contains a marketplace listing thousands of e-books and other downloadables by topic and popularity. It has a very usable affiliate program, meaning you can easily sign up.

For books, we could become affiliates (sales people, paid by a percentage of the sale) for individual books through companies like Amazon, Barnes and Noble, and Christian Book Distributors. It doesn't cost anything to become an affiliate—just go the website of Amazon, Barnes and Noble, or Christian Book, and look for a link to the affiliate program. Amazon calls its program Amazon Associates.

The affiliate program signs you up and makes arrangements to be able to pay you for your referrals. It gives you links containing code to post on your website, so that when a user clicks on the link, he is taken to the Amazon or other site, and the link puts a cookie in his computer. If he buys within the specified amount of time (duration of the cookie) the shopping cart will recognize the cookie in his computer, and you will get credit for the sale and cash in your account.

Chapter 7: Selling an E-book from a Sales Letter Website

Do you know some information that could be very useful to someone trying to solve a problem? If so, you're a good candidate for writing a simple how-to ebook to earn some income. The more specific and niche-related your expertise, the better—you'll have fewer competitors. You can join a large number of authors who create their own sales letter websites and use Clickbank as a shopping cart and referral site.

Clickbank recruits affiliates, the people to sell your book for a cut of the price. It even sends checks to your affiliates--you don't have to do it. It charges about 7 percent of the sale; this includes the cost of the credit card processing, which is typically at least 3 percent no matter who is doing the processing.

First of all, what is an e-book? It is information that a customer wants **now**, in downloadable PDF format or formats for e-readers. A typical price for a hot topic (like Internet marketing) e-book is $40. Less hot topics may command $10, $15, $20. Note: stick with the shorter books. The e-book format is easier to use if the book is under 100 pages.

I am going to tell you how to make a sales letter website. We will assume you are selling an e-book.

A Sales Letter Website

A very effective way to communicate with your potential customers is with a sales letter. Internet marketing experts are saying it's best to have one sales letter per product. In other words, if you have two e-books, you have two websites. The name of the website is the same as the name of the e-book, or a bit abbreviated. To drive traffic to these mini sites, you can link to them from your main website or blog, and link from social media. You could also pay for clicks at Google Adwords. Once you get several sites going, you may want to put a set of links to all of them from the main page of your main website. You can imagine a whole network of sites that are yours and yes, it is cheaper to set up websites in bulk.

A sales letter web page is actually simpler to build than an information web page, at least in its concept. You have the sales letter all on one web page, no matter how much material you put in it. There are people who have a sales letter so long that it is more than 100 pages if you print it out! But it's all on one web page.

Well, not really. You do need a second page with simple ordering information. When you click on "buy now" on the first page, you jump to the second page. Otherwise, try not to have any links at all on your first page. You want your customer to hold still and listen to your sales pitch, not get distracted and procrastinate by clicking on interesting links.

From the second page, you need to link to a shopping cart. This is a third-party site that can collect confidential information from the customer and arrange for payment processing, notifying both you and the customer of the sale by e-mail. This can be Clickbank, or it can be something else like Paypal.

You also need to choose a domain name. It should match the name of your product as closely as possible, but not be too long. We are working on an e-book about barbecuing turkeys. So we'll try to get a domain name called www.turkeycooking.com. (For exactly how to get a domain name and hosting for it, see a later chapter.)

While doing this, you need to choose some keywords. Keywords are a key concept for Internet commerce. These are the phrases that someone types into a search engine, looking for information on your topic. You need to put yourself in their shoes and guess what they will be typing in when they are looking for a product like yours. The more people type in a set of keywords, the more popular they are, and the more it costs to hook an ad to them using Google Adwords or Yahoo Search. Very specific keywords have fewer competing sites, so think specific.

A "keyword" can actually be a phrase. Keywords for my topic might be barbecue, barbeque, turkey, how to, grilling turkey, smoking turkey, barbecuing turkey, Maull's (if that's a brand of BBQ sauce I would use), and so on.

There's a whole set of procedures for choosing good keywords that Steve Beck covers very well in his videos on how to create a Wordpress blog, which I recommend using. You can find these videos at http://www.motherboardbooks.com/products/create-blog/

Check the keyword competition: Type your keyword candidate into Google. Look at the first three sites from the free listings (not shaded, in the center). Take the URL of the first three and check how popular they are—how many incoming links Google credits to it. (Incoming links are what Google rates highest in its calculations of who's on top.) Note that the actual number of incoming links is normally greater than the Google number, for some reason.

To check how popular a competing site is, go to Google.com and type in the word "link:" followed (with no spaces) by the URL of the site, like this: link:http://www.kauai-hawaii.com/. (Note: this is what I failed to do before I made my Kauai website, which never got much traffic because the competition was too stiff.) In this case, Google is currently reporting 85 incoming links to this competing website. Since Google only sees about one out of three incoming links, that is a lot.

Once you decide what your keywords are, put them here and there on the site. Make sure your headline, title, and the first few sentences include some keywords.

Sales Letter Page

Now, come up with some content for your sales letter. There are plenty of examples out there on the web. Take a look at sites listed for various books listed in the marketplace at www.clickbank.com. Examine them; these are mostly sales letters, and you can create one like these.

In a nutshell, here's what I have learned:

- Engage your reader's emotions.
- Provide lots and lots of proof that your product is superior.
- Use bullet points, but break them up—no more than five at a time.
- Insert centered headlines pretty often; the typical reader will scroll up and down the page looking for the price, and may read what catches his eye.
- Provide third-party testimonials, as many as possible. There is no such thing as too many.

- Encourage the reader to envision themselves using your product happily.

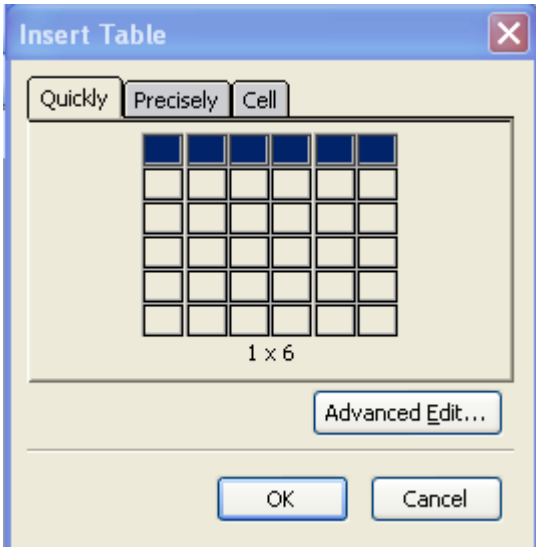
Above all, once the sales letter is on the Internet, keep tweaking it. Measure how many sales you get with one version, and then make one change and see if you get more sales or fewer. Your headline is the most important part.

I will tell you how to make your sales letter web page with our free open-source software, Kompozer.

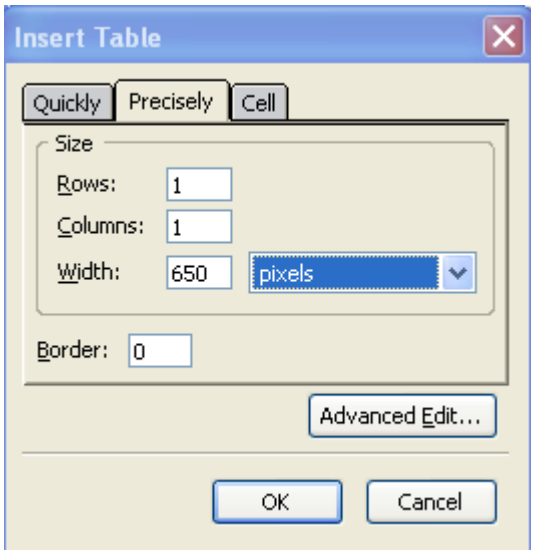
We want to create a simple template that looks like a sheet of typing paper against a dark blue background, or some other dark color. We're going to do this by creating a table that has one row and one cell, a one-celled table. Kinda silly, huh? But that's how to separate the "sheet of paper" from the background.

Open Kompozer, which you downloaded in a previous lesson. Put your cursor on the page at the top, and create a one-celled table. Click on the table icon

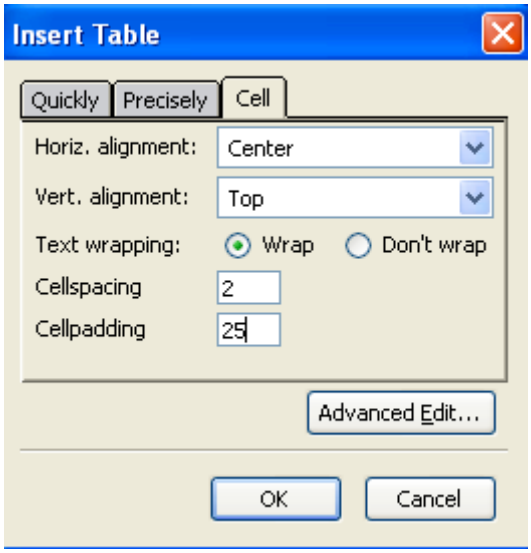
. You get this dialog box:



Instead of Quickly, let's choose Precisely, because otherwise we'll have to come back and make these changes anyway. Choose 1 row, 1 column, and let's make the sales letter 650 pixels wide. To do that, click on the arrow next to **"% of window**" and choose pixels, then change the width number to 650. This gives us a fixed-width letter that will look the same in all browsers, not too wide. We also want to make the border width 0 pixels, and click OK.

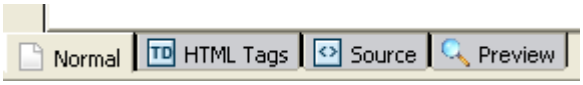


Now let's click on the cell tab:



Let's make it look like mine above, with 25-pixel padding (that's like the margin around the text on your paper), table content aligned to the center, top. Click OK.

Look at the tabs near the bottom of the screen.



Make sure you are in Normal view, and you should see a dashed outline of your table.

Now, Kompozer doesn't always do what you tell it to do. But you can always edit the HTML code. For instance, I somehow managed to create two tables instead of one just now. I'd like to get rid of one. But when I highlight one (so the tiny squares at the corners show) and press **delete**, nothing happens. Instead of getting mad, I'm going to go over to the HTML source view and get rid of it there. I go to the Source tab on the bottom left. Now I see the HTML code behind the page I am creating. At the beginning of the **body** section, I see this code for the extra table:

```
<table style="text-align: left; width: 650px;" border="0"
 cellpadding="25" cellspacing="0">
  <tbody>
    <tr>
      <td align="left" valign="top"></td>
    </tr>
  </tbody>
</table>
```

Code for a table starts with **<table>** and ends with **</table>,** so if we delete everything between and including those two tags, we get rid of the table. But while we are here, let's review HTML table code. The first line, **<table style=** , sets the style, width, height, whether the text is aligned in the center, and so on. The next set of tags, **<tbody>** and **</tbody>** , enclose instructions for the cells. **<tr>** and **</tr>** stand for table row; between them are the instructions for the cells in the first table row. **<td>** and **</td>** stand for table cell. Our table has only one cell, and there it is. There are instructions for its style: put the text aligned left and at the top. Then **</td>** ends the instructions for the cell. And the other closing tags close the table instructions.

Now I have just one table, hanging out toward the left side of the page. Hopefully that is what you have too. Let's check the source view now to see what we have.

My existing table looks like this:

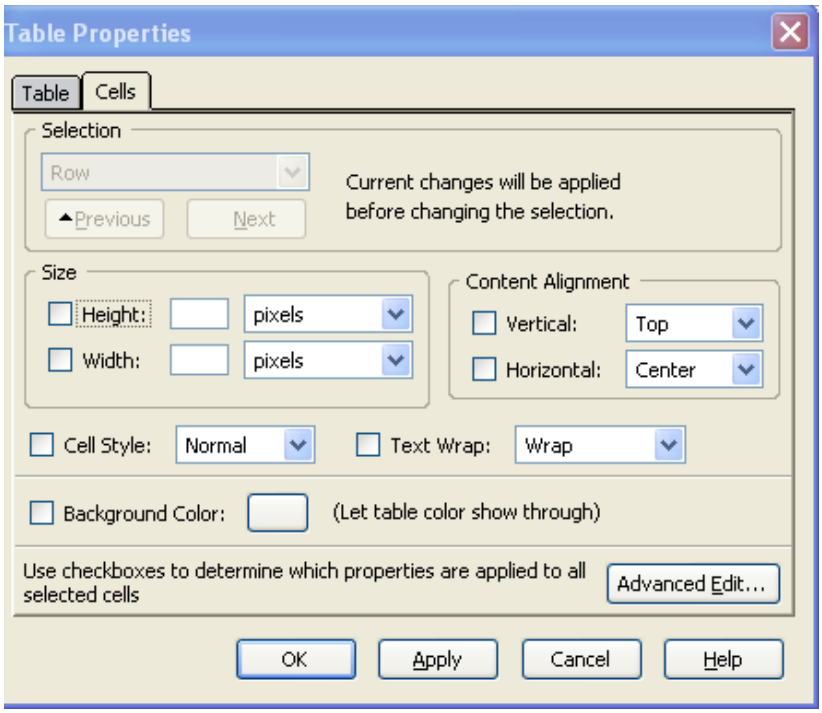
```
 9. <table style="text-align: left; width: 650px;" border="0"
10.  cellpadding="25" cellspacing="0">
11.   <tbody>
12.     <tr>
13.       <td style="vertical-align: top; text-align: center;"><br>
14.       </td>
15.     </tr>
16.   </tbody>
17. </table>
```

Reviewing again, I have found it necessary to add one bit of code to make sure the table is aligned in the center in all browsers. Add this: **align ="center"** to the table opening tag (in lines 9 and 10), so it looks like this:

```
 9. <table style="text-align: left; width: 650px;" border="0"
10.  cellpadding="25" cellspacing="0" align="center">
```

Go back to the Normal view using the tab on the lower left.

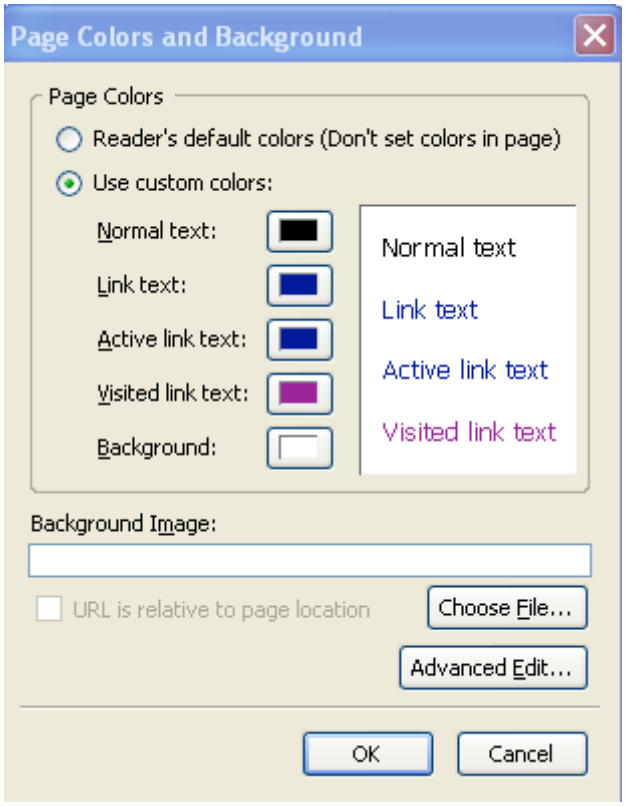
I want to do one more thing with the table—create a table background that is white, not transparent. I will soon have a dark-blue background for the page, and the table won't show up unless I color it white. So I select the table by double-clicking on it, and I click on the Table icon. I am looking at the Cells tab.



Where it says Background Color, I need to click on the checkbox, and then click on the larger rectangle to select a color. I choose white.

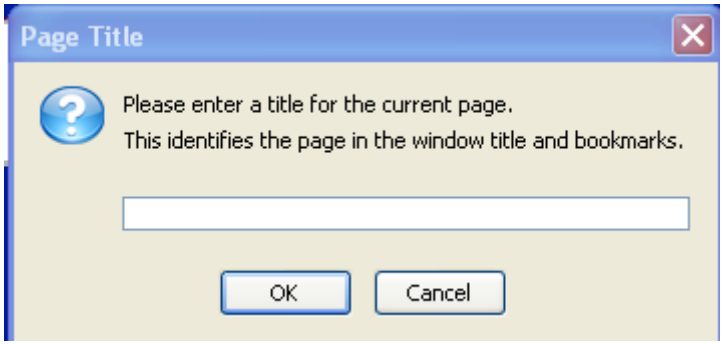
Then I click OK at the bottom of the dialog box.

Now we want to create our dark blue background. Go to the **Format** menu at the top of the page, and click **Page Colors and Background** near the bottom. In this dialog box, click on **Use Custom Colors**.



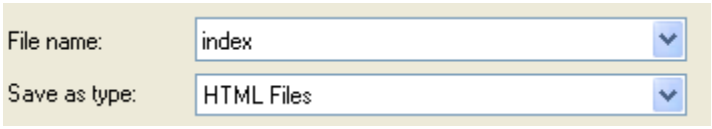
You can also change the text colors here if you want. But what we want is the background. Double-click on the background color box, choose a nice dark blue color, and click OK. Now your web page is dark blue, except for the white table. (If we hadn't changed the table background to white, the table would be invisible, with its color the same as the page background.)

Now we have a template to use for our second page as well as our first page. Let's save the page. Go to File Save. Now we get this dialog box:



Put in a title that contains your keywords for your product. This will be the words in the band at the tippy top of the web page. I am going to put "How to Barbecue a Turkey." My example website will be selling an e-book with that title. I click OK, and then the computer wants to know where I want to put it. I go to Documents, and then create a folder using the folder icon with the orange star, near the right of this picture:

I name the folder for the new website—how about TurkeyCooking.com. I save my new HTML file into this folder. Its name is index; it's the home page.



Now I save it again, using Save As, into the same folder. This will be the second page, the order page. I name the file Order. And I save it again as Thankyou. This is my thank-you page that the customer sees after placing an order. Kompozer doesn't come back and ask me a title for the new pages, so I have to arrange for that myself. With the new page open, I go to Source view. Then I look in the code between the head tags for the title tag. Right now it says

```
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.  http-equiv="content-type">
6.   <title>How to Barbecue a Turkey</title>
7. </head>
```

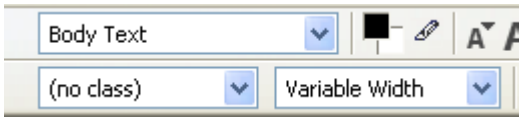
Let's change the title to **<title>Order Page</title>**

Do the same for the thank-you page. Now save these files and close them. We really want to be working on the sales letter page first.

Also in the folder put any pictures you want to use for this website. It would be nice to have a little cameo picture of yourself, to address your customers more personally. Using Google Picasa, free photo editing software, you can export the picture so that its resolution is about 72 pixels per inch, and its size is about 150 pixels square. Save it to the folder as pic.jpg. Your picture files should be .gif, .jpg, or .jpeg to use in most browsers.

Enlarge the window with the sales letter page in it. Let's work on this now.

Start typing your headline in the white table. Highlight your text and center it by clicking on the center-text icon Highlight the headline and make it bigger and bolder using the size selector on the left side, which currently says Body Text:



Let's choose Heading 1, which is the biggest.

Using the icons next to it, you can also change the text color, make the font bigger or smaller, make it bold, italic or underlined, or make it bulleted or numbered, center it, or indent it. These are all good things to use in a sales letter. So experiment! Notice that the table gets longer to fit the amount of text you are putting into it. After your headline, align your text to the left by selecting the text and clicking on this icon:

Insert a Picture

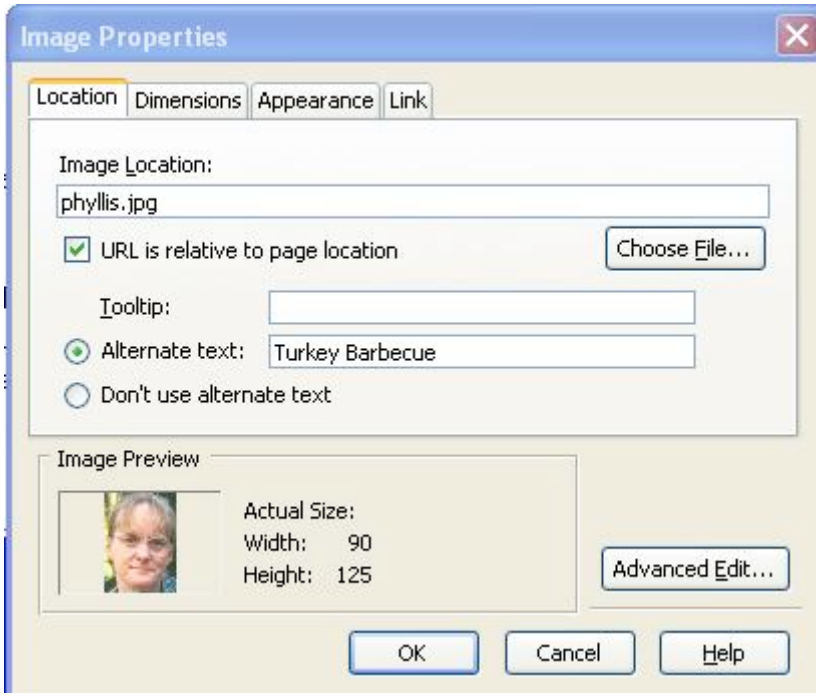
Now, how about inserting the picture of yourself?

I am going to begin my letter like this:

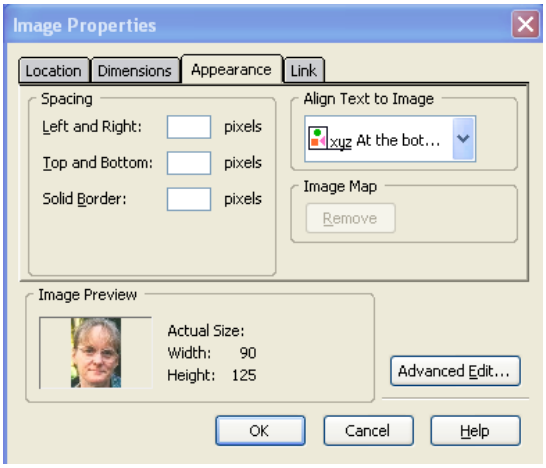
From: Phyllis Wheeler
Dear Friend,

I would like to have the picture to the left of the "from." So I will put my cursor there, and click on the **insert image** icon, which looks like this:

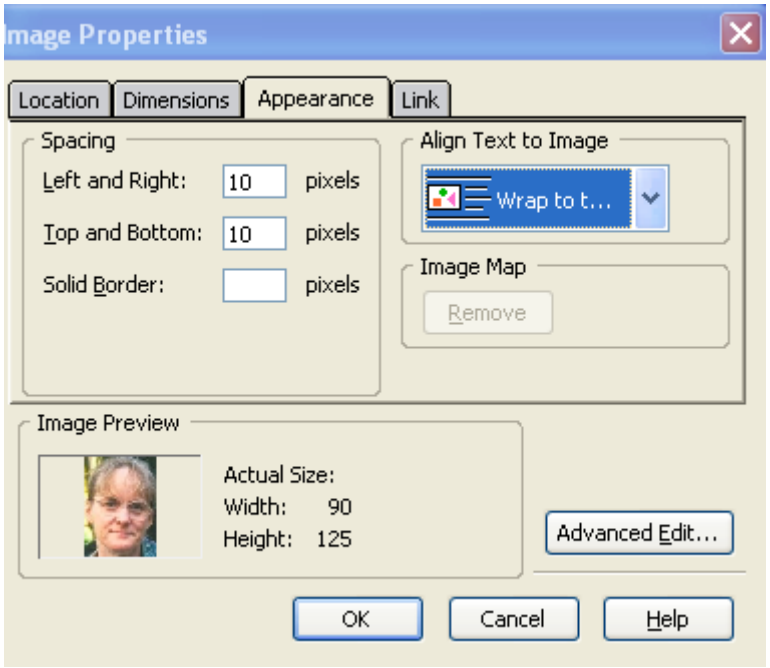
I click on "choose file" to locate the .jpg or .jpeg image I had put in the TurkeyCooking.com folder. I click OK, and now have this dialog box:



Next I click on the tab at the top for **appearance**.

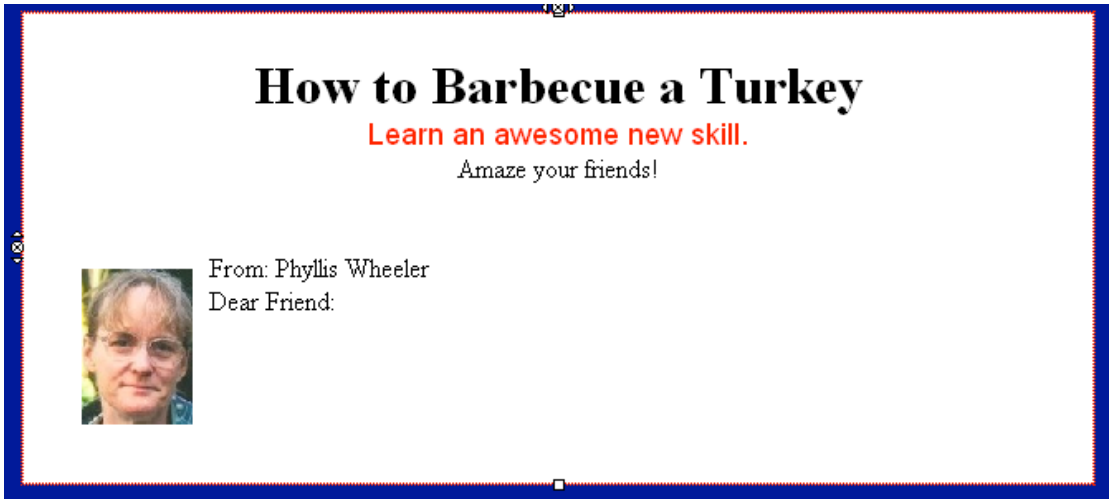


I don't want the photo jammed up next to the text, so I fill in the spacing left-right and top-bottom at 10 pixels. I want to align the text wrapping to the right, so I select that under "Align Text to Image."

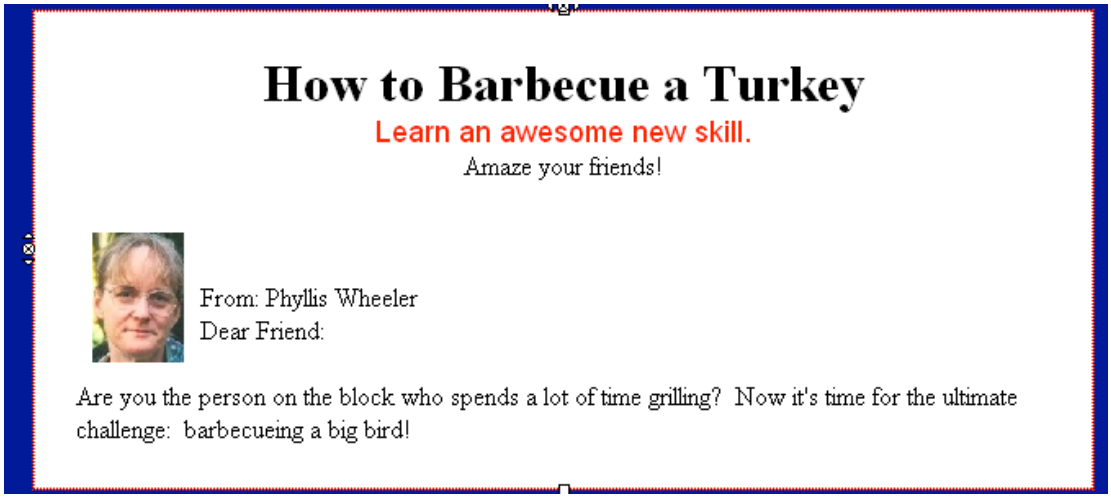


Now I click OK. Check—does it work?

Hmm, the photo is too big. So I will select the photo, grab a corner, hold down the shift key, and move it inward.



The text came in too high next to the photo. So I will put my cursor before "from" and push enter, to add a line. There, that looks better. Experiment around! Find text colors and styles under the Format menu. You can't hurt anything. You can always click on Edit, then Undo.



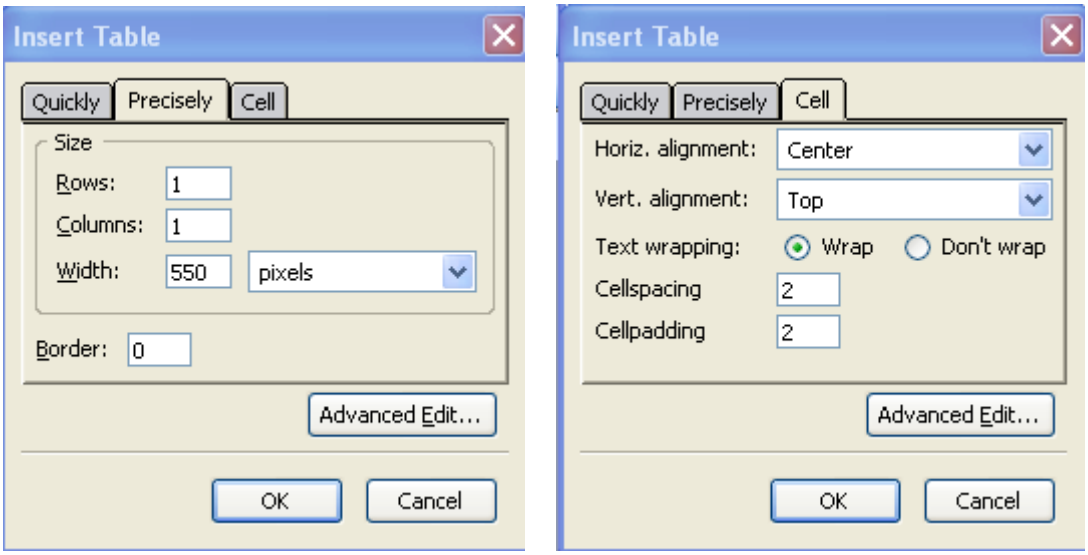
So your challenge now is to format a great sales letter. You can always go to Google and type in How to Write a Sales Letter, and see what free advice you can find.

Let me repeat my advice:

- Engage your reader's emotions, his fears and dreams.
- Provide lots and lots of proof that your product is superior.
- Use bullet points to list features, but break them up—no more than five at a time.
- Break up the text with centered headlines pretty often; the typical reader will scroll up and down the page looking for the price, and may read what catches his eye.
- Provide third-party testimonials, as many as possible.
- Encourage the reader to envision themselves using your product.

Be aware that the very bottom of the page is a landing spot for the eye, so put your most powerful wording in a P.S. Or better yet, three P.S.'s.

In some of the example sales letters out there, you see the testimonials enclosed in a colored box. This is actually a one-celled table, inserted into the bigger table, and centered. Make it the same way you made the big one-celled table—put your cursor in the spot you want, and click on the **Insert** menu, then **table.** Fill the dialog boxes out like this:



Change the background color of the cell to a light shade by double-clicking on the inside of the new table to get the Table Properties dialog box, then changing the color. Edit the HTML code to add **align="center"** to the list of attributes for that table.

Here's my code for the new table:

```
34.       <table style="text-align: left; width: 550px;"
35.  border="0" cellpadding="2" cellspacing="2" align="center">
36.         <tbody>
37.           <tr>
38.             <td
39.  style="vertical-align: top; text-align: center;
40. background-color: rgb(255, 204, 153);" ></td>
41.           </tr>
42.         </tbody>
43.       </table>
```

Now, if you want to make more of these smaller colored tables, highlight the code for the first table, and click on **Edit-copy** to put it on the clipboard. Move to another spot in the code and then click **Edit-paste**. Now you have another one! You can make a dozen this way.

Let's say your letter is all done. Now you need a link at the end of the letter that says "Buy Now."

Type that in and highlight it, then go to the link icon

. You need to choose a file (one already in your website folder). You choose **Order.html,** and click Open, then OK. Now your two pages are linked together! Save your sales letter page.

Meta Tags

But wait! We're not quite done. We need to optimize our web page for search engines. The search engines use programs called spiders or robots that crawl all over the sites on the web that are linked together. We are hoping they will find this site. (They will indeed find it if it is linked to another site on the web.) But what will the search engine description say? We want to control that.

Let's add some **keyword** and **description** meta tags for the spiders to read. Go to **Source** view. Now at the top of the page, we have the head information, between the tags **<head>** and **</head>** . This head information doesn't show in the page, except for the title in the blue band at the tippy top. For the meta name **description**, we want to list our description in the proper format. This is the description of your site that will show up in Google when someone types in some of your keywords. Here is a key marketing opportunity! Don't waste it. I want you to type in this information, using your own keywords instead of mine. Keywords or key phrases are separated by a comma and a space. The top of your page should look something like this. The first tag, **http-equiv**, comes from Kompozer.

<html>

<head>
<meta http-equiv="content-type" content="text/html; charset=ISO-8859-1">
<title>How to Barbecue a Turkey</title>
<meta name="description" content="You too can meet the griller's great challenge: how to barbecue a turkey. This e-book gives step-by-step instructions.">
</head>

In some cases you want to instruct the robots NOT to index your page. In fact we will want to do this for our thank-you page. It's on this page that we will post a link for downloading the e-book. We don't want people who haven't paid to find the page and the link using a search engine.

For that page, we want a head like this:

<html>

<head>
<meta http-equiv="content-type" content="text/html; charset=ISO-8859-1">
<title>Thanks!</title>
<meta name="robots" content="noindex, nofollow">

</head>

Go ahead and put this in your code for **thankyou.html** .

Now, the other thing you need to remember is that if you have different pages on your website that you want the search engines to find, you want to have different title and description for each page. Then the search engine will treat them as separate entities, and may list several pages from your website in its results—that would be a good thing!

The way to make sure the search engines find your site is to get other sites to link to it. It's best to find relevant blogs and make meaningful comments on them, leaving your website URL as your

address. You can also suggest that various blogs talk about your product; you can talk about theirs and give links, too. Use Facebook and Twitter too.

You can also create a mini site or "lens" at squidoo.com on a particular topic, and use it to create links to your site. Here's an example: http://www.squidoo.com/musictherapy You should put links to your site wherever you have a profile, such as on Facebook or Linked In.

Save your work.

Chapter 8: Tie in the Shopping Cart

Now it's time to open your Order page. Write copy that makes it very clear to our user what we are offering, and the price. You should have no more than three options—too many will confuse your reader. You should also have a link at the bottom of the page that takes the user back to the main page.

After each purchase option, you write this: buy now. Then you need to link that. Ah, but what do you link it to? That will be your *shopping cart*. A shopping cart is an automated system that tallies your customer orders, adds shipping, deducts any special offers you have arranged, sends an e-mail to the customer, and usually sends the credit card transaction off to a third party. The credit card processing always costs you at least three percent of the transaction.

There are plenty of options out there for shopping carts.

- Shopping carts such as 1ShoppingCart.com may charge you $30 a month. Top Internet marketers are using 1ShoppingCart and saying it's great, including affiliate payment processing and newsletter service. But they are making more money than we are right now.
- You can use Clickbank if your product is an electronic downloadable. Clickbank provides payment processing and takes about 7.5 percent of the sale. Clickbank offers some help with marketing, including managing affiliates for you.
- Free shopping carts are OsCommerce and Zen-Cart (find them in Google). But you may need to pay someone to set them up.
- Paypal offers a free shopping cart, already tied to its credit-card processing. Paypal has plenty of help and tutorials. Its cost is the absolute minimum: 3 percent of the sale or so, for the credit card processing, and nothing for the shopping cart.
- If you want to have an affiliate program, you can't use Paypal. Instead you can use Mal's e-Commerce (Mals-e) (free), e-junkie (small cost), or possibly others.

A Paypal shopping cart is the easiest free option for a novice. So we will look at that first, then Mals-e. For an e-book, you may want to choose Clickbank, which has clear instructions at www.clickbank.com .

One thing I like about Paypal is that they take other currencies and convert it automatically, for customers in other countries.

Note: it's time to give your business a name, register it with your state, and get the approvals to collect sales tax. In Missouri I filed a "fictitious name" form and agreed to charge sales tax for sales in Missouri, filing a return once a year. The biggest challenge in all this was locating the right office to go to.

While we're speaking of business names, here's a tip: name yours "MyBusiness.com" instead of "My Business." That way anyone can find your website—if they know the name of the business, they know the website address.

Instructions for a Paypal Shopping Cart

First you need to set up a Paypal business account (in order to accept credit cards), or change the personal account you already have to a business account. Go to www.PayPal.com and do that. Next, go to the Merchant Tools tab. Go through the tutorials to find out how.

You have the option of selling one item at a time. This is a single "buy now" button, great if you have just one item to sell. Each transaction will lead to payment, not to a shopping cart that collects items. For an e-book, you need the single "buy now" button.

Choose either the single-item option, or the one that says "I need a shopping cart for my site." Create an "Add to Cart" button. A button is really some HTML code. Once the button is created, you click on the code to copy it. Then open your web page that contains the item description, go to Source view, in the code find the spot next to the picture of the item, and paste it in. If you need to re-do it, click **Edit-undo** and try a slightly different spot.

These buttons are code that sends some info to Paypal when a user clicks on the button. What they are sending is the stuff you store in the button's code on your own web page.

Mals-e Shopping Cart

You could use a Mals-eCommerce shopping cart, which is also free. This is not as easy to use as Paypal, and also it must hook to Paypal or a separate merchant account (these are expensive!) for final processing. So the only reason to use it is if you want to set up an affiliate program. Mals-e will keep track of recent affiliate payments for you, but you have to process them and send them out. You may decide to use Mals-e after you have used Paypal for a while. That is what I did. If you want to have affiliates and your product is electronic, by all means, use Clickbank! It tracks and makes all the affiliate payments, and finds affiliates for you as well.

With Mals-e, go to www.mals-e.com, choose a password, and set up an account. Follow the Support information to set up your shopping cart and buy now buttons.

Like Paypal, this shopping cart doesn't keep a database of your products and their prices. Instead, the name of the product , price, shipping, and thank-you page are sent to the shopping cart, buried in the code for the add-to-cart button. So when you change your prices, you need to change what's in the button code.

If you have questions about Mals-e, log out of the secure area and, on the homepage, www.mals-e.com, look for **user forums.** Unfortunately, free software doesn't always have the best help files! But I have been able to find out what I needed, and you can too.

Hooking Up the Payment Processor

For any non-Paypal shopping cart (except Clickbank), you will need to attach a payment processor. This is an added set of things to do! You can either use a merchant account (credit card processor) for the Internet, or you can use the credit card processing portion of Paypal.

To set up Paypal credit card processing for a free shopping cart, you must join Paypal as a business member. Do that, or change your membership to business member. Then log in and click on the tab for "merchant tools." Under Website Payments Standard, look for the "key features" and choose not Paypal Shopping Cart, but Other Leading Carts. Then look over the list of other carts

and choose your cart company, such as Mal's e-Commerce. Follow the directions as best you can. You want the system to come back to your thank-you page when it is done.

Be aware that the shopping cart and Paypal credit card processing are both capable of asking the customer for shipping information and shipping payment. This request should come from the shopping cart. Make sure you are not also charging for shipping and asking for the address in Paypal.

Be sure to test your results by making a purchase.

Note: if this part of the process drives you nuts and you can't follow the jargon, just do what it says without understanding the jargon. Check FAQs for help. Type your question into Google. If all else fails, you can sign up for the Paypal cart, Clickbank or 1ShoppingCart.com—these are more user-friendly.

The Thank-You Page

Finally we need to work on the thank-you page. It needs to thank the customer for the order, and tell him about the affiliate program if we have one (see below). It needs to have a link on it back to home. And finally, it contains a link to download our e-book, if that is what we are selling. Let's assume your product is an e-book, in a pdf or compiled HTML format. (I'll tell you how to do that in the last chapter of this book.) Put the file or files for the e-book in your website folder. The thank-you page needs to contain a link to the e-book—that would be just some text linked to the name of the e-book file, such as TurkeyCooking.pdf, which of course you will upload to the Internet along with the other files in your site. The thank-you page also needs to contain any password or download instructions you might have. For example, "To view this book, click on the link. To save the book to your computer, right-click on the link and choose 'save target as' or 'save link as' , choosing a spot on your computer to save it."

For better security, if you have a downloadable product, name the thank-you page file something like rz7x-6689-xcfr.html. Otherwise, someone might take a guess, looking for a free e-book, and type in the URL http://www.mysite.com/thankyou.html, and be right. Make sure the meta tags for the page, in the head portion of the HTML code, contain an instruction to the Google robots not to index the page, since you don't want someone stumbling across it via Google and downloading your book for free. This will look like this:

```
<head>
<meta name="ROBOTS" content="NOINDEX, NOFOLLOW">
</head>
```

Chapter 9: Marketing Tools--Adwords, Affiliates, Newsletters, and More

There are three marketing tools that you need to know about and use. These are Adwords, affiliates, and e-mailed newsletters. Adwords and affiliates will pull customers your way; the newsletter and/or a blog will allow your customer to get to know and trust you.

Search and Facebook ads: Search and Facebook ads are revolutionary because we can catch the potential customer at a sweet moment: the moment that the customer is coming to the sales person, voluntarily looking for information. The potential customer is typing keywords into the search engine or into Facebook, looking for information on a topic, and possibly willing to buy something related.

Paid search engine ads have changed the marketing picture. For the free listings, webmasters carefully optimize for search engine placement—meaning that when a user searches on certain words, your website pops up in the free search engine listings. Consulting companies optimize your search engine placement for a fee. (A lot of their tricks involve putting your keywords high on your page and getting other sites to link to you. You already know this stuff now!)

But unless your site is in the top five or six, it doesn't get seen. And the search engines keep changing the rules. So it's hard to get on top and stay on top of the free listings. Many of the folks who are making money on the Internet are using the paid search engine ads. Facebook ads are also taking a big chunk of advertising budgets.

Here is how the search engine ad works: When the user types some words into the search engine, a list of sites pops up, and also a list of ads—the ads are on the top and right side. The ads are keyed into certain keywords, so they only appear if the user types in those keywords. A keyword, by the way, can be a phrase or a group of words. These advertisers only pay if the user clicks on the ad. The price of the click is the result of an auction; keywords are auctioned off among all those wanting to use them.

You find Adwords by going to the Google search page, www.Google.com, and clicking on Advertising Programs, at the lower left. There are plenty of tutorials to get you started.

Google has a competitor, Yahoo Search Marketing, that has a significant segment of the market. So we need to put ads on Yahoo too.

It is easy to spend way too much money on search marketing, if you are bidding on popular keywords like barbecue. Be specific: turkey barbecue. Google and Yahoo both have a keyword tool to help you think of related specific keywords (and see how much each is being used by searchers recently). Google "keyword tool" to find them.

Affiliates are your paid sales people. We've mentioned them before; they are a big part of the Internet marketing scene. They get a percentage of the sale. The more you pay them, the more diligent they are! You can pay them 10, 25, 50, 70 percent. It's up to you. (At least 50 percent is standard for e-books.) Many shopping carts, including Mals-e, 1ShoppingCart.com, and Clickbank, provide the sign-up, processing and sometimes also the payments to affiliates.

How do you find affiliates? As I mentioned in the Information Website section, there are big websites that match would-be affiliates with merchants. Some are Clickbank at www.ClickBank.com, Commission Junction at www.cj.com, Share a Sale at www.shareasale.com , and PayDotCom, at paydotcom.com . Also, you can put an affiliate sign-up on your thank-you page, or e-mail your customers. That's the best way—your best sales people will be your satisfied customers.

Who are these affiliates? Often they are individuals who have a big list of friends and associates who trust the individual and like to hear good ideas from the individual. Or they may use a blog, an e-newsletter, or Facebook.

Embedded in the affiliate link is some code at the end. When the potential buyer clicks on the link, a cookie or piece of code is placed in the potential buyer's computer identifying the affiliate as the source of the sales lead. If a sale is completed on the shopping cart, the shopping cart looks for the cookie. If it finds it, and it's within the specified time frame, it credits the affiliate for the sale. If your system is automated, like Clickbank's, the system sends affiliates money regularly. If it's not automated, like Mals-e and e-Junkie, you have to keep checking for affiliate sales and send out payments when required.

Notice the whole system relies on cookies, which some users are nervous about and delete from their computers. So it's not a foolproof system. But the system works well enough that there are many folks out there who are willing to sell products that have a high conversion rate.

A conversion rate is the percentage of lookers who buy your product. This is important to your affiliates—why should they send you clicks if your sales letter is weak, and few lookers actually buy? To find out your conversion rate, you can track your statistics using tracking software. Be sure to put tracker code on your thank-you page, to track sales, as well as on your main page. (To find tracking software, Google it and be sure to Google "reviews" for whatever you are looking at.)

Now that you know what your conversion rate is, tweak your sales letter and compare the new conversion rate to the old one. Keep tweaking it! Keep the version with the higher conversion rate. This is how to make continuous improvement.

Newsletters are the way to communicate with potential customers enough times so that they come to trust you enough to buy your product. There is a type of software on the Internet called an autoresponder. Note: these autoresponders all ban irresponsible (spamming) behavior, so behave responsibly! With an autoresponder, you can set up:

- a way to collect newsletter signups from your website
- a list of your signups, which can get very large and not clog your personal e-mail
- a way for subscribers to unsubscribe, so it's not spam
- prepared messages that go out on the schedule you set up, such as 7 days between them, or 14, or 2, or whatever
- whatever you designate as the "from" address—your first name, first and last names, etc.
- messages that go out whenever you want to send them, to the whole list.

For example, you can use an autoresponder to set up a five-day free "mini-course" you e-mail to those who sign up, and you still can email a broadcast to them later when you have news.

Note: *autoresponder* is also often used for a much simpler program that e-mails a response to someone who e-mails you. People usually use it to report that they are out of the office until Monday, or whatever. This is an older use of the word, which may be used by a hosting company that is offering you e-mail services. So when you are signing up for an autoresponder, make sure you know which type it is.

What would you write in a newsletter? Give your readers useful information. Give them a reason to open the next newsletter from you. You don't want to tell them everything you want them to pay for. But you can tell them a lot of it. Your objective is to offer something the customer wants, for free. Include a link back to your site in the newsletter. Never make the newsletter just a sales pitch! Include coupons—code for the user to put in the shopping cart as a voucher, for half off or whatever promotions you want to make. Write often, especially at first. That's because you want to build trust, and you can't do that if you e-mail them too seldom.

How do you go about emailing a large number of people? Don't even consider using your personal email. Sooner or later, someone will fail to remember that he or she signed up, and will label your communication as spam, causing everlasting problems for you—no one will be able to receive your emails. On your personal email, you don't have the capability to add an "unsubscribe" link to the bottom of the email, at least automatically. No, you need an email marketing service, paid monthly.

So how do you find one? New companies start up doing this all the time, and it's worth it to evaluate the market. I found some reviews at http://www.topseos.com/rankings-of-best-email-marketing-service . You can expect to pay $10 to $25 per month. Once you choose a service, it is difficult to switch to another, so choose carefully.

The reason it's difficult to switch is that every person signing up (or re-signing up, if you moved to a different service) for your e-newsletter has to "opt in," or choose to do it. Double opt-in is standard, where the person signs up and then must return an email that says "are you sure?" And of course, there's the unsubscribe option at the bottom. Internet users are used to this and would consider anything less to be spam.

Articles: Here's a marketing alternative with no cost: write articles for those article directories I mentioned in the Information Website section. These article directories make zillions of articles available for free to anyone who wants to use them on the Internet, provided the article and author's bio box are left intact. The bio box at the end of the article is a brief blurb for you the writer and your business, including your URL. That bio box is what you want to see pasted into sites all over the web, because these links promote your site and help your search engine rankings. To get these articles into use, you need to spend time on them, really give information in short format that people want to read. Then you need to submit them to the article directories you locate using Google.

Press Releases: You can get similar exposure by writing a press release and submitting it to PRweb.com. PRweb.com will distribute it to thousands of websites. Be sure you end it with your bio box including your URL! This method can also bring you lots of links pointing to your site from all over the web, boosting your ranking in the search engine free listings.

Do you want to know how to find out how Google is ranking your site? You can go to http://www.top25web.com/pagerank.php and query your site.

Blogs: You can put a lot of your newsletter or article information in your blog. Put news of the blog post on Facebook and Twitter. Make meaningful comments on others' blogs, too, leaving your URL as your return address.

Chapter 10: A Blog Website

You can make a simple blog for starters and link to your posts on Facebook and Twitter. People can subscribe to your blog, if you set up a Feedburner feed from your blog. Then when you post, an email notifies the readers. The most readable blogs have a focused subject, in my opinion. Some people (like me) have various blogs on various topics.

A simple blog is easy to make. Go to www.Wordpress.com or www.Blogger.com and follow the instructions. You can make a practice blog, even if you don't intend to keep it up.

How often should you post? To start with, every three days, for several months (if possible). This will convince the search engines that you are worth following. After that, you can drop back to twice a week or even once a week. And how long is a blog post? The best ones are the shorter ones, maybe 500 words. Internet readers like short, meaty postings.

Blogs have become popular. Anyone can write one—the set-up is simple, intended for novices. So now anyone can air views and seek an audience. Google's regular search engine loves blog entries and quickly indexes them, putting them high in the listings. If we want to get our name and product "out there" and build trust, we need a blog.

A Good Example

For your blog, I am assuming you want to focus on your business but also add some personal details. Readers love these personal details, whenever you can give them—pictures of your children, whatever. A good example is Crystal Paine's blog at http://moneysavingmom.com . Crystal is a homeschooling graduate who developed quite a following for her blog. Her blog contains several elements for success:

- A catchy blog name that is relevant to her business
- Daily or nearly daily well-written posts (this is the ideal situation, not always attainable!!)
- Cute pictures of her kids

Crystal is able to make some income from the blog—you will notice ads and items for sale on it. For information on how to do these ads, go to Blogads.com and Google Adsense. Take note! Her blog provides a substantial income for her, but she didn't get the income until she got the wide readership.

Quizzes are a great thing for blogs. Pose a tricky question and see who is able to e-mail you the right answer. Or ask folks to comment on their top three reasons for doing whatever. This will build readership. Offer one of your products as a prize. Another idea--occasionally write on "hot" topics, which draw in readers from beyond your circle of influence. Some may bookmark you and stick around.

Don't forget, you could take posts you make in your blog and turn them into newsletter postings, too. Readers may prefer to follow your blog, since they can post comments. You should note that you are free to delete any blog comments, so go ahead and delete any negative ones! They would be bad for business. You can also edit the language in comments if you need to.

How do you make a blog?

If you want a simple blog, the easiest thing to do is to set a free blog up at Blogger.com or at WordPress.com. Your address at Blogger.com will have the words "Blogger" or "Blogspot.com" in it—it will be a part of the Blogger.com/Blogspot.com domain. A free Wordpress blog will have "wordpress.com" in the domain name.

But the easiest way isn't the best. I do recommend setting up a blog on your own website with your domain name. As a business person I may want a blog on my own domain. Then my blog address will be easier for people to remember, and I would be drawing traffic that benefits me, not Blogger.com.

Creating a blog at your own domain is not free, and it's a lot more work! For instance I could have a blog at www.MotherboardBooks.com (The blog, named MotherboardBooks, would be the main thing on thewWe site), or at www.MotherboardBooks.com/blog/ (blog as a folder within the website folder). In these cases I need to pay for domain naming and hosting, the same as the other types of web sites listed in this e-book (see the next lesson for details). I can download the blog software I need from places like Blogger.com and WordPress. Your hosting company may have an automatic Wordpress installer available.

Speaking of hosting companies, blog hosting costs more than you paid for a very simple website. For a WordPress blog, I'll need to be able to run a My SQL database and PHP on my site, which may make hosting more expensive than I was planning on before! Also a large readership would boost bandwidth charges (added to monthly fees). But I can probably offset these costs with some revenue.

It would be best to decide now whether to have a blog on your own domain or not, based on where you want to be in five years. It would be very difficult to move the blog from Blogger.com to your own domain later—you'll definitely lose a lot of readers in the transition.

A CMS blog website:

More and more people are wanting a website that contains a blog. This is really a website with various static pages and one dynamic one, the blog. The header for all the pages is the same. The URL for the website is www.website.com, and for the blog is www.website.com/blog. This software is called a CMS, or content management system.

Why do this? Wouldn't it be cheaper to put the blog over at blogger.com or wordpress.com and just have a separate blog-less website? Link the two? Lots easier, too?

The reason more people are doing this is that the Google juice from the blog helps the website. The blog postings will draw the search engines to your website, like bees to flowers. The Google people made it a priority for their search engine to index blog posts, and that's changing the way the Internet looks. Static websites are becoming old-fashioned.

I have several sites like this, including www.MotherboardBooks.com. Check it out.

In fact, I have converted nearly all my websites to CMS, including www.Cornerstone-housing-ministry.org (where I am the webmaster). Regular blog posts bring increased traffic to the website.

I use Wordpress rather than Blogger blogs for my blog websites, because Wordpress is more versatile for this purpose. I looked around and waited for years for someone to demystify the subject of setting up a Wordpress blog on your own domain, and I'm delighted to say I found such a tool.

Steve Beck has created a set of videos at a very low price that will coach you through creating a Wordpress blog, including how to optimize it for search engines as you create it, not a small subject! You can find it here: http://www.motherboardbooks.com/products/create-blog/

Once you get some practice installing a Wordpress blog on your own domain, you may want to look at the Genesis theme. This is a theme that has static pages plus the dynamic blog, all with the same header. I personally use a different theme, Remix, but it's pretty user-unfriendly. A friend of mine uses Genesis and loves it. There are others, including Chameleon. Google "CMS Wordpress theme" and see what you find. Also, Google the same words plus "review" to find out what people are saying about the user-friendliness of the theme.

Or you may want to hire a web designer to create the blog-website for you, and after that you simply maintain it.

Note: when practicing with websites and blogs on your own domain, you can assume you're playing around until you get an outside site to link to you. That's the equivalent of "going live" for the search engines, which will find you soon after that.

You've learned quite a bit of HTML now. Blogs are written using another computer language called PHP. It uses HTML interspersed with the PHP commands. Google "PHP tutorial" and get comfortable with manipulating it a bit.

Having read this book, you should be able to handle whatever having a CMS website will entail, provided you remember the key: Google your entire question, because someone else has asked it before, no doubt.

To sum up, having a blog is a great way to build your following. Be sure to put one into your plans, the sooner the better.

Chapter 11: Putting Your Site on the Web

Now that we have a folder filled with files for our web page, we need to figure out how to put it on the web.

First of all, let's arrange the contents in the folder so we can see what we have. From the Start button, find the Computer or Documents icon and open folders until you have opened the one that contains your website. There is a menu item at the top of the window called **Arrange** or **View**. Arrange your files using words and tiny icons. Now again click on **Arrange** or **View,** and **choose** then **By Type**. This will put all your HTML files together and all your image files together. Doesn't that look tidy? Let's try to always look at our web page file this way. Then it's pretty well organized for us.

Your Internet Service Provider (ISP) may offer some free server space. AOL and AT&T Worldnet both offer members some free web space; others may as well. If you take them up on this, your website will have a URL, or web address, that says something like www.xyz123.members.aol.com. AT&T Worldnet's space would be www.xyz123.att.net, or something like that. You don't get a recognizable domain name unless you pay for it.

So, what is a domain name? It's the unique identifier for your website. Let's consider my website, www.MotherboardBooks.com . In that URL are some letters common to most websites. The unique part is MotherboardBooks.com. That is my domain name.

Domain Registration

There is an organization called Internic that is in charge of all the registrations on the Internet. It licenses other companies, directly or indirectly, to sell domain registrations. You buy the right to use a unique name for a year or two years or five years. If you keep renewing before it expires, you can keep your name forever. You can also sell it. You can move your registration to another hosting company if you want. A year of registration normally costs around $10.

Domain Hosting

Domain hosting is space on a web server, or storage computer. Once you have registered your domain, you need to also buy space to put it on, unless you have an Internet server yourself! Your host will handle file transfers and keep your web page files. It will also handle e-mail for you, if you set up an e-mail account to go with your domain, such as info@MotherboardBooks.com. These e-mail accounts are called POP3 accounts, standing for Post Office Protocol 3, the type of file transfer. Domain hosting has costs associated, but in many cases you could get hosting for free, especially if you agree to let the host put ad banners on your website.

It is simplest to have one company do both your registration and your hosting. You aren't stuck with the same company for either service; it is possible to change. Some of these companies also offer web site creation templates that allow you to create a professional-looking website. (Now that you know some HTML, you won't be clueless and stranded when you need to make changes.)You just answer questions at setup and pay a fee. Most companies offer services in bundles. You can shop around.

One word you need to know is *bandwidth*. Bandwidth has come to mean the amount of data that a user downloads from the website. The more bandwidth your website requires (for example if it has lots of pictures, audio or video files), the longer it takes to download from the Internet to someone's

browser. You'll also use a lot of bandwidth if you have a lot of viewers, as you may on your blog, or if you have a lot of downloads of a fat e-book.

Your host will charge either for storage (in megabytes, or MB) or for amount downloaded (bandwidth), or possibly for both. This is like a warehouse company that charges the customer either for the cubic feet of storage space, or for the transfer of the items that the customer takes away.

Hosting can offer a lot of services that we aren't going to need for a simple websites, such as PHP, perl, large amounts of storage, and whatnot. However, if you host a blog on your own website, that isn't true. At least for Wordpress, you'll need MySQL and PHP to host a blog on our own website. But you can ignore the rest of these. Once you get used to being a webmaster, you can find out what these are for, and change hosting companies if you want them.

You may want e-mail accounts associated with your domain. It is worthwhile to set at least one up for your business. Use web-based e-mail, so you can access it even when you're not at home.

Here are some very inexpensive hosts for you to consider:

- www.hostica.com which charges about $21 a year for domain registration and hosting at the simplest level. This company has user-friendly instructions and tutorials, which we need!
- www.newbiesite.com charges about $25 per year for domain registration and hosting, and also has user-friendly instructions. This one also gives you web-based e-mail and also e-mail accounts associated with your domain, such as mine: info@motherboardbooks.com.

Most hosting places charge $5 or $6 a month minimum for more services. Add that to $10 per year for domain registration, and you are way above the $25 per year as listed above.

Go to one of these websites. Register your domain name and attach it to the domain hosting service, following their instructions. E-mail the host's tech support if you need help. In the process you get a username and password.

Upload all the files in your folder to the hosting company's server. You will be using a File Transfer Protocol, or FTP, program to do this. You can download the free FTP Commander from http://www.ftpcommander.com/ , or use a Firefox plugin, FireFTP. The hosting company will probably have an FTP program you can use too.

To upload using the files, you need to input three things:

- the FTP address,
- the username, and
- the password.

The FTP address of www.motherboardbooks.com, for example, is just a bit different from the regular URL: it's "ftp.motherboardbooks.com." The hosting company gives you the username and password.

When you have all these, fill the FTP address into the FTP program, along with the username and password the hosting company gave you. Don't be afraid to make a mistake! Check the Help files for the FTP program if you are stuck.

I recommend keeping an exact copy of your website on your computer, in that folder we created. When you make changes, first make them to the files in the folder on your computer. Then transfer any files that have changed to the web server.

Chapter 12: Creating Your E-book

Now I need to create my e-book. Let's assume I have written my e-book, "How to Barbecue a Turkey," in a word processor, and I have created a sales letter website, www.TurkeyCooking.com . Perhaps I've been able to use some creative software to create a spiffy cover image for it. I also have a shopping cart all hooked to my thank-you page. On the thank-you page, the book link will look like "click here to download," and it will call up the file mybook.pdf.

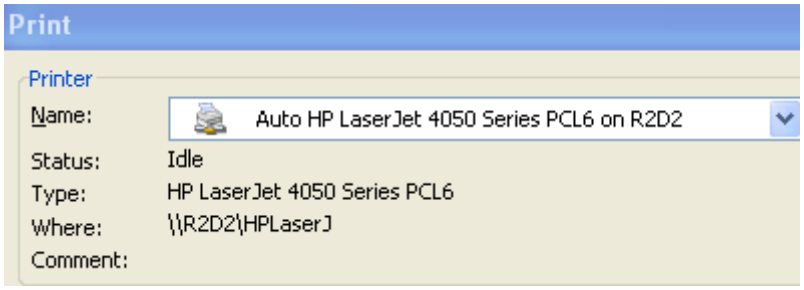
So how do I turn my word processor file into a .pdf?

Pdf Files

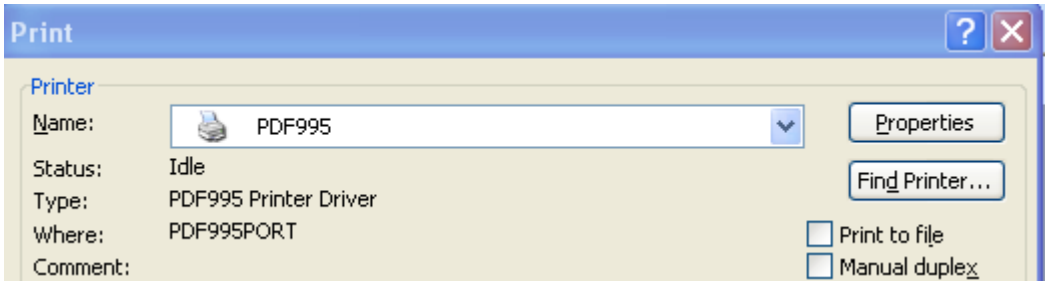
Pdf stands for portable document format, invented by Adobe. I need software to convert my .doc file to .pdf. Once it is .pdf, virtually any Internet user can read it, whether they are on a Mac or PC, whether they have Microsoft Word or not. Also, it's a file the normal user cannot change, which is what I want. All the user can do is read it and print it out. Adobe freely gives out its Acrobat Reader, which allows anyone to read a .pdf file. It's the .pdf file creator that Adobe wants to charge for.

If you have a Mac, you can print to PDF from the Word print menu. For PC's, there's good news—there are various folks out there who have made .pdf document creation software, and some of it is even offered for free. There is one that I have tested and like a lot: PDF995. You can find it at http://www.pdf995.com/download.html. This one will make a low-resolution document such as what you need to make a download file that's not enormous. It will also create high-resolution documents for a commercial printer. For example, you could create a flyer for yourself using Microsoft Publisher and use PDF995 to create a high-density PDF file for your printer. To find out exactly what you need, talk to the printer first.

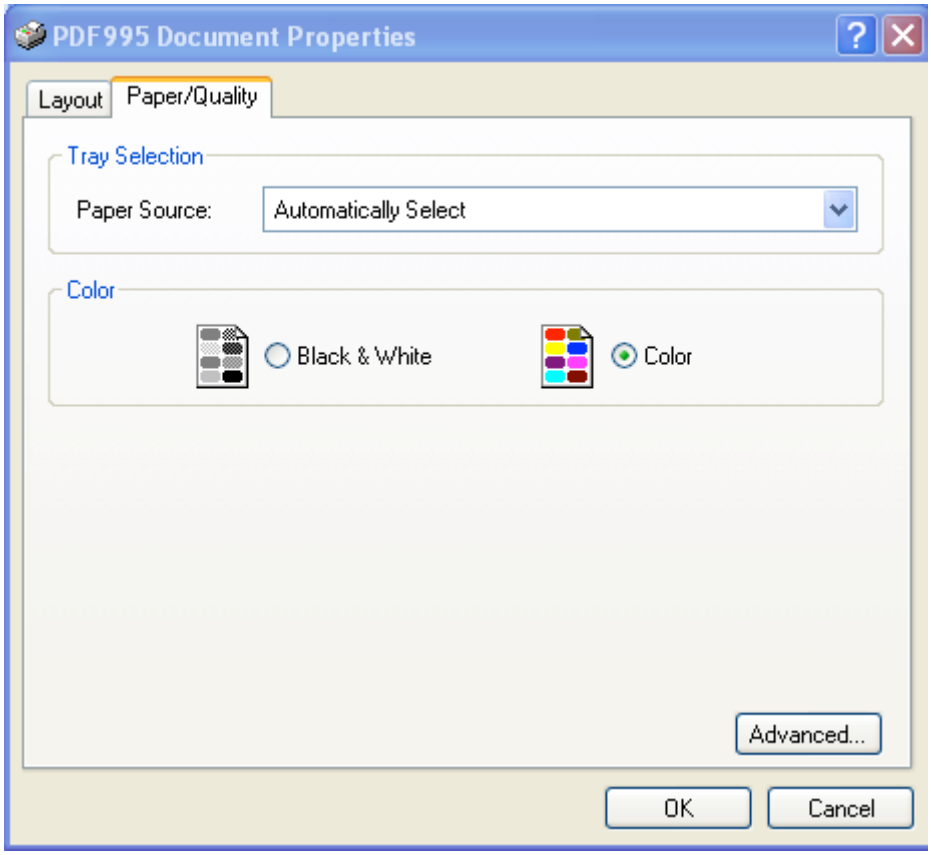
Here's how you use PDF995. Open your file in Word or Publisher or wherever you created it. Click on **File-print**. A dialog box appears, the same one you've always seen.



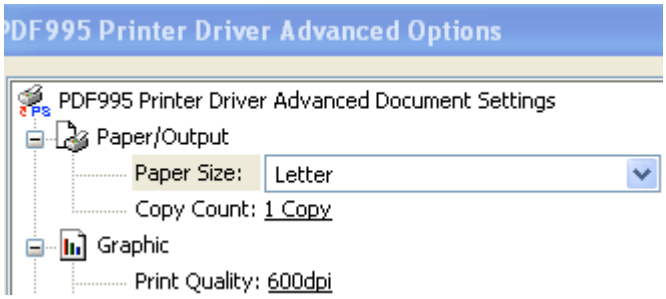
But now we want to click on the down arrow next to the name of the printer, and choose another printer—PDF995.



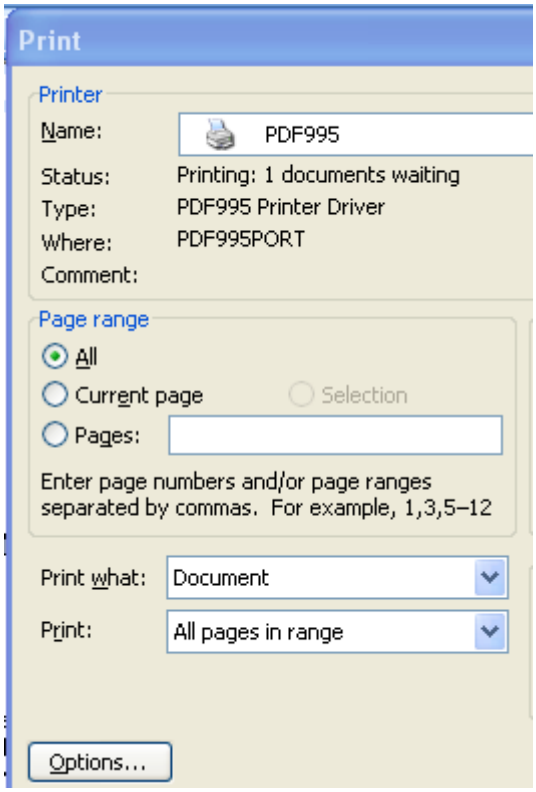
Notice the “properties” button on the upper right. Click on that.



Click on the Paper/Quality tab. At the lower right is a button that says “Advanced.” Click on it.



See where it says “Print Quality: 600 dpi”? That’s what we want to adjust from time to time. If our document will be read on the Internet, it needs to be 70 or 72 dpi. If it is an e-book for download or for a commercial printer, 300 will do fine. You can adjust what’s in the Layout tab too.



It's at the bottom of the standard print dialog box. Now, go ahead and "print."

E-Reader Formatting

Want to sell your ebook in e-reader formats, Kindle and Nook, and so on? Itching to get it up on Amazon? The first thing you need to do is format your Word manuscript in such a way as to allow this process to work. Smashwords, an e-publisher that takes 15 percent of the sales, provides something for free: a formatting guide. Simply go to www.Smashwords.com and look down the left side until you find the link to the Style Guide.

You need a catchy cover, too, one that looks good in thumbnail form. One possible site for that is www.hotdamndesigns.com

Some sites for publishing:

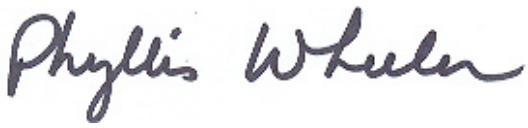
http://www.smashwords.com/
http://www.pubit.com/
http://www.amazon.com/ and Kindle Direct Publishing (KDP)

Post Script: What to Do When You Have a Question

I have handed you a large amount of information in this e-book. You are bound to have questions on it. Let me again point you to the place I turn to when I have a question: Google. I just type in the question, without quotes around it. Then I comb through the listings for an answer. I find that someone else has always asked the question before, and there is an answer to it online. This works for technical and non-technical questions. Here's a non-technical one for you to try: All clams start out as a.) males or b.) females. Which? (From my Internet Scavenger Hunt, *Computer Science Pure and Simple Book 2,* available from MotherboardBooks.com).

Print this book out and refer to it often. I hope it is a blessing to you.

Sincerely,



Phyllis Wheeler

St. Louis, Missouri

info@motherboardbooks.com

Appendix: HTML Troubleshooting and Commands

Troubleshooting Tips:

If your HTML file doesn't display in your browser, you've forgotten one of the tags or slash marks or made some other tiny error. Enlarge Wordpad/Notepad again make the changes. Carefully go over your file, looking for pairs of tags, one to open and one to close.

The tags should be nested. That is, inside the outer pair of tags of <html> and </html> are some inner pairs, such as <body> and </body>. Between the <body> and </body> tags we might find more tag pairs, such as and . But we can't put a tag before <body> and the corresponding tag after </body>. They must be nested.

When you save your Wordpad/Notepad file, use **Save** rather than **Save As**, and type in the .html extension to the file name. You have to click on the type of file to change the way it will save, and save it as a text file. If you are using Notepad, you will probably need to type the .html file extension every time you save. If it saved as **name.html.txt**, find the file through the My Computer icon, and rename the file by right clicking on its icon. Get rid of the .txt part.

The next page is a chart that you can print off and post next to your computer.

Simple HTMLCommand List

To start your page, type this:

<html>
<head>
<title> This title is the one that goes at the very top of the screen. </title>
</head>
<body>

Change the background color. Find **<body>.** Change it to:

<body bgcolor="#ff0000">

Make your headline stand out.

<h1> This makes a centered headline in the biggest of font sizes, h1. You can also use h2 , h3, on to h6, the smallest. </h1>

Make an individual word or phrase italic.

My dog.

Make an individual word or phrase bold.

Your dog.

Some Paragraph Formats:

** This command gives us a new paragraph. **
**
 Put this in where you want to start a new line. It's called a line break.**

Don't forget these closing tags:

</body>
</html>

Pictures

Put in picture along left side of text:

** <img src="Page1.gif" ALIGN=left> Put lots of text here**
** **

Want to center the image? Don't put it in the same paragraph with the text. Make that:

** <img src="Page1.gif">**
** **
** Put text here ... **

Want an image border of thickness 10 pixels? Make that:

** <img src="Page1.gif" border=10> **

Want it resized? You need to specify the size in pixels. Try this:

<img src="Page1.gif" width=300 height=200 >

Let's align it to the right side of the page, and add some horizontal space:

<img src="Page1.gif" width=300 height=200 align=right hspace=20>

(For vertical space, **vspace**.)

Links

To our own home page:

** Go to Homepage **

To an outside site:

** Name of website that shows**

To an e-mail address:

** Click here to e-mail a question**

Tables

An opening table tag looks like this:

<table style="text-align:left; width:650px" border="0" cellpadding="2" align="center">

for table body, **<tbody>.** To start a row, **<tr>.** To start a cell**, <td**>. To close all these, add a slash, such as **</tr>** to close the table row.

Divisions

A division of the code, usually for aligning text, starts with ** ** and ends with ** . Span** is the same—a division of the code.

Comments

Comments inserted to help you understand the code look <!--like this--> .

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