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An Ezy-Internet Guide by John Williams

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Recommended Resources

- **Web Site Hosting Service**
- **Internet Marketing**
- **Affiliate Program**

Please Read This First

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He has honestly related his experience with the programs and companies mentioned and neither intends nor implies any negative impression of any of them.

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The latest reviews and updated information are at http://www.ezy-internet.com/webguide2007/

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About the Author

I use my computer to write books, promote my products and services, and keep in touch with friends and colleagues around the World.

I've helped many people learn to use their computers better, including people that felt their age, health problems, lack of money or education meant that they could not successfully use the Internet, let alone set up their own web site.

I learnt to make web pages the traditional way. I like making web pages.

But I wrote this book as a guide for the thousands of people who can see the potential of having their own Internet web site but want to do it quickly, smoothly and, where possible, at low cost.

John Williams 2007

Introduction

Let me help you to make your own web site in a few hours!

Many people believe that there is no way that “ordinary” people like us can do that without special training or a large budget, that it’s just too hard or too expensive!

But, I’ve helped many people who had little computer knowledge to make their own web sites and put them on to the Internet.

I call this method:

“How to make a website for people with much better things to do!”

In a few hours, they become confident about using their computers and most of them still update their web sites themselves.

In return, they’ve helped me to write this book by asking hundreds of questions and telling me, over and again, to ***make it simpler*** – cut out the jargon that they got from everyone else - and then, ***make it even simpler!***

They don’t want to learn HTML or any other language – they just want to be able to make a simple web site!

I’ll help you to make your first web site as easily as possible by showing you with pictures and the clearest words I can.

Any time that you want more information about some point in the book, you can find more details in the “More Information” section at the back of the book and at the help site for “*Make Your Own Website”* readers; *ezy-internet.com/* You will find a growing amount of helpful information there, so ask me your questions and send me your criticisms.

Why I use the Nvu Program for this Guide

I will use the web page editing program, **NVU**, from http://www.nvu.com/ for the examples in this book.

This program is completely free and there are versions of it which can be used on almost all computers with the Windows, Macintosh or Linux operating system!

You should be able to follow along even if you use a different web page editor program, because I will try to only use the most common features that your program is likely to have. I'm doing the demonstration on a Windows system but you should be able to find the equivalent instructions for your Mac or Linux system by checking the Menus in the program or the Help section.

I've never met a question I didn't like!

Of course, that's a reworking of Will Roger's famous line about people. And I'm just as sincere about my version as Mr. Rogers was with his.

I want your questions (and even criticism) about this book so that I can update the information in this book and at *ezy-internet.com/*.

I'd be very happy to hear about your own web page building, too.

The only "bad" questions are those you don't ask, but keep worrying about! Not knowing that answer may cause you computer problems later on and the worry could also affect your health!

If you have problems translating these instructions for whichever system you use, I'll try to help but cannot guarantee to be able to translate everything between systems.

Keep C-o-o-l!

Don't worry about anything to do with making or using your web page. It won't help improve your website and might have a negative effect on your health over time.

Setting up your web site should be enjoyable (and profitable, if that's your aim). But, try not to let it become stressful - you work hard enough already!

Any time you feel yourself tensing up, take a five or ten minute break. Make it a **real** break; leave your desk, talk to your family, your colleagues or the cat.

The most important secret of web page designing is that it's really easy to do! If it wasn't, then **I** wouldn't be able to do it.

This book is focused on showing you how to build a web page with the features that you might need for most purposes. When you have put your first page or pages together successfully, I've included enough information for you to adapt them to suit your own needs.

I'll also show you where to get almost everything you might need as you progress along the Electronic Highway and how to avoid many of the pot-holes on it.

Let's get started …… John Williams

Prepare for Action.

Get rid of the stuff you don't use off your computer.

There's probably some old pictures, out-dated programs and odd files left behind by programs that you thought you had removed completely on your computer. Spring-clean your computer before you set up your own web site. Store your old files on CDs or DVDs or just get rid of them!

I'll show the steps I use on a PC with the Microsoft Windows operating system.

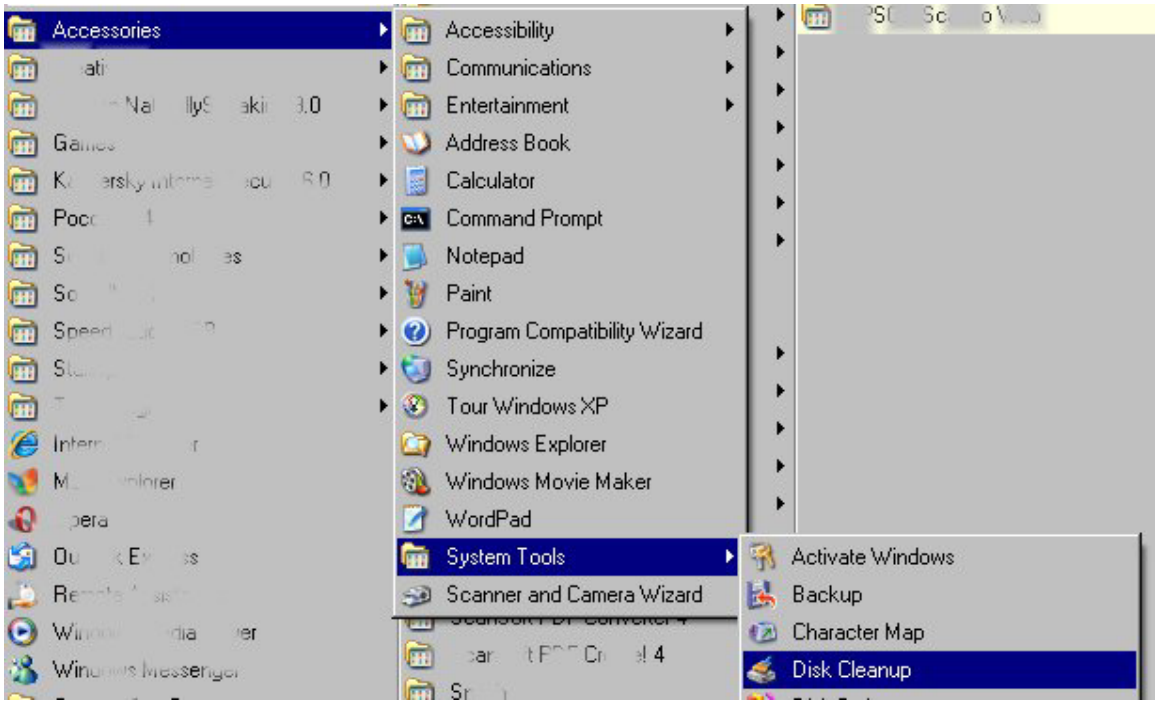
Use the Disk Cleanup program first to save time:

1) Click on **Start** at the bottom left of your screen.

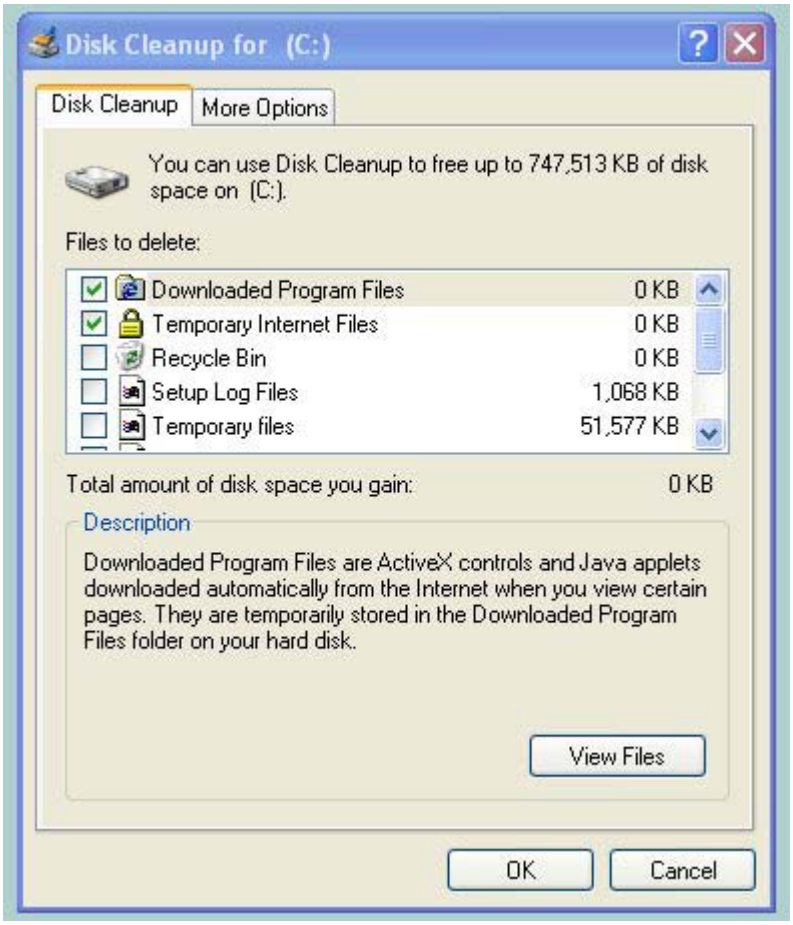
2) Click on **All Programs**

3) Go to the **Accessories / System Tools /** line

4) Click on Disk Cleanup



Disk Cleanup will produce a list of files that can be removed. The system gives you brief details about each group of files.



Check the list carefully. Read the information provided about the files. Then, select the files you want removed by checking the boxes alongside them.

If you are not sure whether to remove some files, do not put a tick in the boxes. Get further information and re-run the Disk Cleanup program again later if you decide to remove the files you were unsure about.

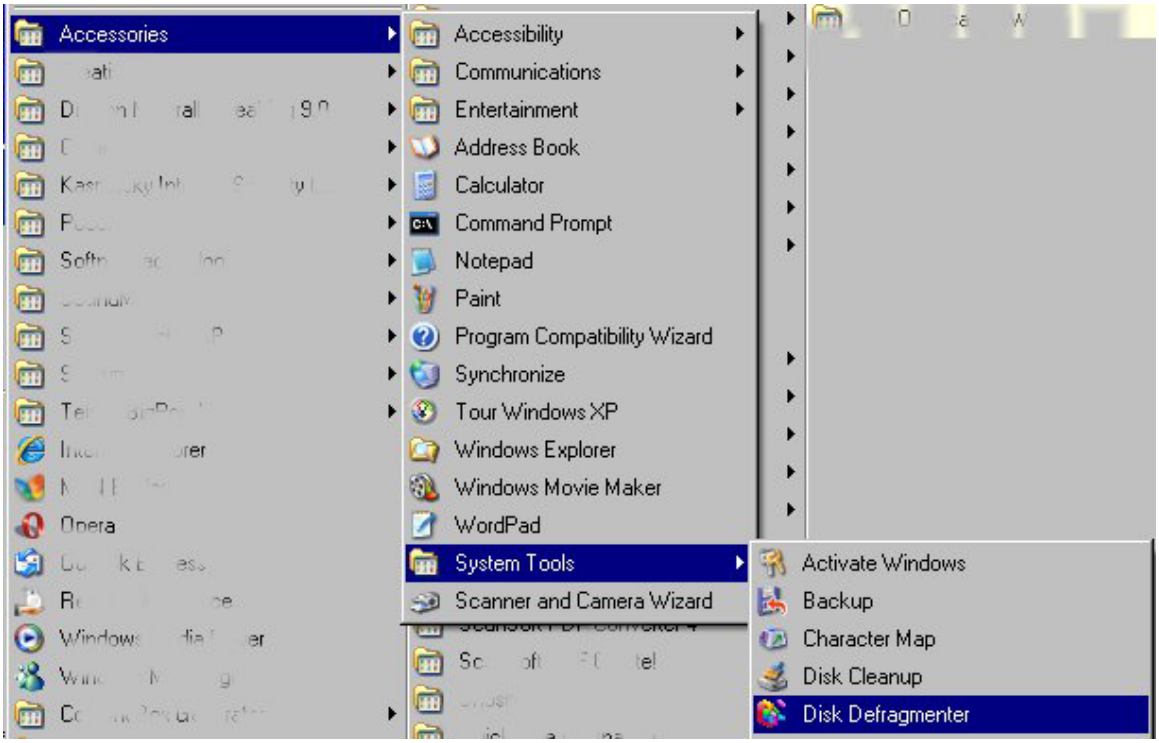
When the Cleanup is finished, run the de-fragmentation program. If you have not defragmented your hard disk for some time, this will take significant time, but it's worthwhile.

1) Click on **Start** at the bottom left of your screen.

2) Click on **All Programs**

3) Go to the **Accessories/System Tools/** line.

4) Click on **Disk Defragmenter**



The program will analyze whether your disk actually needs to be defragmented.

Then, you have to click a box to start the process.

The next step is to organize your computer equipment and the documents you will need when you set up your web site, so that you don't have to hunt for anything later.

For your own peace of mind, **be prepared for trouble**.

Get Some Security Programs (essential).

Everyone should have reliable anti-virus and anti-spyware programs on their computer and keep them up-to-date, even if they never go near the Internet. But, this protection is really essential when you set up your own home (website) on the Internet.

Your computer is very likely to be attacked by malicious programs; viruses, spyware, trojans or other nasties at some time. You could lose personal information (passwords, financial details) and files that you've worked on for weeks. Some of these nasties can even cause physical damage to your equipment and you may not ever be able to recover your files!

This is not expensive – there are even reputable, free programs you can use. But, the potential damage that could be caused if you aren't protected makes this protection essential.

Please see the **More Information** section of this ebook for more details.

Back-up Your Important Files

New viruses and other malicious programs are constantly being discovered. It takes time for the providers of security programs to examine new nasties and adapt the programs they provide to be able to safely remove the intruders from your computer or to stop them getting on to it.

For that reason, no anti-virus or spyware prevention program can prevent all attacks!

Back up your important files regularly on to CD Roms or DVDs or a removable hard disk for your storage. Always use quality disks and check your back-ups from time to time!

Get the Essential Computer Programs

When you start making your own web pages, you will need some computer programs. I'll make some suggestions and point you to where you can review other programs.

Some programs cost a lot of money but there are usually low-cost or free alternatives too.

1. You will need a **File Transfer Program** (**FTP**) to move files between your computer and your web site. There are many available. I use a free program, Filezilla, written by Tim Kosse, that you can download from filezilla.sourceforge.net or from snapfiles.com/freeware.

2. You also need an a**rchiving** programs to compress files that you **upload** (send to your web site or other locations on the Internet) and to extract programs and other files which you **download** (get from your web site or other Internet locations that you trust.

   Some web hosting contracts include charges for the amount of files (and sometimes email too) that you send or receive through your web site. Many files can be very large.

   So, these a**rchiving** programs can save you money and time!

3. To create and make changes to the pages that we put on our web site, we need a **Web Page Editor** program.

4. To prepare the pictures that we put on our web site, we need a **Graphic Editor** program (almost everybody that you'll 'meet' on the Internet uses the term 'graphic' for any kind of picture).

You will also start to collect other programs (**utilities** and **scripts**) that may not be essential for everyone's web page projects but that you find helpful with yours.

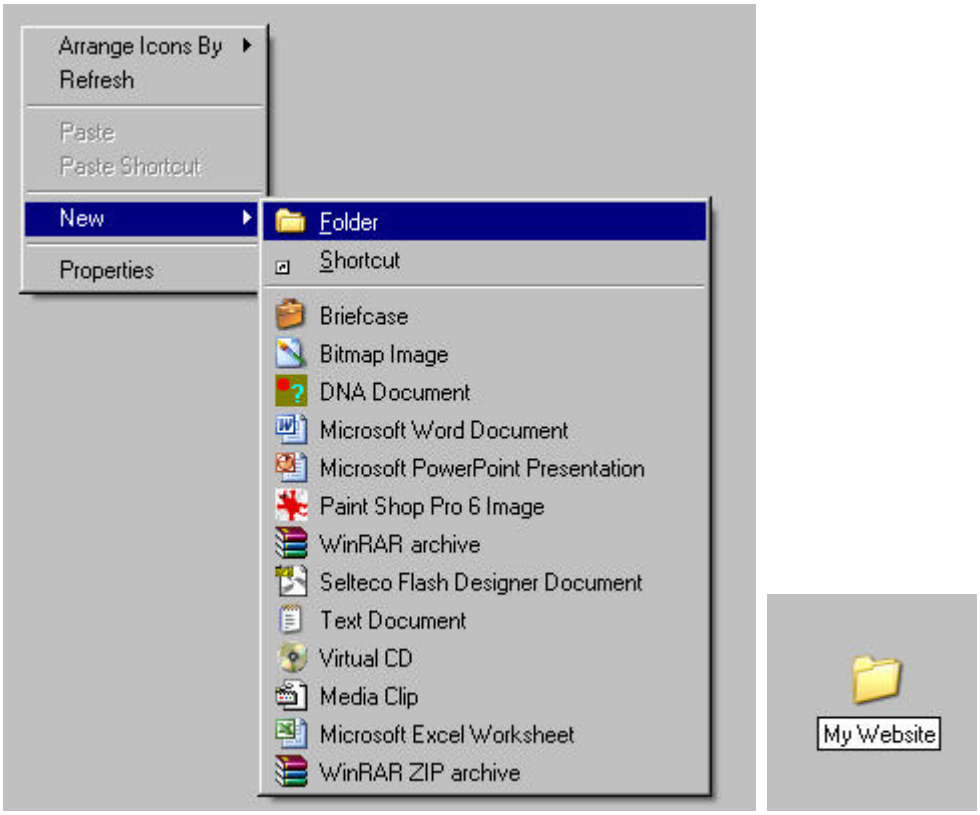
Please don't rush out to buy any new programs.

Often, you can use something you already have. Otherwise, you can try some of the low-cost programs that I use in the demonstrations or refer to in the "More Information" section.

You might find something there that you're happy to keep using that may be much cheaper than what is available from your local computer store - or even completely free!

Store Your Web Page Files on Your Computer

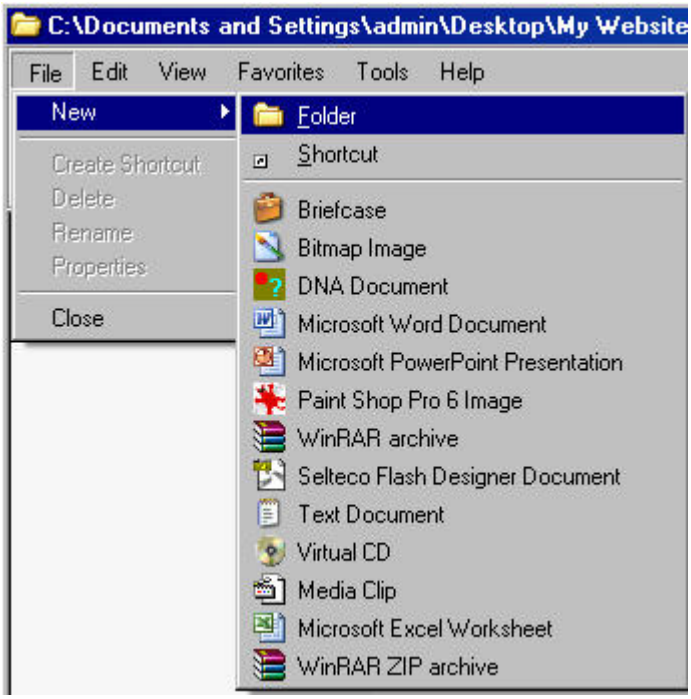
Create a new folder on your computer where you will put all the text and files, such as pictures, that you need for the web pages that you make for your website. Put it on your Desktop because it's easy to find there. Call it whatever name you want to.

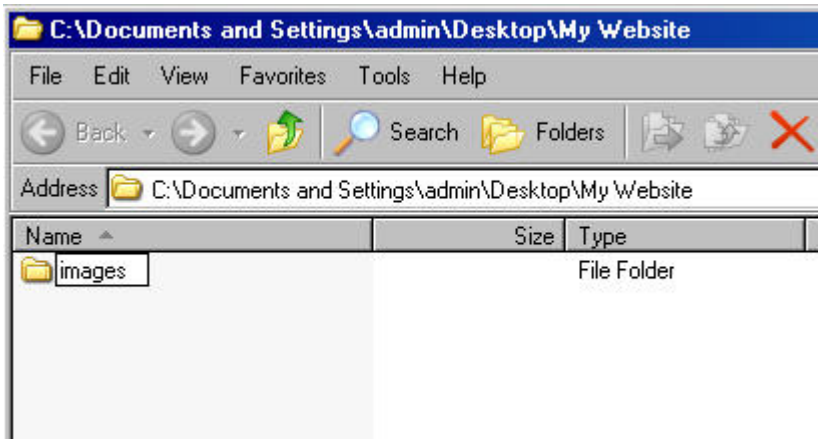


Put copies of all the material, except the pictures, that you have prepared for use on your web site into your "**My Website**" folder.

Remember to back-up this folder and its contents when you create back-ups of your other important files on CD Rom or DVD.

Now, create a folder inside your "**My Website**" folder and call it "**images**".





Copy all pictures that you have already collected or prepared for use on your website, into the "images" folder.

Make sure that you only use pictures which you created or for which you have the copyright owner's permission to use on your web site. Never use any pictures you are not 100% sure you may use in this way.

Find a Good Name for Your Website

The first step to making your website is choosing a name for it, such as http://www.myownwebsite.com (I made that one up for this demonstration).

The name should relate to the information that you will put on your website. You want to attract everyone that might be interested in what you have there, so you should use the sort of words that you know they will respond to.

You can get free software, called Good Keywords, from http://www.goodkeywords.com/ that could be a great help to you.

Just type in words that relate to the information that you will offer on your website and the program will show you actual, related questions and phrases that people have recently typed into the major Internet search engines.

This free software sits right on the Desktop of your Windows computer. It includes several tools and clear

instructions.

You can also search for this information on various web sites;

http://inventory.overture.com/d/searchinventory/suggestion/ The

Overture service is now owned by Yahoo!

http://123promotion.co.uk/ppc/ is a free online tool that you can use to check search data for the previous month and much more. Look through the options on the Menu at the top of that page for other free-to-use tools as well.

Your web site is likely to attract more visitors if the name of your website includes one or more of the 'key words' that people often use when looking for the information you provide.

You can also ask your family, friends and people that you know who share your interests for suggestions of suitable names too.

The name should be short and easy to pronounce; make it easy for people to type in their web browser and to tell their friends about.

Choose Your Domain Name Carefully.

Make sure that you are comfortable with the domain name that you select because you will type it many times and it will become a central part of your web adventures.

You can't get a refund after it is registered. If you want to change your domain name, you'll have to pay to register the new name you want. You can ask your hosting company to let you put the new domain on the same space that you rented to use for the original name.

Register Your Web Site Name

You must pay a Web Registrar so that you have exclusive use of that domain name for the period that you pay for (one to three years at a time). You never actually "own" the domain name but, provided that you pay the renewal fee before your registration period expires, you keep the use of the name.

Most registrars will send you at least a couple of reminders before then, but timely renewal is entirely your responsibility.

Registrars that I have used include http://www.ikeys.net, http://www.namecheap.com and http://www.godaddy.com/ The rates that each registrar charges to register your domain name will vary, but those I referred to have all charged me reasonable prices and gave me good service.

It's a good idea to write a list of several names that you might use before you visit the registrar's site. This could save you having to go back to the site later if your first choice of a web site name is already taken.

There are already thousands of domain names in use on the Internet, so each name you submit will be checked for availability before your registration proceeds. That will take just a few seconds!

Every registrar has a form on their web site that you can use to check if the name you want is available for you to register. Do not type the

http://www in front of the name you want to check – just martianfriends.com or mypetelephant.info is enough.

You can choose from a number of types of domain name, including:

- ✓ .com – mostly for businesses
- ✓ .info
- ✓ .net
- ✓ .mobi – for web sites that provide material to people that use their mobile phones to surf the Internet.

… and there are also country-specific classifications, such as .co.uk (United Kingdom) and .au (Australia), which have specific limitations about who may use them.

When you have registered the name, or names, that you want to use, the registrar will "park" your domain names – show them as being stored on their web servers – until you arrange for your own hosting account with a web site hosting company. You can't put any web pages on your site until you set up your hosting account as shown in the next chapter.

You can avoid the expense of registering your own domain name by using "free" space provided by the Internet Service Provider that you pay for your connection to the Internet.

But there are drawbacks to that, especially if you conduct any sort of business from your website. I explain more in the section, "Free Space is No Bargain".

Now, you need to reserve some space on the Internet for your web site.

Rent Space for Your Web Site

You need space on the Internet where you can host your web pages. You pay a hosting company, in monthly or longer increments, to store your pages on their large computers which are connected directly to the framework of the Internet.

Like your domain name, you pay for exclusive use of your web space, but you never own it.

Each domain has a special address (URL) like: http://www.mypetmouse.com/, which is unique and recorded on the huge systems that maintain the whole Internet.

The Internet Service Provider (I.S.P.) that supplies your Internet connection will often let you put a web site on their web server without extra charge, but there may be drawbacks to that for you; see "Free Space is No Bargain".

I use a company that specializes in just providing excellent web site hosting services; Hosting Bay.com.au, which is one of Australia's fastest-growing Internet hosting companies.

Sign Up for Hosting.

This is like renting a house; it will be your home on the Internet for as long as you pay the fees. Be sure that the hosting company you choose supplies the features you want and that you will be comfortable dealing with your "landlord".

As far as possible, ask ALL your questions before you sign up. Email at least one simple question to their support section to get some idea of the quality and speed of their responses.

The only "dumb" questions are those which you don't ask that could have saved you some problems later on.

Your requirements will grow as more people find out about the great information that you offer from your website, so you should choose a hosting account that allows you some extra space for more pages and pictures than you start with. Give your website a bit of space to grow in to.

You should be prepared for success!

Fill in the form on the hosting company's site. They need your contact details, credit card information, and the domain name that you have registered.

Check carefully that all the details you provide are correct. That's especially important with your email address because that's where the hosting company will send you that very important "Welcome" email which has the details you need to start setting up your web pages on the Internet.

Click the button for the money to be paid from your credit card and your hosting account will be set up in minutes.

If you don't hear from them within, say, an hour, then you should contact their support section by going to their website and filling in the form.

Don't worry. There could be many reasons why you didn't get the information, so just type in your details and ask them to resend the information to you.

Change Your Domain Name Server Settings

The Welcome email from your web hosting company will show you the settings for the Domain Name Servers, (DNS) that they provide.

You simply go back to your domain registrar's website and change their DNS settings for your web site to the address of your hosting

company's servers. Just type the information from your welcome email that the Hosting Company sent you into the form at your registrar.

You can "copy and paste" the information to reduce the possibility of mistyping it.

1) Highlight the new address in the Welcome email by holding down the left button on your mouse and dragging from the start to the end of the address.

2) Hold down the Control key while you press **C** on your keyboard.

3) Now, put your cursor (the picture or symbol that shows the position of your mouse on your computer screen), where you have to type the new address into the form on your domain registrar's site.

4) Hold down the Control key and press **v** on your keyboard.

Contact the registrar's support team, through the form on their web site, with any questions you have about their procedures.

It may be up to two days, but probably less, before you or anyone else will be able to see your website by typing your new domain name into your web browser. It could take that long for that website address (URL) to be recorded on the backbone of the Web.

That information then has to be picked up by all the Internet Service Providers around the world. They all update their information frequently but some will, of course, get the details of your new web site sooner than others. That means that some people will be able to see your new web site in their web browser before others can because their hosting company has not updated the information on their servers.

But, within 48 hours (and often much faster) everyone will be able to find your new web site at its unique location.

That gives you time to finish preparing the first pages you make for your website. Please double-check your spelling and ensure that all your links will take your visitors where you actually want them to go.

The “Welcome” email from your Hosting company will also give you a temporary address where you can upload your pages and pictures (if you intend to use any) before the web site becomes visible on the Internet.

The temporary address should only be used until you can see your website in your web browser at its URL, such as:
http://www.mypetpigeon.com/

If you don’t put any web pages up there at this stage, visitors will see a page supplied by your hosting company with your domain name and the hosting company’s contact information when your site becomes visible in their web browser.

Transfer Files to Your Website

Use Your Web Page Editor program to Transfer Files.

Many Web page editor programs have the ability to let you transfer files from within the editor program. This means you don't have to buy or download a separate program.

If you want to use that option in your Editor, check the instructions that are included with it. You may also find it worthwhile to read this section to help you understand the basic process and how easy it is.

I believe that it's worthwhile to get a specialized FTP program but the final decision is yours.

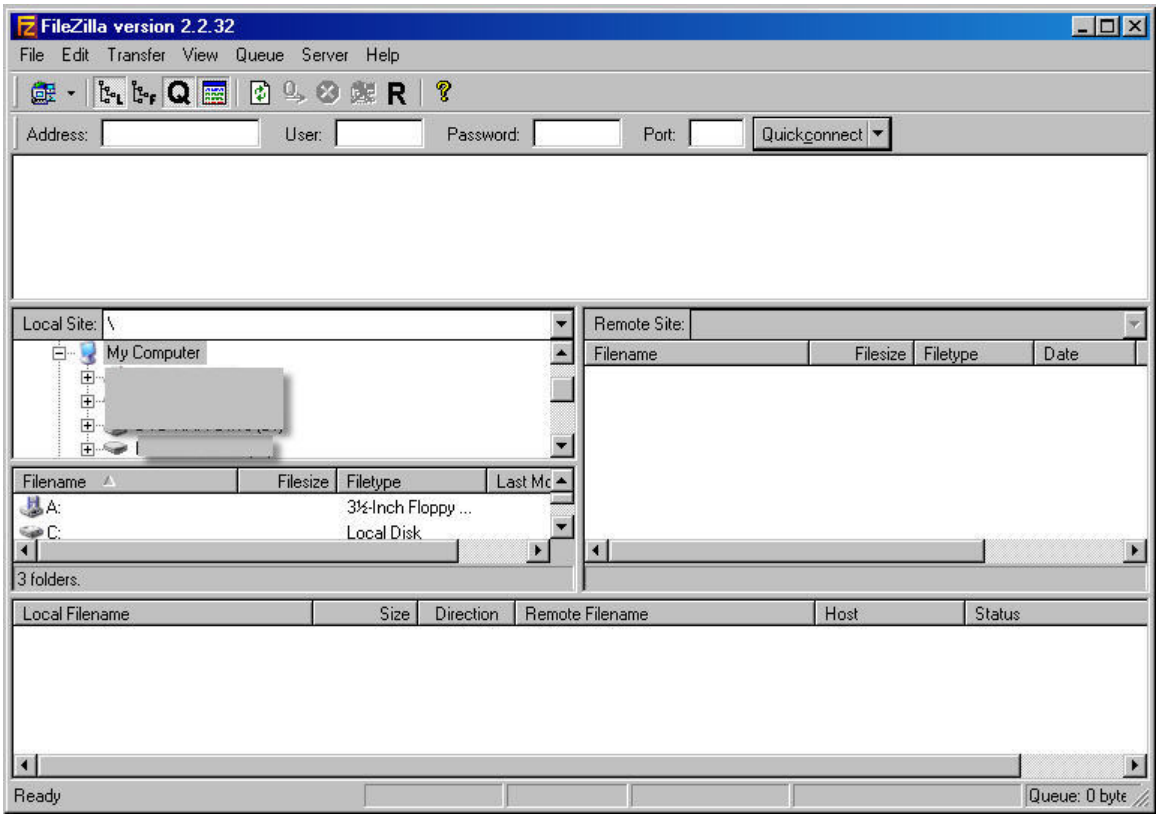
Use a File Transfer Program to Transfer Your Files.

You can get a File Transfer program, such as WS-Ftp, Cute FTP, Smart FTP (free), or **FileZilla,** which is the free one that I use.

All these programs do the same job (uploading and downloading files between your computer and websites on the Internet), but they all are set up slightly differently. This is, in part, to avoid claims of copyright infringement and expensive court proceedings.

I use the free program, Filezilla. If you use a different program or the FTP option in your Web Editor program, you should still be able to follow this demonstration. All the programs that I've seen, free and commercial or shareware, have very simple instructions included with them.

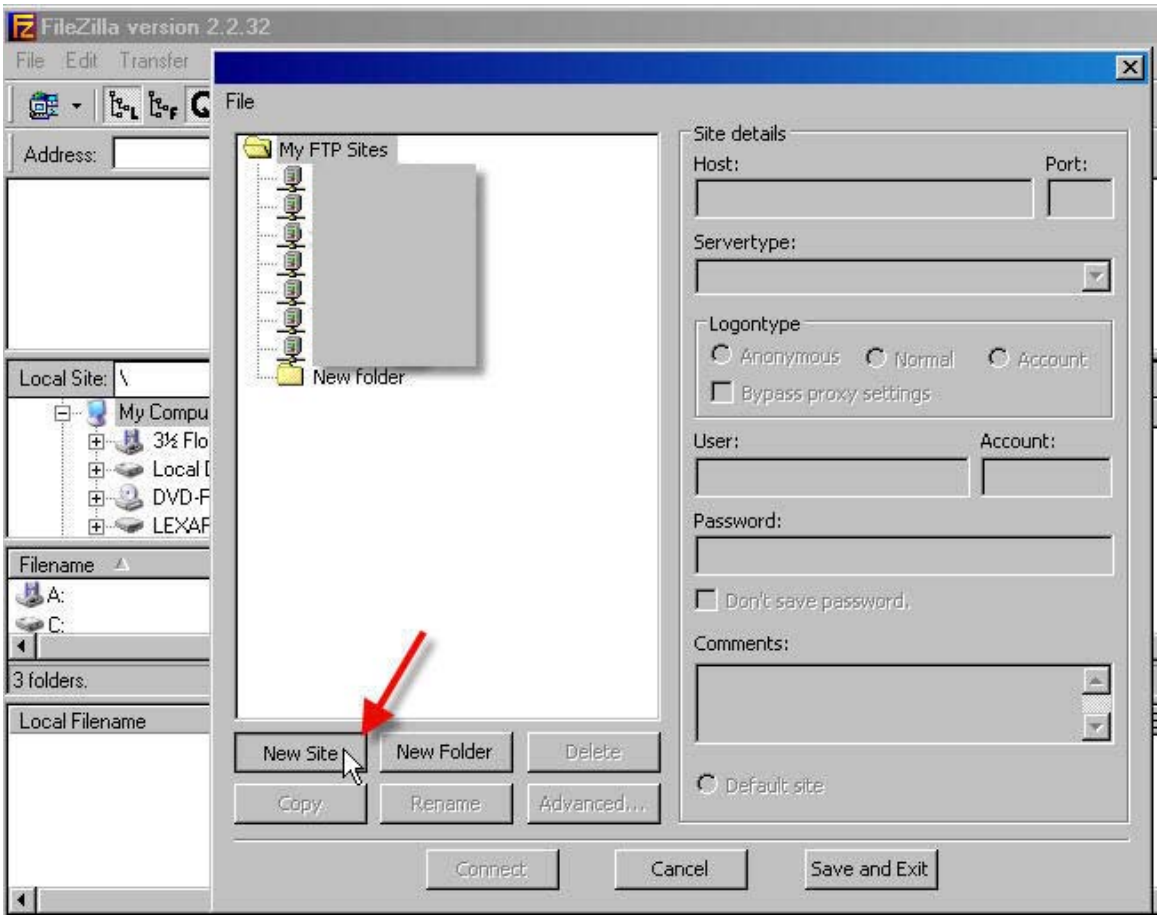
Open your FTP program.



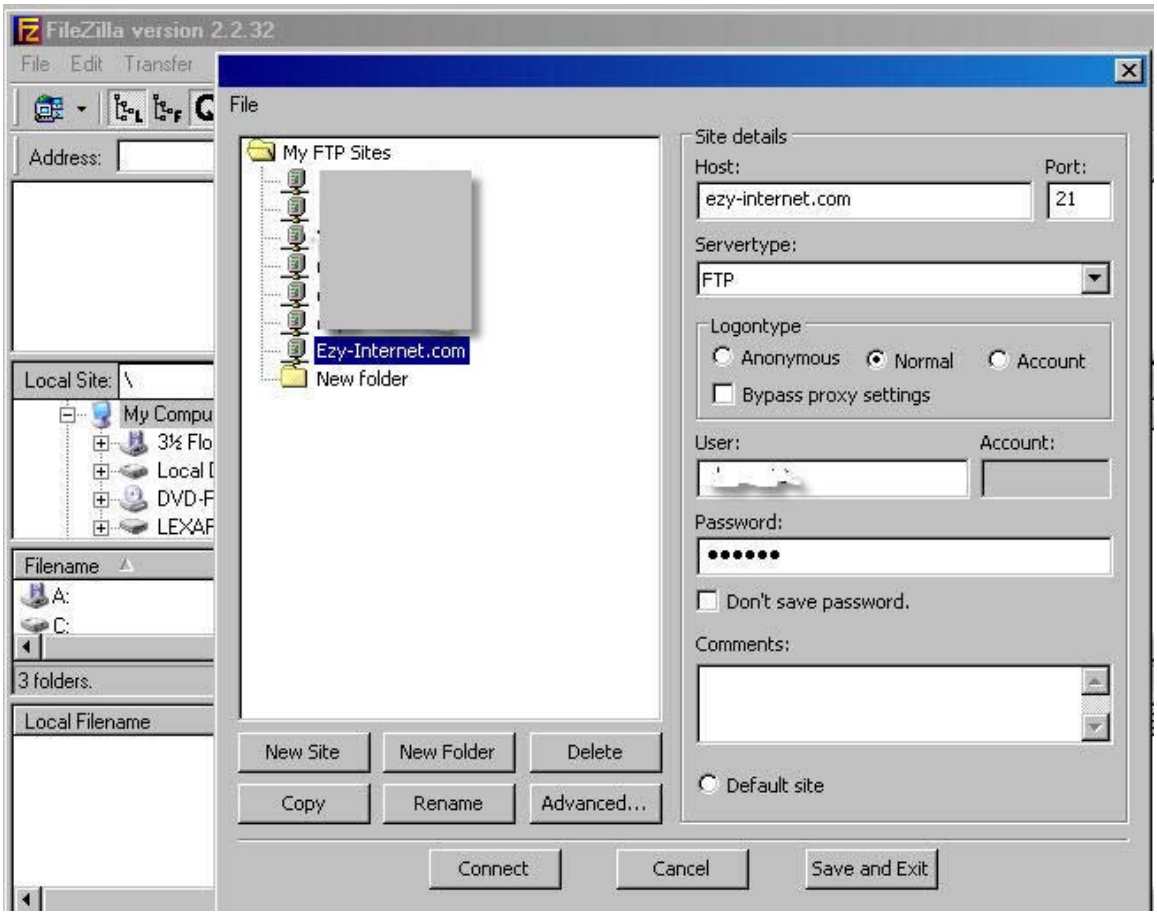
Most programs have a box for displaying the folders and files on your computer near a box that displays the files on your web site.

The icons (small pictures) representing each of the program's functions will display text describing that function when you move your mouse over it.

Open the Site Manager and click '**New Site**'.



I'm using the details of one of my established sites for this example. Note that you do not use http://www. when you write the Site name in the host box.

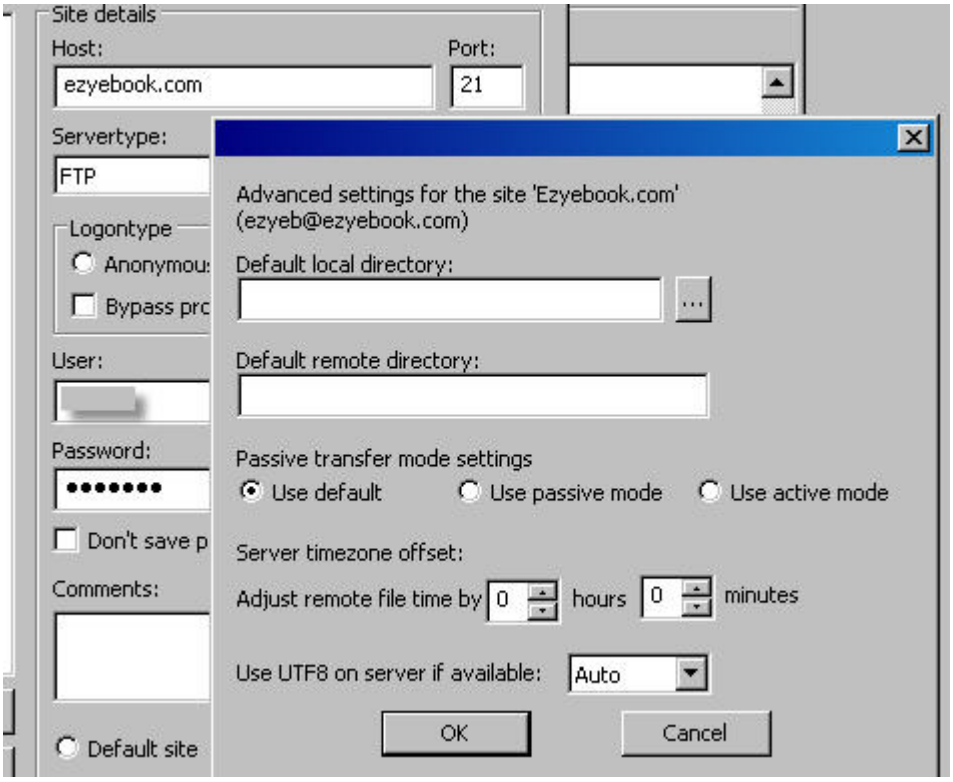


I use the name of the site itself for the name that I put in the 'My FTP Sites' list. That's so I know which site I am looking at.

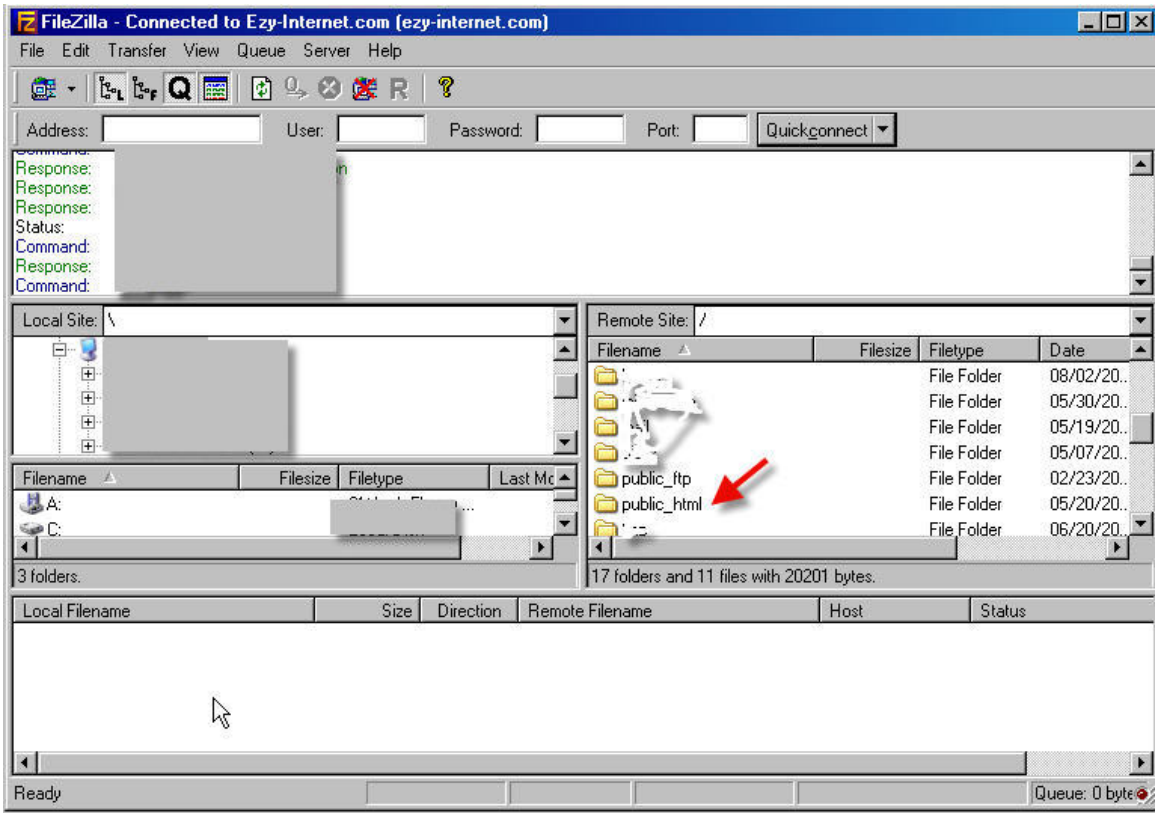
You can also use the Advanced Setting window to set the folder on your computer which you usually upload your files from and specify the folder on your website that you will usually put them in.

Some programs also require you to set the mode in which to transfer different kinds of files between your computer and the Internet. Filezilla is very good at deciding this for itself. With other FTP

programs, I also usually leave it to the program's 'Auto-detect' option. If that does not work, then choosing 'Binary mode' usually will.

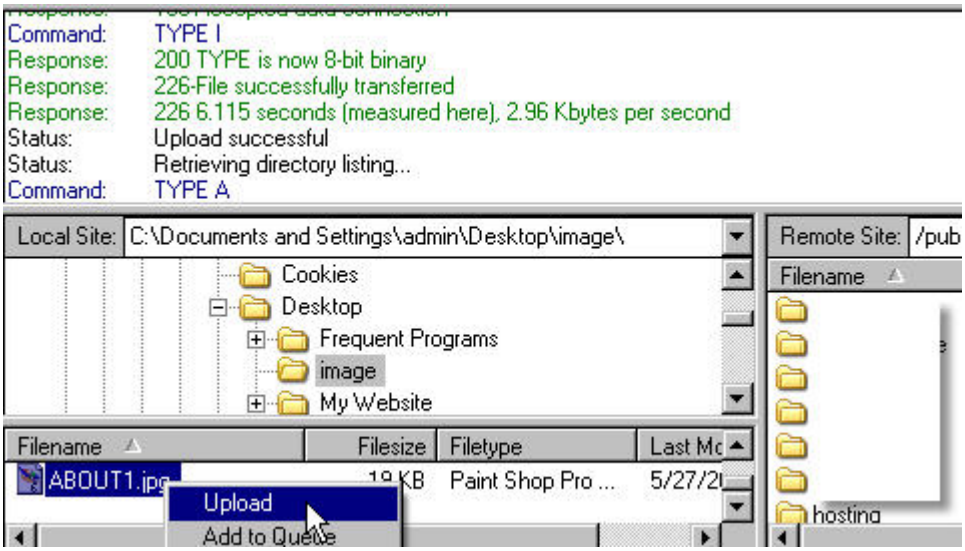


Put all the files and folders which you upload to your web site in the /public_html folder on the web site unless your web hosting company has instructed you to put them inside a folder with a different name; (sometimes they specify a folder called www instead of /public_html).



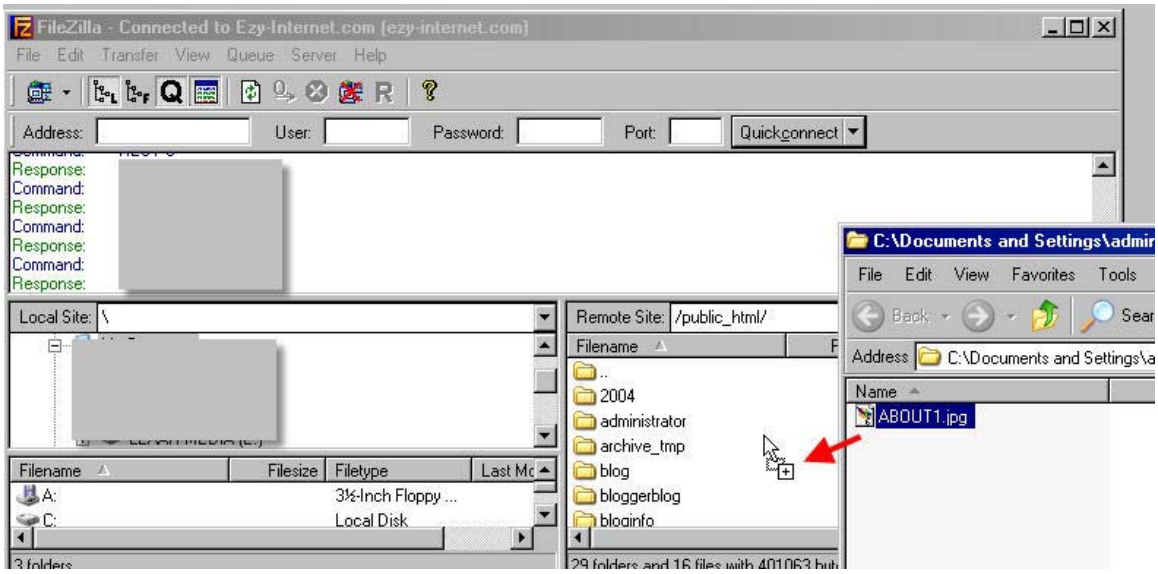
Browse to the folder on your website where you want to upload your files to.

You can browse through the tree view of the files on your computer (in the lower left of the Filezilla screen) and then use “Upload” to send the files to your website.



But, there is a simpler and quicker way. Use Windows Explorer to browse to your website folder on the Desktop of your computer and open it. Then, just highlight the files and/or folders that you want to copy on to your site.

Click your left mouse button and hold it down while you drag them into the Filezilla window that shows the contents of the website folder where you want to copy them to. Filezilla will upload them for you.



Use CPanel to Transfer Files

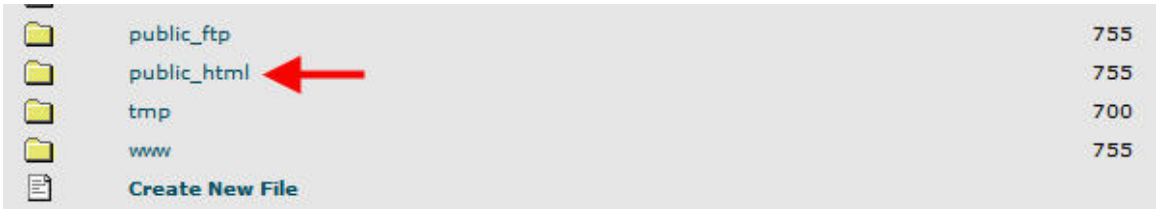
Many web hosting companies provide a control panel with many features to make the management of your web site easier. Cpanel is one of the most widely used control panels.

Cpanel and the other control panels have a File Manager which you can use to transfer your files and folders between your web site and your computer.

Log in to the Control Panel in your Web hosting account and click on the File Manager link.

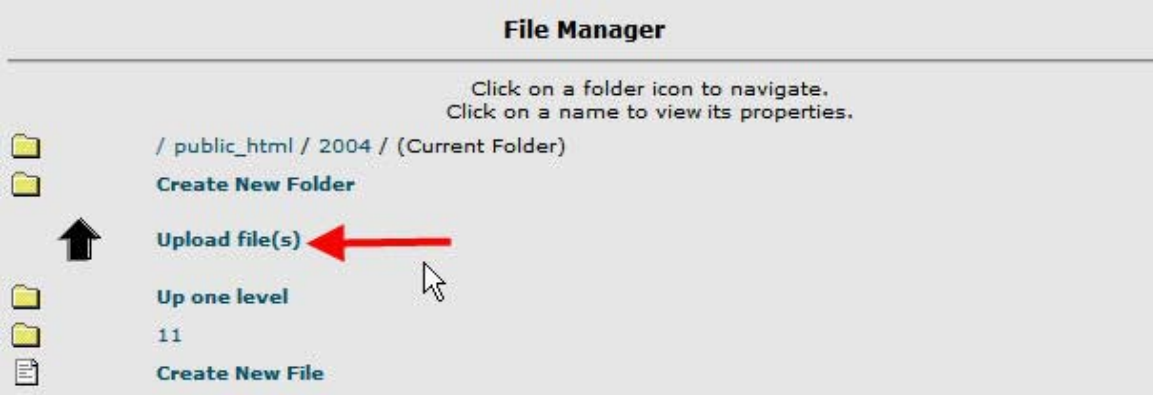
The File Manager will be shown in a separate window.

Click on the small picture of a folder beside "**public_html**"

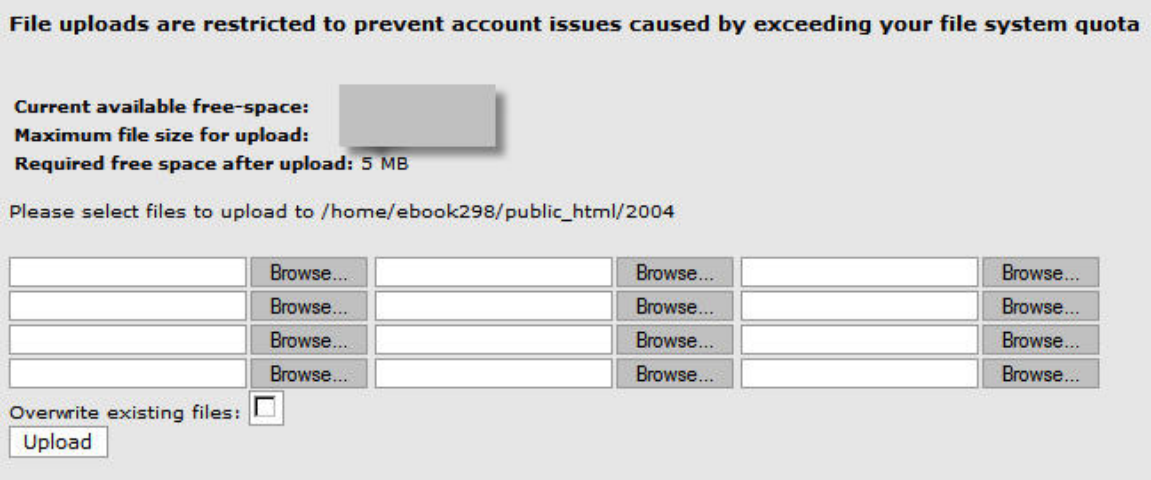


Then, click on the icon (small picture) beside the name of the folder where you want to upload files to from your computer.

Click on "**Upload files**"



Either type in the names of the files that you want to upload or use the "Browse" buttons to find them on your computer and highlight them with your mouse. That way, the system will automatically put the name of the file into the appropriate box.



When the transfers finish, click on the small "**x**" at the top right of the File Manager page. Then, you can log out from the control panel entirely.

For security reasons, it is a good idea to close that browser window after you have logged out of your control panel.

Do not use that window to go to any other web page or web site.

Easy Web Design to Attract Eyes and Ah's!

You could make your web site pages by:

1] Making your own web site. That's the focus of this book. I'll show you how to do that in simple steps. Almost anyone can do it and I'm ready to help if you have questions or concerns after trying the steps that I outline in this book.!

2] Copy all or part of web pages that you see on the Internet. This is illegal and very likely to be detected. The range of penalties that you might suffer include lawsuits and other significant penalties like closure of your web hosting account and loss of reputation. That might seriously affect your future activities.

3] Pay someone to do it for you. That's the easy way to get a web site when it's hard to find the time needed to do it yourself. Keep this book with you if you take that path, so that you can explain clearly what you want on your web pages.

This information will help you get the best deal from the web designer because you won't need much hand-holding and will be better able to clearly describe what you want and understand their replies, so they will have to make less changes.

That may save you money. Time is a major factor in the rates that designers charge and most will add more charges to your account for each round of changes that you want.

Also, you can use the information here when, inevitably, you need to make some quick changes to your web site pages yourself, unless you pay someone an ongoing fee to be your webmaster and look after that for you.

4] You can also get the benefits of using a professional design without having one created from scratch. Use a Template!

Templates for Quick, Quality Websites

There are many sites on the Internet which will sell you a professional-standard template. **Basic Templates** is my favorite: http://www.basictemplates.biz/

There are also many sites where designers display some of their designs that you can use for free! Some contributors to these sites earn their living as professional website designers and you can get the benefit of their knowledge and experience for free.

Check for a Terms of Use or rights statement on the site or in the zip file that contains the template that you download, so that you know exactly how you are allowed to use the designs.

If you don't agree with their terms, choose another design from a different designer.

Many will not permit their designs to be used for sites focused controversial or sensitive topics.

Ensure that your supplier has granted you the right to use their photos. It's common and reasonable for them to decide that they won't allow that and you will need to replace all pictures in the designs with your own.

Never use any designs that include actual company names or other copyright material.

Never use any pictures of recognizable people unless you have a signed Model Release from them. This is very important, especially if you sell products or services off your web site.

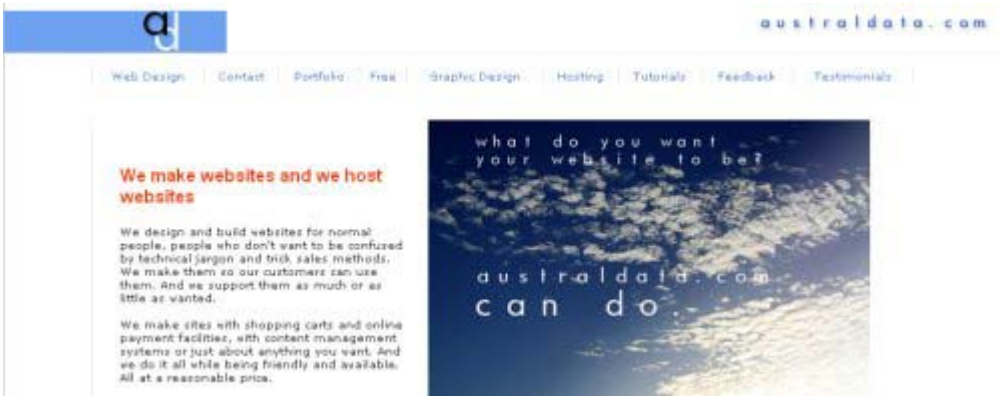
You will also have to change parts of any page design which you use to show your own information, etc. But, don't worry; the suppliers I've listed below have provided clear instructions.

You can also get more information at
http://www.ezy-internet.com/webguide2007/

Some sites that you can browse for suitable designs are:

http://www.elated.com http://www.oswd.org/

http://www.australdata.com/
http://www.freesitetemplates.com/

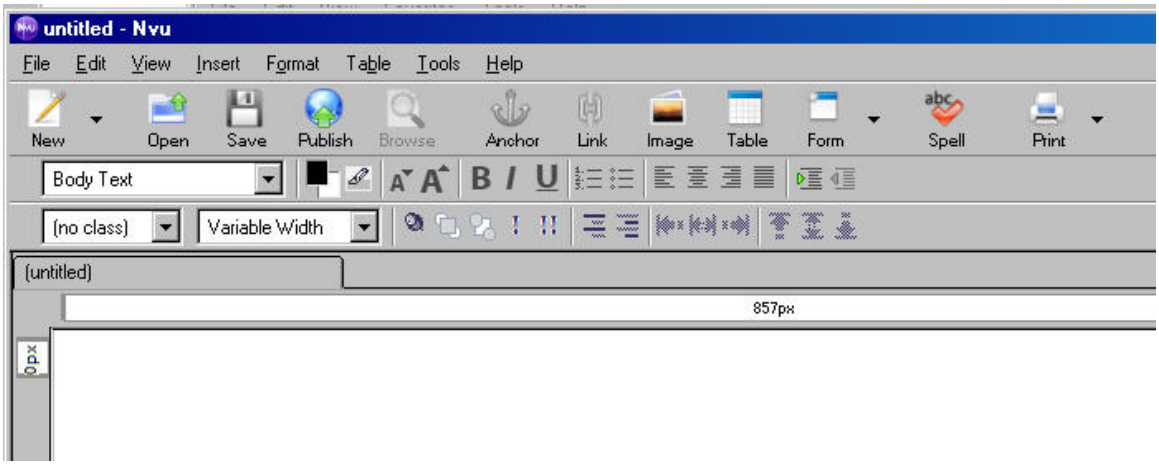


Make Your Own Web Page

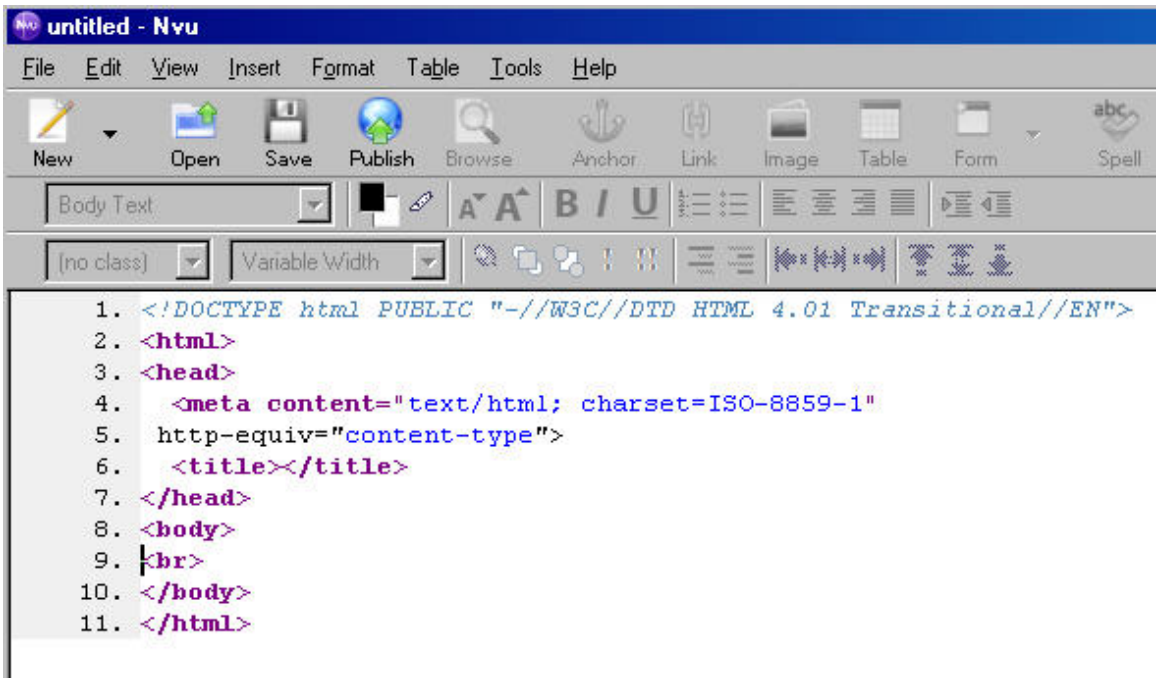
This shows how you can make a simple web page like this;

It has most of the basic features you might want. Make your first page by following all the steps without any changes. When you have them clear in your mind, you can make any changes you think will better suit the visitors you want to attract to your web site.

Open your Web Page Editor program.

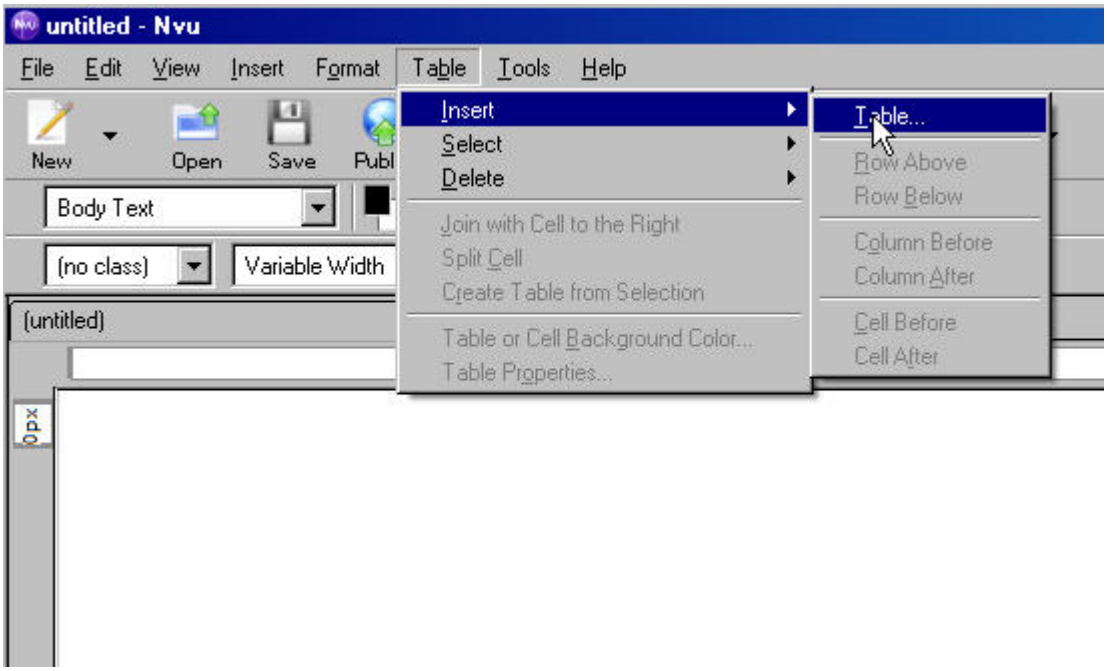


This looks like a blank page but Nvu already has a “skeleton” web page in place! Click on the “Source” tab at the bottom of Nvu to see it.



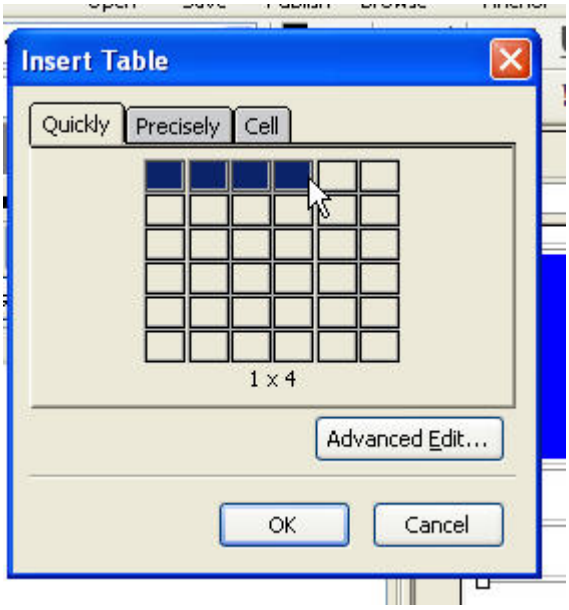
That code tells **Web Browsers** (Internet Explorer, Opera, Firefox etc.,) how to display your web page to visitors to your web site.

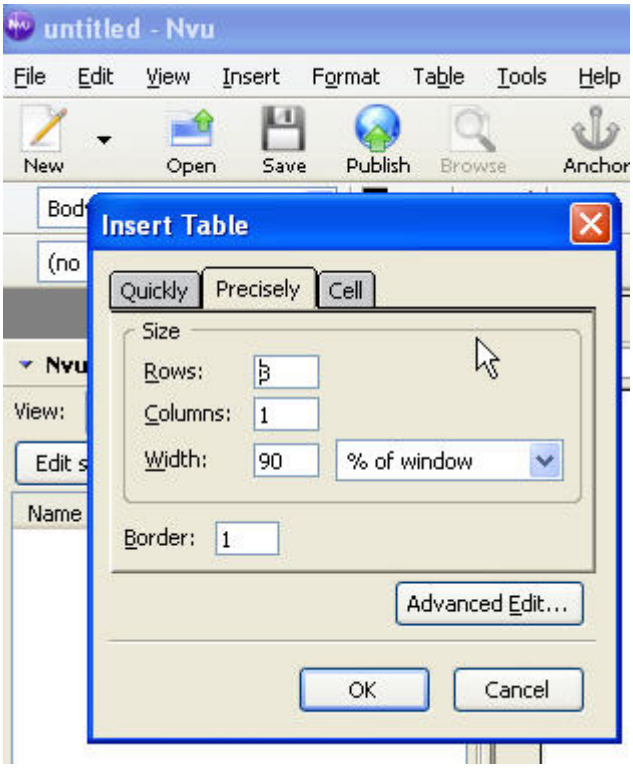
Use a **Table** (a box with one or more compartments) to hold the parts of your web page.



You could simply start typing your text on to the page but tables help you to keep the information on your pages organized. That helps you to make it easier for your visitors to find their way on the site.

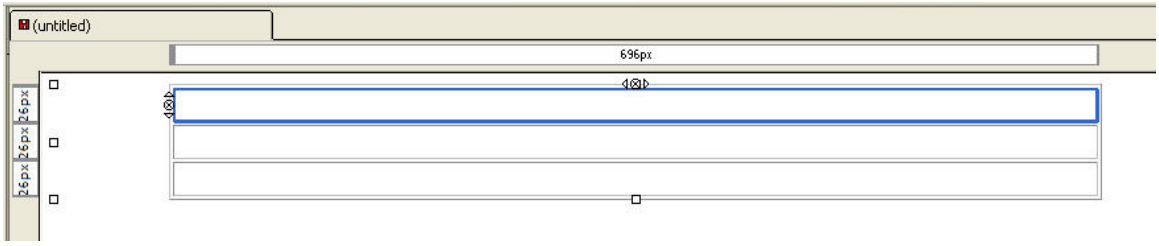
You can set up the table with a simple graphic tool where you slide your cursor across and down to set the number of vertical columns and horizontal rows that you want in your table:



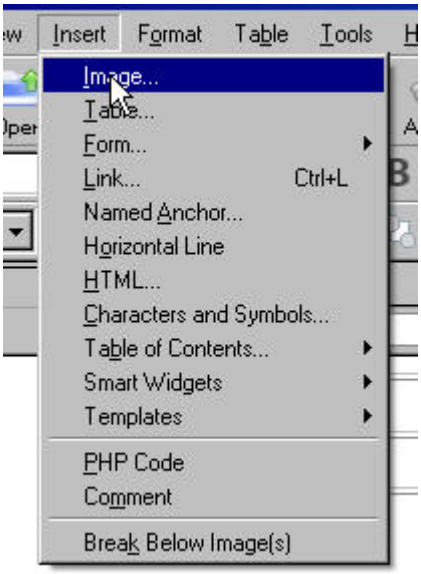


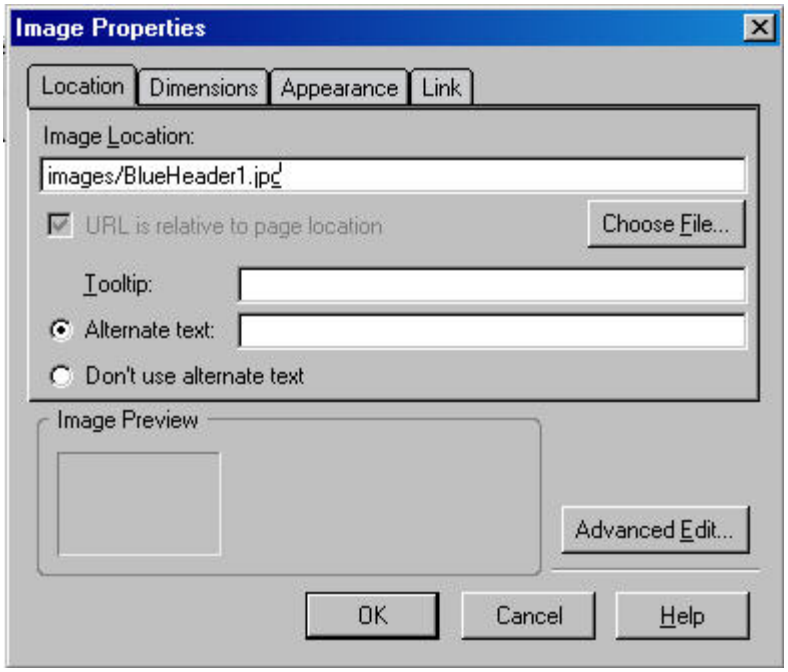
... or you can use the “Advanced Edit” option to select the number of columns and rows as well as more specific details about them.

We want a Table with three rows and one column:

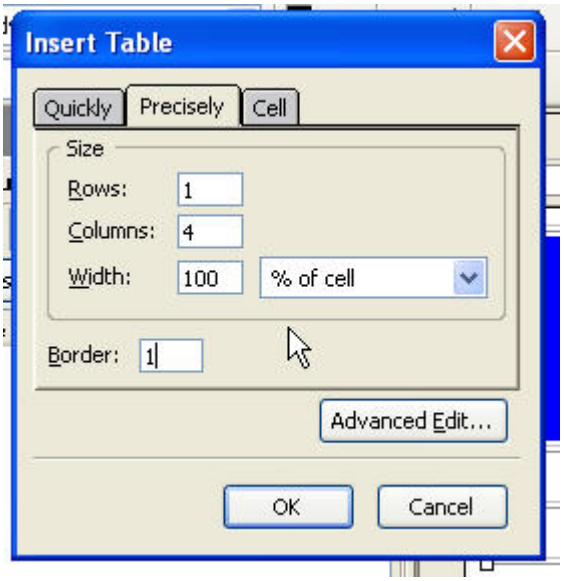


Now, we'll insert our Logo in the top section of the table.



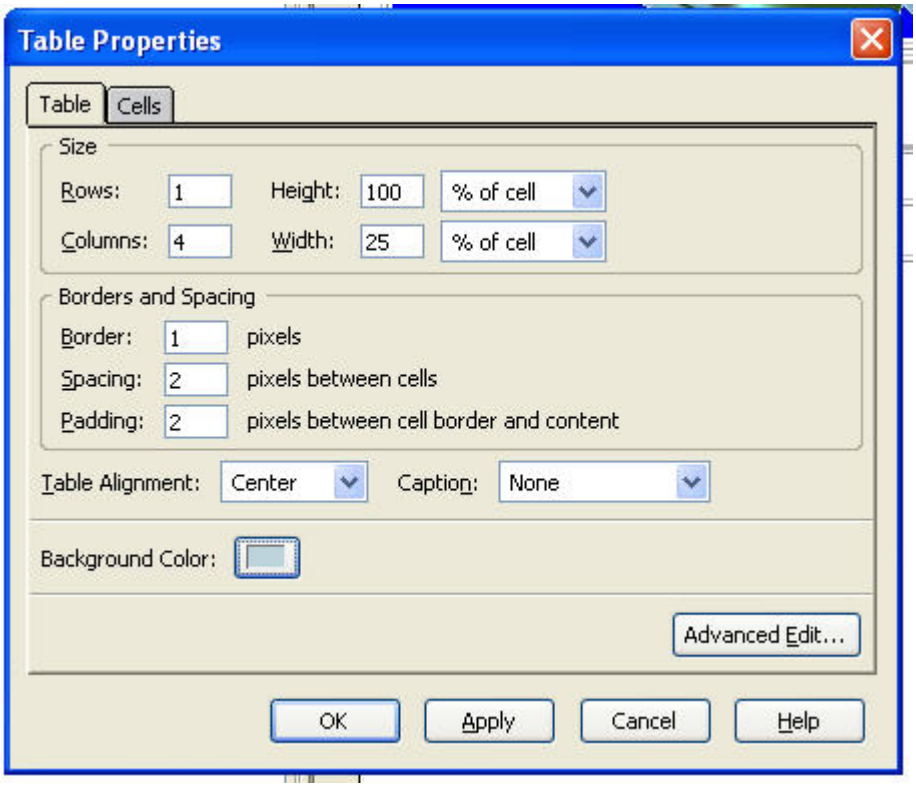


Now, we'll put a new table (four columns in one horizontal row) in the central cell of the current table.

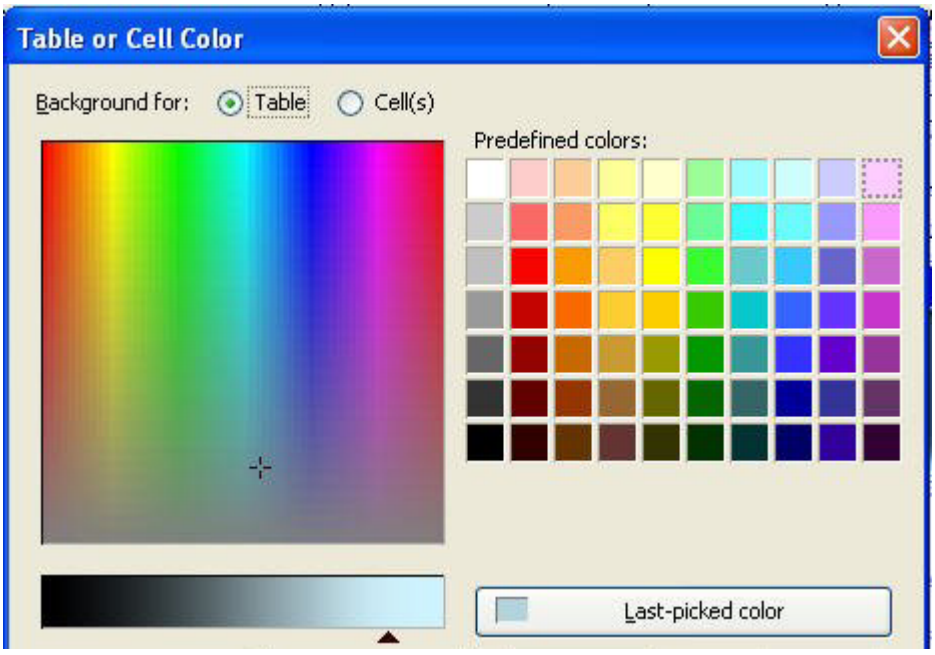


You put links to four other pages on your website in these boxes.

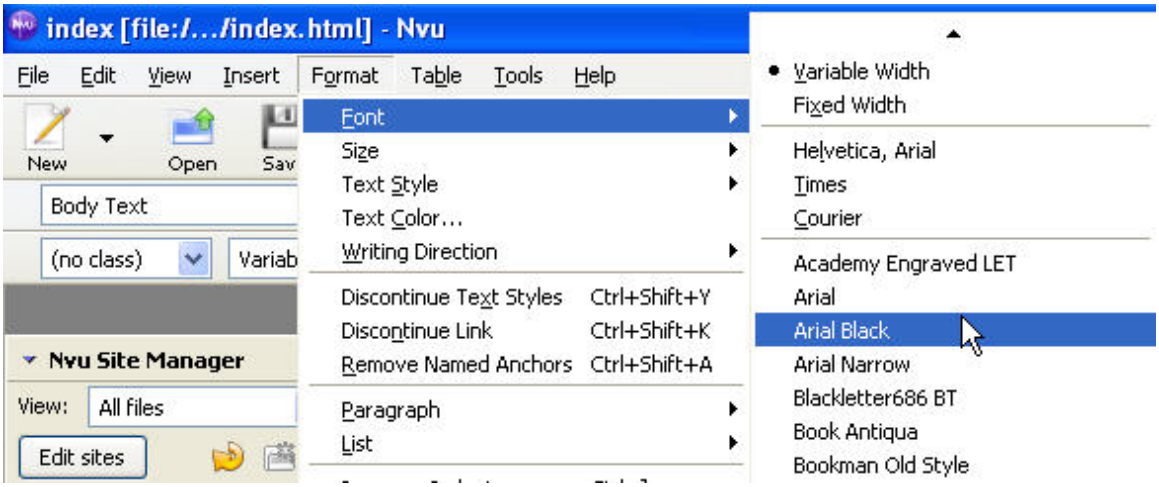
Set the Alignment and background color for the cells.



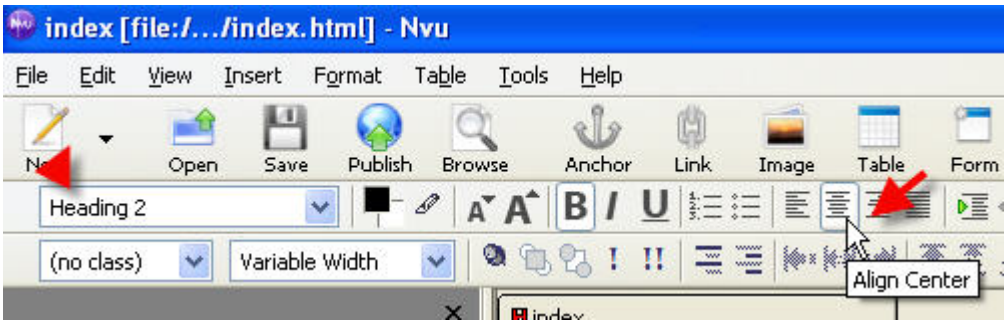
There are a wide range of colors but don't use too many on a page.



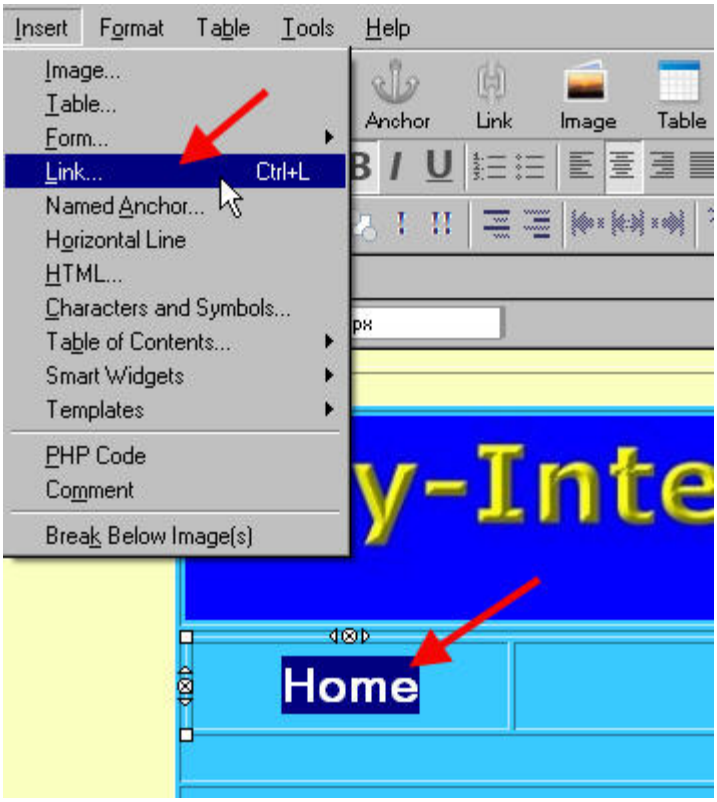
Set the font (type of text) to be used for the links in your Menu. Stick with the common fonts - **Arial**, **Times New Roman** and **Verdana**, for instance. If the user does not have the font that you specify available on their computer, their computer system will use a similar font that it does have instead.



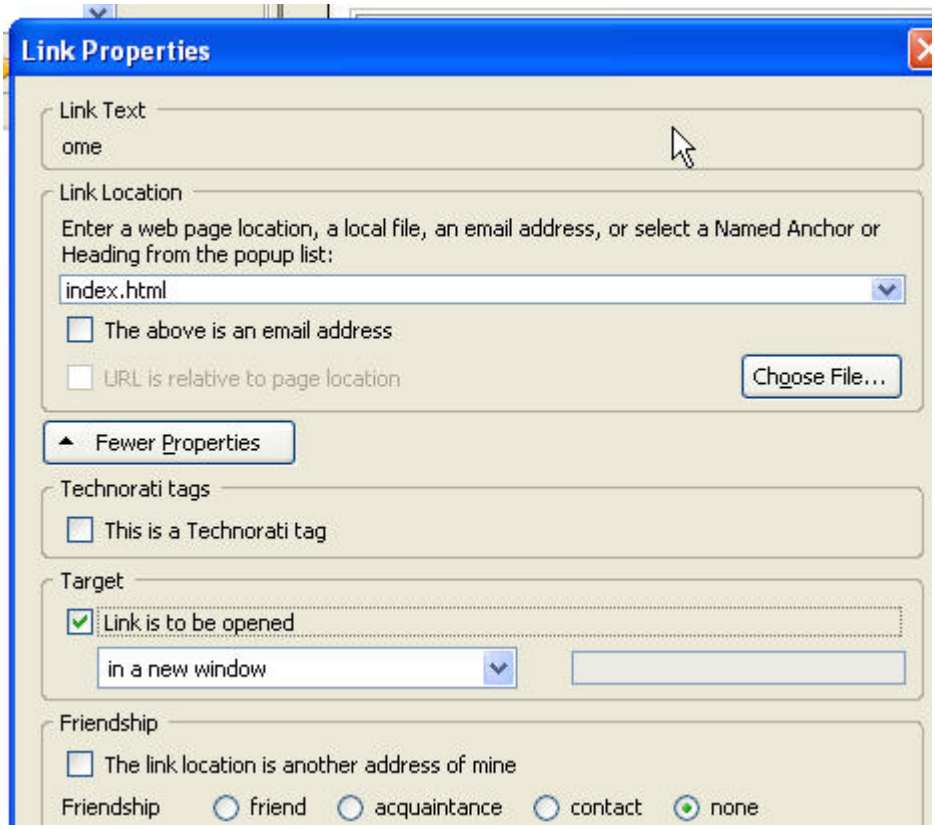
Make the text Large and center it in each cell.



Now, we'll put links on these titles to take visitors to the other pages on your web site.



The first link goes to the first page of your site, index.html



We use “Link to be opened in a new window” when we want the new page to be in a different window, so that the visitor does not close their view of the current page on your web site.

Here is the code for the link:

```
21.         <tbody>
22.           <tr>
23.             <td
24. style="width: 25%; text-align: center; background-color: rgb(178, 212, 221);">
25.             <h2><a href="index.html"><span
26. style="font-family: Helvetica,Arial,sans-serif;">Home</span></a></h2>
27.             </td>
28.             <td
```

Repeat the same steps to make links to each of the other three pages. Do not use capital letters or spaces in the names of web pages.

- Products is linked to products.html
- About Us is linked to aboutus.html.
- Contact Us linked to contactus.html

Now you can make a skeleton for the other three pages from index.html

Use the “Save As” option in the File Menu three times to save:

1) index.html as products.html

2) products.html as aboutus.html and

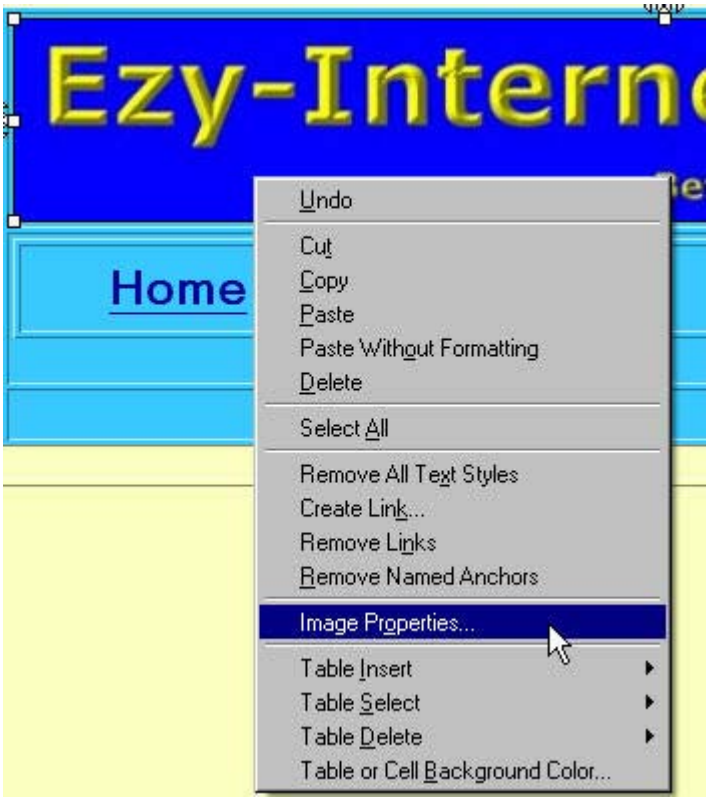
3) aboutus.html as contactus.html

After you’ve saved the third file, you will see contactus.html in the Nvu window on your computer monitor.

You can change the header (logo) to show the name of the page.

I made some extra headers with a smaller version of “My Website” on the left and the name of the page on the right so that visitors can see exactly where they are on the website.

Click on the header and select “Image Properties” from the Menu:



Click “Choose File”:

Find the relevant header picture in your “images” folder.

Check the small preview in the Image Properties box to make sure you have the correct header and click “OK”:

Repeat the steps with the new header for each of the other pages.

You don't need to have the link to the "Contact Us" page available on that page. Right click on the words and select '**Remove Link**' from the Menu:

Save your revised "Contact Us" page. Then, open each of the other three pages in turn; remove the appropriate link from each and save them again.

I've used a picture for the header in this example and then used ordinary, large text for the links in the Menu. You could, of course, just use text instead of preparing a special picture for your header.

Some people use pictures for the links in their menus. They just click on the picture when they have placed it on their page and use the same "Insert Link" option that I showed you with the text links. The pictures do not change color like the text links do.

Add a "Super Form" to Your Web Page

Almost every web site that you visit will have some sort of response form, asking for feedback, your questions about the topic that is the focus of the website or for you to subscribe to their newsletter.

If you want to put a form like that on your web site, there are plenty of options:

- You can use a script in your control panel.
- You can look for a script that you can fit into the code of your page.
- You can use a hosted service like jotform.com where the provider offers a free response form for any person that signs up. There is a limit at this point of 100 responses per month for the free service but the monthly charge for the premium service, with unlimited responses, is very low.
- You buy autoresponder software to operate from your own web site. It feels good to have this sort of item under your direct control and avoid monthly fees, but you'll risk losing much more keeping records to comply with the growing demands of regulators who are trying to curb spam. You may even have to take time away from your business to answer complaints that you have spammed some. People often just forget that they signed up for your newsletter and their bad memory can waste a lot of your time or even have your web site closed down!
- You can sign up with an autoresponder service. Having your messages all sent through a reputable service is usually fairly inexpensive> If there are complaints, you can show that you have complied with their Terms of Service which may help. The

services are run by people who know much more about the regulations and spammers' tricks too. Their advice can be worth far more than the small monthly charge.

An autoresponder lets you reply to messages that are sent to a special email address or submitted through a form on your web site automatically, 24 hours a day and all year around. So, you can set up an autoresponder to send, for instance, your list of services and fees or your latest newsletter.

Many web hosting companies provide single-shot (one message from each autoresponder) to all their customers through the Control Panel in their hosting account.

But, there are also autoresponders which you can set to send a series of messages to people that subscribe to it. You can set the interval between the messages, how many messages in a series and also collect the names and other details which the subscribers to your autoresponder provide.

These systems are very powerful but simple to use. You set up the series of messages that you want to send, the special email address that will be used for the campaign and the autoresponder system produces a small block of code which you put into the Source view of the page where you ask people to subscribe to your autoresponder.

You can change any messages any time. The system gets written confirmation from all subscribers that they asked for your emails which is very helpful if someone forgets that they subscribed and claims that you are sending them unsolicited commercial email (spam!)

I use **besent.net** where a real person provides excellent service and support whenever needed (which is seldom).

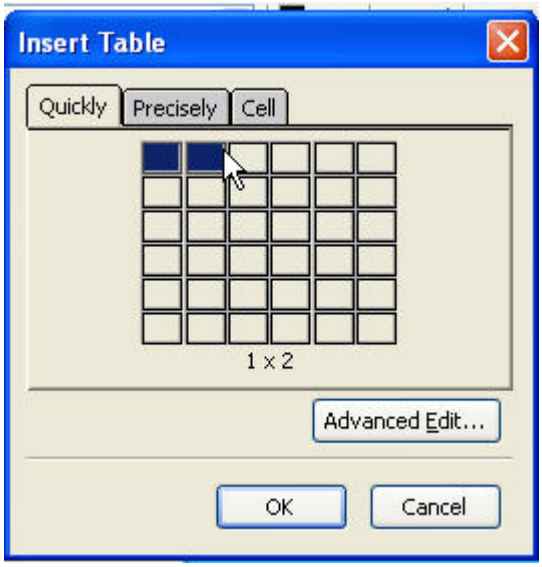
Adding Your Page Content

In the third (lowest) cell of the original table, we put most of the text and pictures.

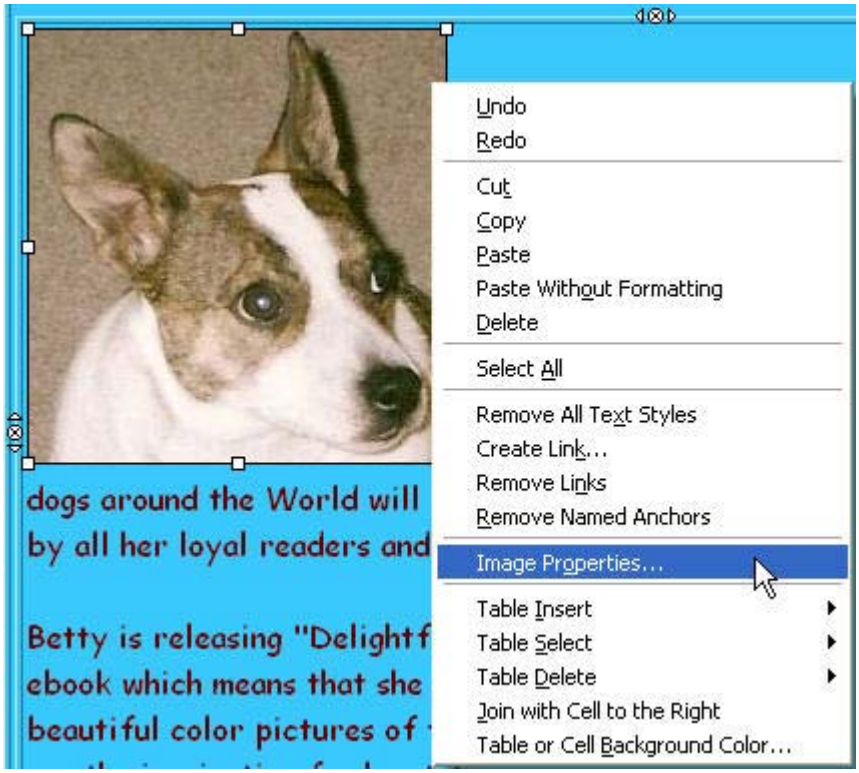
Start with a Headline:

Another best seller
Gr-r-r-r-reat gift for dog people!

Insert a Table (two columns and one row).



Add a picture and some carefully chosen text:



Put the picture alongside the text:

Add an Order Now link. Type in the text, “Click here to Order”

Another best seller
Gr-r-r-r-reat gift for dog people!

Delightful Dog Stories
by Betty Porter

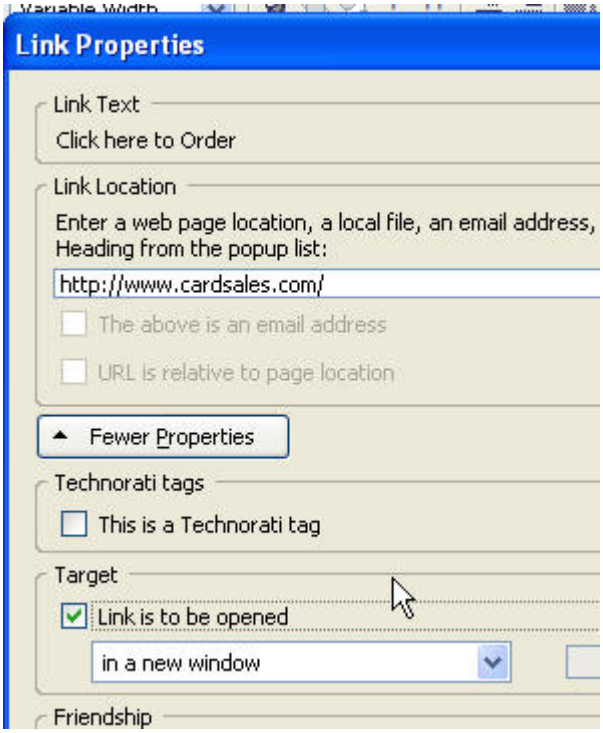
Betty Porter's fifth book of stories about dogs around the World will be welcomed by all her loyal readers and many new ones.

Betty is releasing "Delightful Dog Stories" as an ebook which means that she can include lots of beautiful color pictures of the *real dogs* that are the inspiration for her tales.

Click here to Order

Highlight the text and click on "**Insert/Link**"

Now, type in the Web address that your credit card sales processing company told you to send your customers to. (I made this one up!)



Save your page(s).

Upload them to your website.

Check that your links all work.

That is simple, isn't it?

Please don't hesitate to contact me through ezy-internet.com/ if you have questions about anything in this book.

More Information

This section shows you how and where to get quality, low-cost (or even free) computer programs.

Most providers of free or shareware programs do not offer full customer support but many of them have email support or a Forum on their web site for users of their programs to ask questions of the developer and help each other.

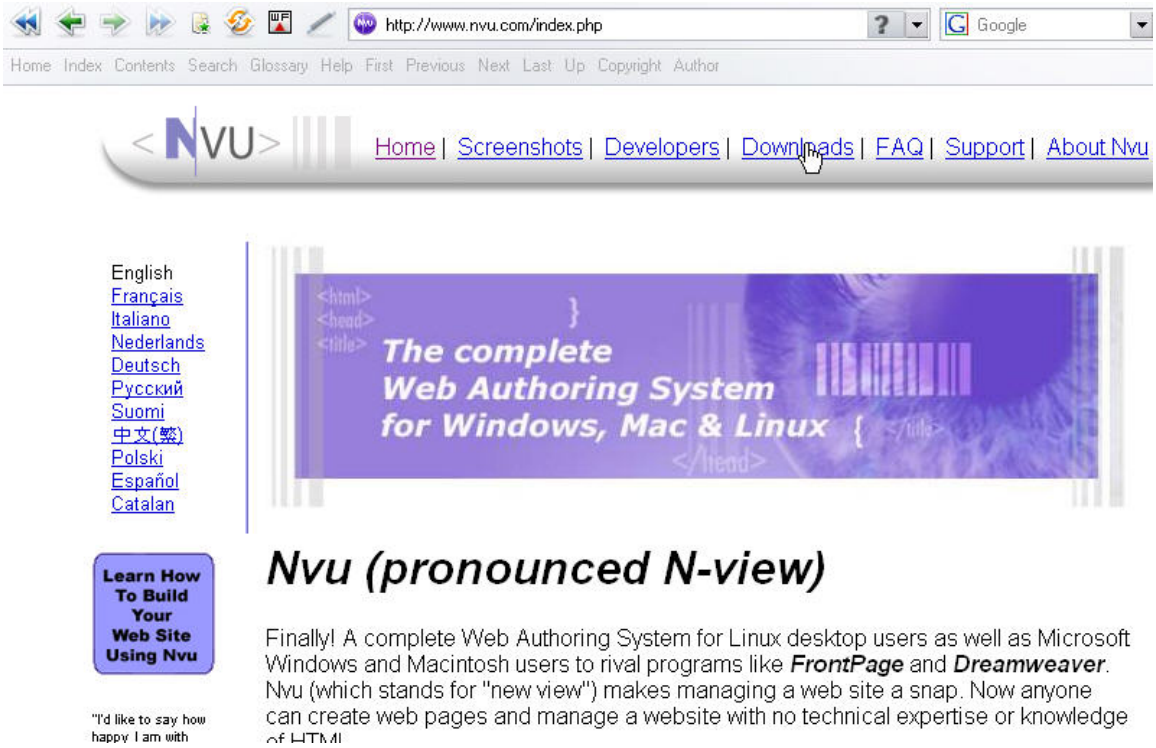
Download a Free Web Editor Program

This section will explain how to download a computer program or other type of file through an example.

I'll show you the steps to downloading the free Web Page Editor Program, Nvu from http://www.nvu.com/.

If you don't already have a Web Page Editor program, this might be worth trying. You can get this one to use and keep without charge!

Click on the “Downloads” link in the Menu.



Choose (from the **Binaries** section) the version which is suitable for the type of computer operating system that you use; Windows, Macintosh, Linux or Linspire.

Latest version of Nvu:

Nvu 1.0 - Released June 28th, 2005

Binaries (official)	
	• If you are running Linspire, download and install the latest Beta version of Nvu from the CNR Warehouse with one-click by clicking on the 1 Click Install graphic!
	• nvu-1.0-pc-linux2.6.10-gnu.tar.bz2 - Tarball built on Linspire 5.0 (Debian k2.6.10), gcc/g++ 3.3.5 • nvu-1.0-pc-fedora3-kde.tar.bz2 - Fedora 3 tarball (KDE) • nvu-1.0-pc-mandriva10.1-gnu.tar.bz2 - Tarball built on Mandriva 10.1
X	• nvu-1.0-mac.dmg - Macintosh Disc Image (requires Mac OS X 10.1.5 or more recent)
	• nvu-1.0-win32-installer-full.exe - Windows full installer • nvu-1.0-win32-full.zip - Zip version of the above file for those behind restrictive firewalls.

Using Your Web Editor Program.

There are four important tabs at the bottom of NVU's screen:

1. **Normal:** Click this to see the view that your visitor will see of the web page that you are working on.

2. **HTML Tags:** This tag shows you the same page but with markers where there are instructions that tell the computer how to display the various items on the visitor's monitor, the actual location of the pictures you want to display, where the links on your page point to, etc.

3. **Source:** This screen shows the HTML tags and the text that will be displayed together.

You can use this screen to produce your web pages and also to check any errors without the distraction of colorful pictures etc.

You'll write or edit something here and then click on the **Normal** tab to see how your page has changed.

4. **Preview:** This lets you see how the page you write or edit will look when viewed through your web browser; Internet Explorer, Netscape, Opera or Firefox, etc.

Each web editor that provides both **Source** and **WYSIWYG** views will have similar tabs or some other system for you to access these views. Check the Help section of the Menu of the particular web editor program that you use.

Xara Webstyle from http://www.xara.com/ will help you produce professional standard web graphics just by clicking a few buttons.

Free headlines and titles from Xara

You can use this tool on my site to make your own free 3D text:

http://www.ebizchampions.com/headliner.html

I'll mention a couple more very useful programs here: **Scott's Box Shot Maker** and **IrfanView**.

Scott's Box Shot Maker, from http://www.boxshotmaker.com/ is a free and simple way to produce a picture of a box to represent your product. The product is owned by Scott Swedorski who launched the giant Tucows shareware program site. He is now the Vice President of Software Development with Coffeecup Software. The images which it gives you are not as sleek as you can get from Photoshop or the talents of a professional designer, but "the price is right!"

IrfanView from http://www.irfanview.com/ is one of the most popular graphic manipulation programs on the Internet. Many millions of copies have been downloaded. You can even add other additional features for free as small programs (plug-ins) to the main program. New features are added to an already impressive list with each new version. **Highly recommended**.

Security Programs.

As well as well-known companies like **Norton**, **McAfee** and **Computer Associates** (suppliers of **Vet** in Australia), there are many other good companies that offer programs designed to protect your computer.

Some are much better than others. You are strongly advised to check reviews in reliable magazines and forums. Avoid programs that you've never heard of.

I recommend that you check out:

The **AVG** programs from http://www.grisoft.com. These include both free (for use by individuals and non-commercial organizations) and commercial programs.

Spyware Terminator (free) from http://www.spywareterminator.com/

Spybot Search and Destroy (free) from http://www.spybot.info/

Get a Complete Security Program Suite for FREE!

Comodo.com at http://www.comodo.com/offer a range of completely free security programs with updates but no license or renewal fees.

The programs are beta versions (may be bugs in them) but I used them over several weeks and was comfortable doing so. The full-release version was, I think, supposed to be released by the time this book launched, but it's common for release dates for new versions of programs to be put back.

You must decide for yourself whether you will take responsibility for using these programs but scanning the Comodo site re-assured me about using them myself.

Actually, the Terms of Use for just about all software programs require you to take full personal responsibility for using them.

File Transfer Programs

The most well-known program is probably **WS Ftp** from Ipswitch Software You can get a trial version and there is a free version called WS Ftp_LE. But, the free version may not be used for commercial sites (those that sell products or services).

However, there are plenty of free alternatives, including:

FileZilla, written by Tim Kosse; download from sourceforge.net/projects/filezilla/

FTPSurfer from Whisper Technology

Smartftp from http://www. smartftp.com/

Free and Shareware Programs Sources!

There are some wonderful bargains on the Internet.

These are a few web sites that offer some of their exceptional software for no cost (that's right – FREE!) or on a shareware (free trial) basis. Shareware programs are completely free to use for a specified period, then you have to pay if you want to continue to use the program.

http://www.freeserifsoftware.com/,

http://www.OpenOffice.org/

and Coffeecup Software.

At freeserifsoftware, you can get several free programs that are older versions of the quality commercial programs that Serif Software currently sell, including their **WebPlus** web page editor and **PhotoPlus** for editing photos and other pictures for use on your web site and elsewhere. These programs are quite powerful but, of course, do not have all the features of the most recent versions.

Serif let you download these programs and use them for as long as you want to, in the hope that you will be so impressed with them that you might buy the more powerful, current versions of their programs later on.

They also ask you to sign up for their email newsletter which contains special offers for their newest programs. The free packages are fairly large (about 20+ Megabytes each), but they will send you your choice of program on CD Rom for a reasonable fee.

At the OpenOffice.org site, you can download a complete suite of powerful office programs, including a word processor, spreadsheet and presentation program. This package is very large (it needs about 200 Megabytes of space on your PC) and they now also offer to send it to

you on CD ROM for a fee. There are versions available for each of the popular computer operating systems, all free!

At Coffeecup Software, they offer a range of free programs as well as the trial and full versions of their well-respected commercial programs. Currently, some of the free programs will show adverts while you are using them, but all the Coffeecup programs are reliable, so they're certainly worth considering.

I'm a fan of Coffeecup and a registered user for both their editor programs. A unique bonus with all the paid versions of their programs is that customers get free updates for each program that they buy for a "lifetime". Not sure how long that is, but I have got three more powerful versions of their flagship HTML Editor program and one updated version of their Visual Site Designer simply by checking on the customer service area of their website. They also have occasional special offers for their customers but don't flood your email with them.

Get Quality Free Programs and Current Information for Pennies!

You can get many quality software programs of all types on the "free" CD Roms and DVDs that come with some computer magazines at your local news-stand or the section of your grocery store that sells magazines in the USA. In the UK and Australia, the paper shop or newsagent is your best source for the magazines.

The programs are usually recently superceded versions of top-class commercial software. The suppliers provide them for free distribution through the magazines. They often also include an offer for buyers' of the magazine to upgrade to the newly released latest version at a reasonable discount.

This helps the publishers by adding value to their magazines, the suppliers get wide, positive promotion by putting the old version of the

program in front of thousands of prospective customers and the magazine buyers get great software for the cost of the magazine. This is worth trying when you want to try a program that you've heard good reports about but didn't want to buy, or if you don't need the extra features of the latest version.

Please, ALWAYS scan the CD Roms and DVDs with your security programs before opening any of the files. I know that the publishers do check them. However, there have been occasional incidents where dangerous files have slipped through that screening and you have to take full responsibility for the security of your files and your computer system.

I've added some great programs to my collections this way. I've actually upgraded a couple of packages to a later version after getting my first taste of the programs off disks that came on magazines.

If the large size of the free download from a site like OpenOffice.org is a concern to you, you may be able to get that package on some of these magazine disks.

You can also download other programs from some magazine publishers' websites. This does not happen with the superceded versions that are offered with the magazines; they may only be available for the time that the magazine is available for sale – about 6 weeks to two months.

Important Information You Should Have on Your Website.

This is only my personal opinion and no more than an overview based on my experience and some fairly limited research.

Each reader must accept sole responsibility for their actions and decisions.

The only good advice in these areas is professionally qualified and can cost a lot of money. "Saving money" by not checking your legal obligations thoroughly may cost you a lot more! You should consult professional, qualified advisors in your area that have experience and training in finance, law etc., and can apply that to your particular circumstances and needs.

I believe that all commercial websites should have:

A Privacy Policy including:

- What information you collect from visitors to your site
- What you do with that information
- What you do to comply with relevant legislation that protects children, etc.

A Disclaimer (something like the bit above but better), for liability and any suggestion of implied potential earnings or other benefits.

Full contact information so that people with questions or concerns about your products, site or the claims you make can easily contact you.

I believe (remember, this is **just my opinion**) that you need to comply as far as possible with the laws of those countries where your potential customers live. That probably includes the United States of America, Europe and even Australia and the nations in the Pacific.

A good start would be to set up your site to comply with the relevant laws in the United States of America and your own country. Many countries have agreements with each other about the way their laws in these areas are intended to work (note; intended, not do).

Use the Internet for more information (only qualified sites or you could have even more trouble).

Use the phone, or even personal visits to Government offices and the offices of your political representatives. Their staff may or may not have the best information but they probably know the system much better than us and can point you to the best places and, sometimes, even the people to ask.

Always get the name of the person you talk to and write that as well as all other important points of your discussion down on paper or straight onto your computer.

Never assume anything – If it isn't crystal clear to you, ask for clarification (more than once if necessary), and even the sources of their information so that you can follow up if need be.

The O.E.C.D. provides a free online Privacy Policy generator at oecd.org/sti/privacygenerator

The Direct Marketing Association in the U.S.A. also provides an online Privacy policy generator at:

http://www.the-dma.org/privacy/creating.shtml.

Obviously, you assume all responsibility if you use either service or others like this because the law is constantly changing as a result of new laws being drafted and the interpretation of current law being revised through litigation.

I suggest that you provide clear contact information on your web site and some Terms of Use which set out any restrictions on using the material that you provide on the site and for participating in any interaction with you or other visitors to the site.

Do NOT Copy Text or Pictures from Other Websites.

Copyright is frequently ignored where web site content is concerned but many established sites and content providers are now actively pursuing anyone who uses their property without specific prior permission.

Some large amounts have been paid by webmasters that had other people's material on their sites. You might also lose your web site hosting and suffer lasting damage to your personal or business reputation, both online and in your own area.

Don't be afraid of the Code

Don't be afraid of the "Code" or "Source" that your Web editor program reveals to you.

Do you remember I showed you the skeleton of the page which Nvu and other Web page editor programs put in each new page?

The first two lines tell the web browser the version of the HTML language which has been used to create the page.

1) <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">

2) <html>

The area between the <head> and </head> tags contains your header picture, meta tags (with information about the content) etc. Most of this background information will not be visible to your visitors unless they click on the **View**/**Source** options in the Menu of their Web browser.

3) <head>

4) <meta content="text/html; charset=ISO-8859-1"

5) http-equiv="content-type">

Put a word or short phrase between the <title></title> tags that tells visitors what your page is about; Facts about ferrets, About my Ferret book … or whatever.

This phrase will show up in the Title Bar of every visitor's browser, so it's a good way to remind them what your page focuses on.

6) <title></title>

7) </head> The </head> tag tells the web browser that's the end of the information section.

8) <body> You put the content for the visitor between the <body> and</body> tags.

9)
 This puts a line-break into your text.

10) </body> marks the end of the section which has the content for visitors to your web page.

11) </html> marks the end of your web page.

You can build your web pages without learning about these, or other HTML terms. But, when you have built your first few pages with the help of this guide, I suggest you put aside a few hours to become familiar with them because they will give you greater control over the finer details of your web pages.

Sometimes, your web pages will need minor adjustments or something will not work as it should. If you are familiar with how the most common HTML terms affect your page, you could probably fix those glitches yourself without paying a programmer or that kid next door.

If you find that it's beyond your knowledge of HTML, those few hours of study will at least help you to understand some of what they tell you!

The best examples of HTML to learn from are actual Web pages. When you make web pages, and have the time, open the Code or Source View to see how the change that you've made affects the Code.

I learned my HTML from books and recommend those by Dick Oliver, Elizabeth Castro, Laura Lemay and Dr Nicholas Longo (the CEO of Coffeecup Software).

There are a range of free tutorials available on-line from W3 schools.

Also, be sure to ask the person that supplied this book to you for their recommendations.

What to Change on a Web Page Template

The Parts of the Page that You Need to Edit

You may have to replace all or some of the pictures that are supplied with the template unless the supplier tells you, in writing, that he is authorized to give you permission to use the pictures on your website. This will usually be spelled out in the Rights statement or Terms of Use on the supplier's website or included with your template. If you don't get that assurance, I suggest you use your own pictures.

The text that came with the template may be of professional quality, but not suit the focus of your web site or you might think that it will not appeal to your visitors.

You will probably adapt it to focus more closely on the people that you want to visit your web site. You might want to use fewer words, or more, and you could perhaps have links on the page to some gifts and a sign-up box for your newsletter that you want to add on to the page.

You will change or add links that will point to pages on your web site or to your payment processor (if you sell anything on your web site) instead of the links to your supplier's web site.

You need to change the links to your pictures in the images folder too.

Click on **Link Properties** to change the location where you want the link to point to: http://wwww.yoursite.com/index.htm (not a real link).

NVU and some other editors have an option that lets you set up the page that is the link's target to open in a new browser window.

If your editor does not, you can:

1. Change to the **Source** or **Code** view
2. Locate the link <a href = "http://wwww.yoursite.com/ index.htm">
3. Insert the tag which makes the visitor's browser open a new window to display the new page:
   <a href = "http://wwww.yoursite.com/ index.htm" Target="_Blank"> (I made the added text RED just for this example – don't do it on your web page).
4. Save the changed file and then click back to the **Normal** view.

This will keep your current page open in the visitor's browser. If you did not use this tag, this page would close when the visitor went through the link to your other page and they may never bother to return!

Click on **Link Properties** to change where you want the link to point to: http://wwww.yoursite.com/newpage.htm (not a real link).

Add any other material; a sign-up box for your ezine or links to other sections of your site – whatever you want. You are operating your own independent web site and you can make the changes you want to any

of the copies of the pages that create or have permission to use you use on sites that you own.

What You Must NOT Change

When you download a template, you will usually find a link to the producer's website. This usually has to be left on any web page that you produce with that template.

Hosting Issues

"Free" Space is No Bargain.

It may seem great to be able to avoid the cost of registering your own domain name by using "free" space provided by your Internet Service Provider or by using space provided to you by one of the companies that offer this service. These are okay for personal sites if the cost of registering your own domain name might be a significant problem, but you should always get your own domain name, if possible.

Your I.S.P., or the company providing your free hosted space, will probably give you space with an address like: http://www.hostcompany.com~yourname or http://yourname.hostcompany.com That may be okay for a personal site but gives a poor, unprofessional impression of anyone that is offering products or services from that sort of web site address.

With sites provided by companies that aren't your I.S.P., the pages are likely to include advertisements which other companies pay your hosting company to display. You won't be able to remove the ads and have little, if any, control over what ads appear on the pages of your site.

Also, the effort and expense which you put into your site and drawing people to it will be wasted if you ever decide to change to another host or, perhaps, get your own domain name at a later time.

You won't be able to continue to use the address which people are used to finding your web site at. You'll have to start again, almost from the beginning.

Always check the **Terms and Conditions** (sometimes **Terms of Use**) for the space which you use. If there are any terms that you disagree with or don't understand, ask for more detail from the hosting

company before you sign up, get professional advice or try some other provider.

It is very important that you do read the fine print in any business transaction, even where no money is changing hands.

For instance, you may find that, by signing the agreement with the provider of the free web space, you agree to give them the copyright or unrestricted license to use all material that you put on your site! That would mean that they could use it in any way that they want, whether on the Internet or elsewhere, without asking your permission or making any payment to you.

This would also reduce the value of that material because you would not be able to offer it exclusively to anyone else in the future.

Tips and Tricks

Don't Distract Your Visitors.

Give the visitors a chance to read some of your carefully prepared text by using a minimum of distractions like animations (small moving pictures) or a great number of colors unless your target audience is composed of younger and more experienced web visitors who like and respond well to color and action.

Focus on what appeals to the type of visitor you want to attract.

I emphasize this point because many people could get the success their efforts deserve sooner just by focusing more closely on what their visitors want, rather than what they may want from their own web site.

But, their visitors will go within seconds if they don't see something which hits their emotional triggers – there are many others sites also trying very hard to attract them.

Put Your Best Offer at the TOP!

You usually only have a few seconds to grab the attention of new visitors to your web site, so focus on what they want and put your best information (or, at least a hint about it) in the Headline of your page.

Use the same methods as you see in any good story in your newspaper:

- Hook them with the first sentence
- Use bullet points
- Many visitors will not scroll down your page, so try to get them to act (sign up for your newsletter or a free, valuable report for instance), in the text that shows when they first see your page.

The area that is hidden from their view is called “below the fold” and most visitors have no desire to explore that far unless you give them very good reason to.

Lost Pictures!

When you copy your pictures from your computer to your website, the address where they are located changes from Desktop\My Website\images\picture.jpg to http://www.mywebsite.com/images/picture.jpg. That’s obvious, isn’t it?

But, many people forget to change the links on their webpages so that they point to the picture’s new location on their web site.

Make sure that you change the links in the pages you are uploading to point to the pictures located on your website **before** you upload them or no visitors will be able to see any of your pictures.

This is probably the most common mistake when editing web pages. Many experienced people make it too, so don’t feel bad when it happens!

You’ll need to make similar changes to the link for every picture on your pages, so I copy the first part of the link **http://www.mywebsite.com/images/** to my computer’s clipboard and go through the whole page, adding it to the links for all the pictures at the same time.

More Internet Resources for You

Most of the products in this list are free and worth much more. The treasures in this list can give your new Internet venture a great head-start.

Word Processing

OpenOffice - Free office suite **http://www.openoffice.org**

There's a word processor, database program, spreadsheet, presentation program and drawing software. A large download but everything works as well as the programs you pay big money for.

NoteTab - Free and paid text editors **http://www.notetab.com**

The different versions comprise great text editors for all needs. It's one of my favorites.

More programs for creating PDFs

I recommend using Open Office for this or Adobe Acrobat if you can afford it, but there are other good, low-cost and free options:

HTMLDoc - Web page to PDF http://www.easysw.com/htmldoc

Designed to convert web pages to pdf format.

PrimoPDF – PDF creation tool http://www.primopdf.com/ Another program that will produce pdf's from any application.

Adobe - http://createpdf.adobe.com Adobe themselves will turn your documents into pdf's either free or for a low fee. **Can only be used through your web browser, but it's a great alternative.**

Graphic Tools

I will be reviewing many of the programs mentioned in this book at the **ezy-internet** web site and others that I find useful for web pages etc.

The pictures taken off computer screens that you see in this book were obtained with;

Snagit from http://www.techsmith.com This program has about every feature you could want, including a fairly comprehensive picture editor.

Paint Shop Pro from Corel. I use version 6 which is a few years old but still useful and reliable.

ACA Systems Capture Pro from acasystems.com This company's products are low-cost powerhouses. ACA Capture Pro even grabs screens from video games and other sources that some programs won't succeed with!

Gimp - Powerful graphic design program **http://www.gimp.org/**

Whatever your computer operating system you use, there is a version of GIMP available for it.

Gimpshop - Open source version of **Gimp** with additions. Some people compare it to Adobe Photoshop!

http://plasticbugs.com/index.php?p=241

There are Windows, Mac and Linux versions.

You can find a lot of good info and resources related to Gimp at http://www.gimp-savvy.com

Photoplus - Free software for manipulating pictures that you use on the Web or elsewhere **http://www.freeserifsoftware.com**

Pixia – Another good, free graphic design program

http://park18.wakwak.com/~pixia/

Audio and Video Tools

Audacity – Very highly regarded Audio recording and editing package

http://audacity.sourceforge.net/

This is powerful! You can use it to record, edit and convert your own digital audio with zero cost.

Wink - Tutorial Creator **http://www.wintotal.de/server/wink15-1.zip**

Make your own presentations and tutorials for delivery over the Internet.

Wise DVD Creator http://www.download-software-free.com/software/sdvdc.exe Convert your files to VCD, SVCD or DVD – Free!

SwiffRecorder - Simple flash player for audio

http://www.powerbullet.com/swiffrec/

You record your audio through your microphone, convert it to MP3 format and create a simple, one button player that you add, along with your audio file to your web pages.

PowerBullet - Presentation software

http://www.powerbullet.com/

Create slide shows and other presentations which are output as a Flash or executable file.

Email Tools

Pegasus – powerful email program **http://www.pmail.com**

This is a great program with all the features you could need.

Site Design Tools

Nvu - WYSIWYG Web design software **http://nvu.com/**

Versions are available for Windows and Linux. The easy way to make your Web pages.

Site Management Tools

FileZilla - FTP client **http://sourceforge.net/projects/filezilla/**

FTP and SFTP (Secure File Transfer Protocol) Windows-based program for moving files between your computer and your Web site.

Blogger - Hosted blog http://www.blogger.com

A free and simple way to put up a 'blog" or Web Diary. The service is owned by Google. You can put the pages on your site but there is always a possibility that your Blogger blog might be closed unexpectedly.

Payment Processors

These companies make their money by processing credit card payments for you.

PayPal http://paypal.com

Owned by eBay. Setting up to use their service is simple and payments prompt.

Clickbank http://clickbank.com A payment processor that provides an army of eager potential affiliates to promote your product for a commission. Clickbank tracks the sales and sends checks to your affiliates for you.

2Checkout **http://www.2checkout.com**

Google **http://www.Google.com** Do I have to tell you about Google?!

The Real Secret of Internet Success

The way to success is:

Learn the basics

Stick to the task until it's making you money

Repeat with another product.

Try to make, what you buy, pay for itself before you buy anything else. Choose only those sources of information that fit your type of business.

Don't get distracted by new gimmicks and “secrets”. Ideas really are worth only a dime a dozen unless you take action with them. But if you let yourself get distracted by each new “sensation", you won’t move forward like you could.

More Web Resources

Copyscape http://www.copyscape.com Put a Web address (URL) of yours into their form and let it find sites that are close copies. Handy for checking whether your web material might be mis-used.

Free conference. **http://www.FreeConferenceCall.com** You can get free conference lines for up to 6 hours per call.

iDictate - Voice transcription service http://www.iDictate.com

You can upload your file and have it transcribed for about two cents a word in about a day! The rates rise significantly if your recording has more than one person on it. Check the site for their current charges.

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