

This eBook was created and written by Sandra Mae.

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Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com

Table of Contents

PART 1 Introduction	p3
PART 2 Finding a Profitable Niche	p15
PART 3 Domains, Hosting & Nameservers	p39
PART 4 Understanding Images & File Sizes	p55
PART 5 Housekeeping- The Golden Rule	p73
PART 6 Creating Your First Website	p76
PART 7 Understanding Zipped Folders	p103
PART 8 Super Niche and PLR	p108
PART 9 Understanding FTP	p113
PART 10 Building a List	p131
PART 11 Final Words	p137

PART 1

Introduction

The World Wide Web is a vast place that many people – if not most in this present day - go when they want to search for information, or use it to socialize, or even use it for an opportunity to make an online income.

You may have seen various headlines throughout the internet in regards to



opportunities to earning an online income and working from the comfort of your own home.

Is this really achievable and if so – how?

Internet Marketing is something that has taken the internet by storm and with the way today's economy is – working from home with your own website and making money online is becoming a very popular profession.

More and more people are seriously looking into getting started in this profession as a means to pay their mortgage payments, car payments, medical bills and the like. They are seeking a better life for them and their families.

The fact of the matter is – there are more people that want to learn how to start an online business so they can make money from home - than there are instructors to teach it. The purpose of this eBook is to instruct you in the fundamental steps of getting started with your own online internet marketing business.

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A Personal Note for You

You know - never in my wildest dreams did I ever think I would be doing

what I am doing in this present day and that is – owning and running an online business of my own and teaching how to get started with an online business.

I have achieved many accomplishments in my life - i.e. Licensed Practical Nurse, Electronic Technician, Manual and CNC Machinist, a few jobs as an Assistant Manager, Supervisor and a Criminal Justice Professional with a business background.



Even though these careers and trades were great jobs that I enjoyed very much – I always found myself taking my knowledge and going to work for somebody else. I was getting tired of doing that day in and day out and day in again – year after year.

So - in February of 2010, I began to seriously think about staying at home while earning an online income.

It was at this time that I decided to take the plunge and began teaching myself all the basic aspects of the internet marketing business.

I took various one-on-one online courses, downloaded eBooks, watched many tutorials, took a lot of notes and exhausted myself with everything I could learn about this business.

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I had a fairly good idea of what to do but I still didn't know where I was going or where I would end up. I did know one thing – I wanted to take



action with changing my life and making it better.

I didn't really know where or how to start – I just started learning everything I could about the business.

Doing this was easier said than done and so it

became my own personal challenge.

Have YOU ever had this similar challenge?

Or let me ask you in this way...

Have you ever had a challenge where you knew you had something within you – something knowledgeable - that you wanted to share with others - but had no idea how to go about doing it?



And worse yet – you went out there and started

learning from some online guru or this guy or that guy and you just didn't get it – you didn't have a "hold you by the hand" or a step by step system for knowing what you needed to do to create your ideas?

Well – I was once there. I struggled - went through frustration after frustration – I even got depressed, lost my confidence, lost my enthusiasm



and even sat down with my head in my hands and cried.

Have you found yourself knowing a little about computers but not enough about how to get started in this business?

Have you ever felt you wouldn't UNDERSTAND what you were doing if you did try to get started in this business?

Have you ended up losing a lot of money and on top of that found you were going nowhere fast?

Were you paying for services but not making any money to cover those services?

I've been there too. I had no one to show me how to EXACTLY get started. I was lost, upset and – very much frustrated.

I found myself thinking that – "I can't do this" – "maybe this just isn't for me."

I almost threw in the towel – I almost gave up and came very close to quitting altogether. However –I refused to quit despite my problems. This motivated me to be more tenacious than ever.

What I needed was a "beginner's guide" for beginners. I needed something to help guide me through each and every step of the way in the correct order to help me accomplish what I set out to achieve – my own online web business and making money online.

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I am the type of person who needs to be shown what to do and in what order – otherwise I don't understand it.

Sound familiar?

Eventually - and finally over time - I learned enough about the business to get started properly and correctly.

So – I pressed on despite my doubts and began my journey. I haven't turned back since.

There are many people who end up reading a lot of information and then discover that it's just too overwhelming and at times - too complicated for them to understand all of it.



They suffer from **"information overload"** and **"paralysis of analysis"**.



They then begin to feel their enthusiasm and determination slowly fading away.

They begin to feel that it's just too difficult to get started - let alone make any money from it.

Perhaps you have experienced this as well.

There are times when they try to learn different aspects of this business only to find that they still feel lost in the translation of the knowledge. They don't have anybody showing them exactly what to do and in what order.

Again – it is for this very reason I have written this eBook.

Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com You will learn an overview of all the basics of starting your own online business in a step by step approach so that you can begin making money online.

By the time you finish reading this eBook – you will know and understand the basic fundamentals of how to get started with creating an online business of your own.

It's your training ground – your boot camp to getting started.

NOTE: You are about to embark in a serious business endeavor. You MUST **UNDERSTAND** each and every step before moving onto the next.

Every step you learn MUST become second nature to you. If it does not – you are not ready to proceed to the next step. Starting an online web business is a process. You must take every step systematically. If you don't – you are only wasting your time here.



Let's Go Over A Few Facts before We Begin...



First and Foremost: You have to have the right attitude

Starting an online web business is the same as starting an offline business.

It is a SERIOUS endeavor and it takes a lot of hard work. You have to put a great amount of effort into it.

The amount of work you put into your business determines the results you get out of it.

I need to emphasize this - like any business – **<u>it takes work.</u>**

It's just like going to work and making money every week at your offline job – only your job is online instead.

Having the right mindset is one of the keys to being successful online.

Once you UNDERSTAND this – you then will be able to move forward with the process of building your online business.

So start envisioning where you will be 6 months to a year from now and that alone will help you get there.

If you think you will become rich overnight – think again. You will only be wasting your time.

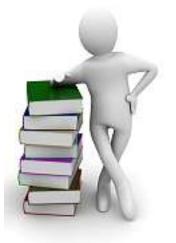


If you are looking to get into the internet business just for the money only - then starting an online business is not for you.

Furthermore – **if you are looking to make money online without learning and understanding the skills** of HOW to create an online business correctly and not wanting to work at it – then starting an online web business is not for you.

Starting an Online Web Business Is Easy

However –



You will need to learn some basic web skills first.

When you first look at a web business online – it looks very complicated.

It very well may be ...

But - when it's broken down into steps – it really is very easy to understand how it all works.

Creating and starting a web business is a systematic process.

If you spend time setting up your web business correctly – you WILL make money online.



Setting up a Web Business Takes Time

Creating an online business takes time and is a slow process.



When first starting out – you need to realize that you are not in a race.

It is actually a journey that you are partaking in.

You are in a marathon - not a race.

It's vitally important that you take your time

when learning every step that is taught so you can implement every skill you learn correctly and properly.

It will then move you forward to coming that much closer to getting your online business - online. This of course is the reality you are striving for.

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Statistics show that the average amount of time that it takes for a business to begin making any money is 2 years.

With an online business – it's possible to begin seeing money in about a years' time and maybe even a bit less.

What I'm saying here is – you can't expect to make any money online over night. There is no magic button in this business.

Depending on how much work you put into your business will determine how much you get out of it. You will always reap what you sow into it.

This is why I can't stress it enough - and I continually tell people that when they think this is the type of business they would like to get into – they need to be absolutely sure about it and SERIOUS. It's a business – not a game!

It takes time and a little money to start an online web business.

Don't think if you just create a website and sit back - that money will start rolling in for you. It doesn't work that way.

Again here – it takes much work on your part and **understanding** what it is you are doing - with the skills that you learn.

You Need To Have Your Own Website

Any online web business needs a website. It's important that you learn and understand how a website works so if anything ever goes wrong, you will know what to do, what changes to make and where to look in the website to correct the problem.

This is why it's important to learn how to create a website of your own instead of having someone else do it for you. It's going to be YOUR online business – not somebody else's.

You will need to know the basic web skills of how a website works and the only way to UNDERSTAND the basics is to create one of your own.

Now I realize that this may sound scary and intimidating for those of you who have never done this before. That's okay – it's a normal feeling we ALL get.

I certainly felt it when I first started out. Even those who are successful in this business today had to start at this point so don't feel like you are alone with these feelings.

We've all been there.

Let me assure you that <u>these skills are very easy to learn</u>.

However –

Before you do anything – before creating a website – before building a list of people - before creating your own product to sell or before promoting a product for someone else – you need to find a profitable niche – a specific area of a market that you are getting into.

Don't worry here if you don't understand all this right now. It will all become clear as we progress in this eBook.

What you are doing here is setting up a plan for yourself.

You are mapping out what it is you are going to be doing.

Just like a construction worker – he can't construct a building until the



architect's blueprint is completed.

The same concept applies to your business.

You are creating a blueprint for it – a plan.

Once you have your plan – you can then start building your business.

If you have ever watched a building being built – you probably noticed that the building is constructed in a step by step manner – brick by brick.

A little bit is added to it every day – a little at a time. Eventually through time – the building is fully constructed – it is complete.

Do you see what I'm saying here?

Okay then...

Grab a cup of coffee and lock yourself away for the next couple of hours because your journey is about to begin.



Are you ready?

Then let's begin...!

Part 2

Finding a Profitable Niche

There are only three markets that exist on the web and they are:



Your web business will be within one of these markets.

Within each of these markets are smaller markets called niches.

Because a 'market' is just too big to position yourself in – you will need to get into a more specific area of that market. This specific area is called a niche.

Let's take for example - somebody asks you what you do for a living and you turn to them and say, "I'm in the Health market."

The person who asked you the question more than likely will appear confused by your answer.

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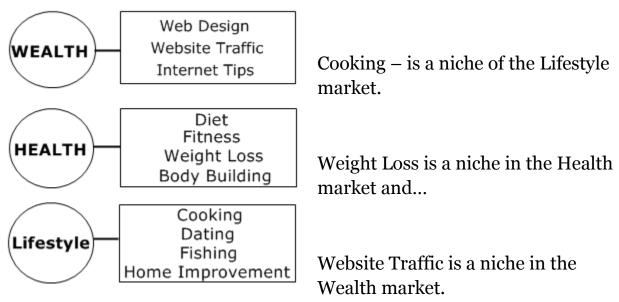
Why? – Because you need a more specific area of the Health market to give a better answer - such as – "I'm in the Losing Weight market" or, "I'm in the Eating Healthy market" or, "I'm in the Migraine Headache market".

Do you see what I mean here?

So let's continue...

What is a Niche Anyway...?

<mark>A niche</mark> is a smaller – but just as profitable – segment of a market.



What we are going to do next is research a list of profitable niches.

Doing this will help give you ideas of what subject matter – your specific area – your niche - that you would like your website to be about.

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You will then need to find a super niche which will be the subject matter of your free gift. You will understand this in a moment.

When you see how easy this really is - it will only take you about ten minutes or so of your time to do.

If you have no idea of what you want your niche to be – that's okay. You soon will.

And don't worry if you know nothing about the subject matter at this point.

That comes later.

Alright then - let's keep moving forward...

There are many sources on the web where you can find ideas for what subject matter or niche you want your business to be in.

I am going to reveal to you only a couple of sources for now that I use all the time to find profitable niches and to be honest here – hardly anyone ever uses these.



In fact – **finding a profitable niche is a necessary step** that many people do not do.

They create a website first without even doing profitable niche research first.

Their website then makes no money.

Also - there are those that start out with a product first and this is where many make their mistake.

Doing profitable niche research is vitally important for your web business.

And making money online requires certain steps that you need to take. You have to go through this in a systematic step by step way in order for it to work. The money comes last.

What you are doing here is providing yourself a road map to your destination.

Making money online is your end destination. You have to know where you are going first – what steps to take and what it is you are doing before reaching that destination.



If you are taking a trip somewhere in your car to a place you've never been before – how will you know what way to go in order to get to your destination?

You most likely will need a road map to get there.

The same principle holds true with your web business.

Remember – starting an online web business is a step by step systematic process.

If you miss a step – you will find yourself lost, frustrated and constantly struggling to getting your business off to a good start.

Let's begin with those sources...

Source #1:

Dummies.com

An online business is all about supply and demand – as is an offline business.

The theory of **supply and demand** has been around since the beginning of time and **is the cornerstone of any business**.

If you can discover a high demand for something and then supply it – then you will do well online.

Some of those "things" for example can be a product, or a service, or information or software.

So what we are going to do now is...



Grab a pen and some paper because you will need to make a list. Write three columns on your paper that read market- niche and - super niche.

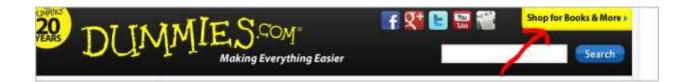
We are going to simply go and grab some of the information that's in dummies.com to get ideas for what your niche (your website) will be about **AND** to get ideas for your free gift - or what is called - your super niche.

Are you ready?

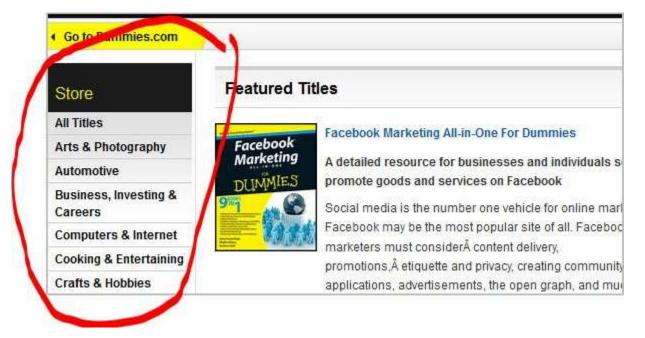
Let's go to <u>www.dummies.com</u> now.



On the main page - you will see the "Shop for Books & More" link at the top right of the page. Click on that link.



You will then be brought to the store page with <mark>a list of categories on the left hand side of the page.</mark>



Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com Okay - now...

All these different categories have niches within them.

Let's take the Pets category for an example.

At the time of this writing - when you click on the Pets category – you will see a list of niches within that category – Birds, Cats, Dogs, General and Horses.



Do any of these grab your interest? Write it down on your list.

Go through all the different categories and look through their niches to see if something grabs your interest or kind of jumps out at you.

If it does – write it down on your list.

It doesn't matter if you don't know anything about the subject matter. We will get to that later on.

Okay – now...

With each niche subject matter you choose – click on that subject matter and look further inside.

In the various books that are listed - have a look at the chapter titles and write down under your super niche column a title subject that grabs your interest.

This is going to be the title of your free gift that you will be giving away -



However – before you can give this gift away – you need to make sure that it has enough people searching for that specific niche.

this is called your super niche.

We will get to that in a bit. For now – just write down the ones you find.

For example:

If you find a niche in the Health Market that pertains to "Losing Weight" – you would write down "Losing weight" under your niche column.

You then would look inside the "Losing Weight" book and look to see what chapter titles are listed under the chapter contents page.

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Let's take for example that there is a titled chapter that reads, "Losing Weight and eating Healthy."

Write this down in your super niche column.

This will be a potential title for the free gift you will be giving away.

So your list would look something like this...

Market	Niche	Super Niche
Health	Losing Weight	Losing Weight and Eating Healthy
Wealth	Internet Marketing	Your First Website
Lifestyle	Self Improvement	Tips For A Better You

Do you see and understand where I'm going with this?

Let me tell you what I did when I first started out learning this skill.

I had three different pieces of paper. Each one had the name of a Market written at the top - Health, Wealth and Lifestyle.

On one piece of paper - I had Health written on it – I wrote down a niche I chose within the Health market (Losing Weight) then – I wrote down on the same piece of paper – my super niche (Losing Weight and Eating Healthy).

On my second piece of paper - I had Wealth written on it – I wrote down a niche I chose in the Wealth market (Internet Marketing) then – I wrote down on the same piece of paper – my super niche (Your First Website).

On the third piece of paper – I had Lifestyle written on it – I wrote down a niche I chose in the Lifestyle market (Self Improvement) then – I wrote down on that same piece of paper – my super niche (Tips for a Better You).

Is this all beginning to make a little sense now? Do you see and UNDERSTAND where we are going with this?

Whatever sources you go to – to find a profitable niche – you do the same with every one you go to in discovering your niche and super niche.

Okay – Let's keep moving forward shall we...?

For now – and you need to **remember** - you are only getting ideas here for a niche that you may be interested in for

your website – your business.

Keep doing this until you have at least 10 niches written down on your list.

20 niches would even be better.

I know – I can hear you saying, "That's an awful lot of niches to list!"



Well – not really because before you even started this – you had none let alone any idea of what niche you wanted to be in.

You at least now have a slew of niche ideas and more than likely will have the problem of not knowing which one to choose!

This is great!!

Are you at least starting to get excited yet ...?!

Alright then – let's keep going...!

Once you are done with Dummies.com – we will then go to another source I am going to reveal to you that will help you obtain more niche ideas.

Source #2:

EZINEARTICLES.com



Ezinearticles.com is a great place to obtain niche ideas as well.

In fact – they practically do the work for you!

Let's go there now...

Go to www.ezinearticles.com



Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com Okay – Let's begin shall we...?

On the front main page of the ezinearticles website - you will see various categories listed there.



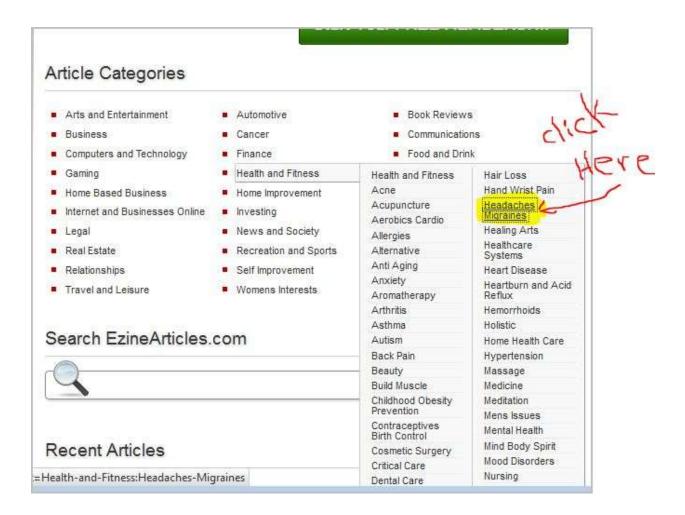
When you click on a category – you will see another new list of niches that are in that category.

Have a look through the categories and their niches to see what may interest you. When you find a niche – write it down on your list.

You may discover more than one under the same category.

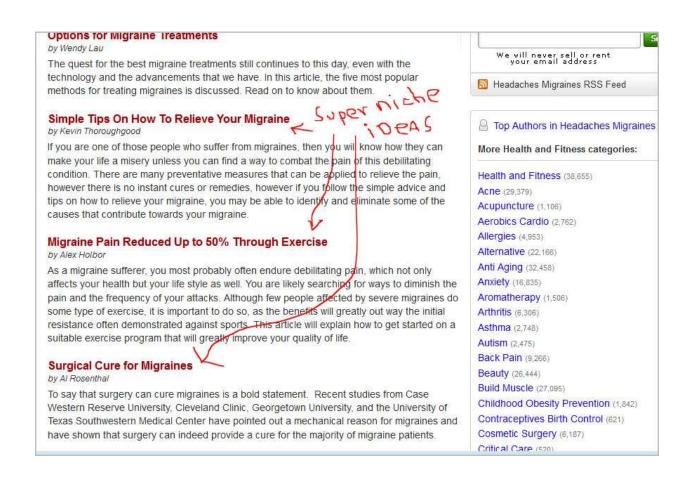
Let's look at an example...

Under the Health and Fitness category – you will see Headaches and Migraines. These are good niches. If they interest you – write them down.



Write down whatever strikes your fancy or interests you on your list.

You can then click on a particular niche and look at the different titles of articles that are listed. These will be possible super niches.



REMEMBER – You are only getting ideas for now. You are getting inspiration here.

There's no right or wrong when doing this. Go through all the different categories until you have a good list of niches.

That's it for discovering your niche(s) and super niche(s).

That was pretty easy wasn't it? There are other places you can go but just for the sake of learning here – I only cover these two for now.

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The nice thing about this is – it doesn't take that much time to get your list of niches at all.

Okay - let's now look at our list of ideas that we have written down for our super niche(s)...



You now should have at least a good 20 niches written down on your list- if you spent some time in dummies and ezinearticles.

For the sake of learning here let's use the three examples I listed earlier in this eBook.

You can go ahead and use your own list to practice or even use them for real if you wish.

It will be the same process regardless of what super niche is used.

I have on my list:

Losing Weight and eating healthy



Your First Website

Tips For a Better You

Keep in mind here that some of your super niche titles may not be competitive enough.

This is the reason **you must do this step of the process** otherwise - if you don't – you won't know for sure if this will position you in front of the niche you want to get into and you may not make any money at all later on.

Furthermore - there may not be enough people searching for that specific subject matter.

Are you ready!?

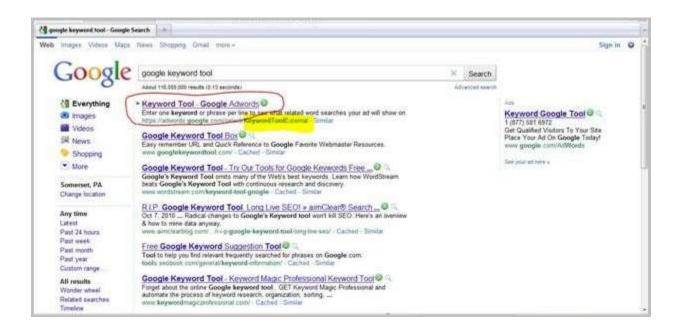
Then let's go to the Google Keyword Tool.

Go to Google search and type in "Google Keyword Tool" (without the quotation marks) then hit "Enter" on your keyboard.

Web	Images	Videos	Maps	News	Shopping	Gmail	more -		
	Go	00	le	goo	gle keywo	ord tool		×	Search

You will be then be brought to a results page with a list of search results.

The Google Keyword Tool is usually always the first link in the search results. You want to click on that link.



It will read, "Keyword Tool – Google Adwords." It will also show "Keyword Tool External" just after the URL link.

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After clicking on the link – you will be brought to the Google Keyword Tool main page.

Google AdWords			English (United States)	
lome Tools *				
Tools Keyword Tool	Find keywords Based on one or more of	of the follow	ing:	
Traffic Estimator	Word or phrase	One per	line	
▼ Include terms ②	Website	www.goo	gle.com/page.html	
▼ Exclude terms ③	Category	Apparel	5	
*	Contraction of the second seco	//////////////////////////////////////	d to my search terms ②	
▼ Match Types ③	Advanced Options a	nd Filters	Locations: United States 🗙	Languages: Engl
Broad [Exact] Phrase"	Type the characters the Or sign in to get more account.			
Help	lireate	• •	over	
What new features does the updated Keyword Tool offer?		_`		
How do I use the Keyword Tool to get keyword ideas?	Letters are not case-ser Search	nsitive		

Now -

In the top text box – type your super niche title. **This is also known as a keyword**. Even though it is more than one word – it is still just one keyword.

Fill in the Capchia and click on "search".

Google AdWords	English (United States)
Home Tools *	
Tools Keyword Tool	Find keywords Based on one or more of the following:
Traffic Estimator	Word or phrase One per line
 ▼ Include terms ⑦ ↓ + ▼ Exclude terms ⑦ 	Website www.google.com/page.html Category Apparel
▼ Match Types ②	Only show ideas closely related to my search terms Advanced Options and Filters Locations: United States × Languages: E
 Watch types (g) Broad [Exact] "Phrase" 	Type the characters that appear in the picture below. Or sign in to get more keyword ideas tailored to your account. (2)
Help - What new features does the	lifeate over
updated Keyword Tool offer? How do I use the Keyword Tool to get keyword ideas? How do I get additional keyword	Letters are not case-sensitive Search

The Google Keyword Tool will then give you the results of how many people have searched for this specific keyword.

NOTE: You want to look under "global monthly searches" and you want the monthly searches to be **no less than 3,000**.

I am going to use my three examples from above.

I typed in – "losing weight and eating healthy".

The Global Monthly Search shows - at the time of this writing – 3600.

Google AdWords		English (United States)		US Dollar (USD \$)	Report an reave Help
Home Tools -					
					Product
Tools Keywent Tox	Find keywords Based on one or more	of the following.			
	Word or phrase	losing weight and eating healthy			
Include terms (2)	Website	served grouple contripupe head		~	
* Exclude terms (2)		Constraints and the second second			
* Match Types 🕘	E Advanced Options a	nd Filters Lecence United States X	ergeages fright X Dectors	Desitops and isstops	
2 Broad	Search				
Tools Keywood 1000 Trafic Estimator • Include terms () • Exclude terms () • Exclude terms () • Exclude terms () • Match Types () • Only show () AdWords logn information to see the full set of ideas for the updade () Advanced () () () () () () () () () () () () ()	st of ideas for this search.		About this dat		
Help -	Deventiond + View est	not, w			Serted by Robuston + Colum
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	To toting weight a	nd eating healthy	Medium	3,600	
How do I get additional keyword				Go to page 1 Sho	ann mania: 50 💌 (+ + + + + af 1 +
Ideas using categories or related terms?	Keyword ideas (10	01			and the second

This shows that the number is over 3000 so this is good and it could be used as a super niche title for my free gift that I'll be giving away.

Let's go to the next super niche example...

I will type in – "your first website" (without the quotation marks).

The global monthly searches for this keyword are 8100.

Google AdWords		English (United States)	US Dollar (USD \$)	Report
Iome Tools +				
Tools Keyword Tool	Find keywords Based on one or more	of the following:		
Traffic Estimator	Word or phrase	your first website		
* Include terms (2)	Website	www.gougle.com/page.twni		
* Exclude terms ()	Category	Appent	7	
* Match Types (3)		isoly related to my search terms 🛞 ind Filters Locations United States 🗙 Languages	English R Devices Desitions and leptops	
12 Broad 12 [Exact] 13 "Phrase"	Search Sign in with your Adv	Vords login information to see the full set of ideas	for this search.	
Help	Dewnload + Vivin m	vat + Vare the Horse +		Sorted by Re
What new features does the	Search terms (1)			
updated Keyword Tool offer?	E Reyword	Competition	Global Monthly Searches 😰	Loi
How do I use the Keyword Tool to get keyword ideas?	🔄 🖆 your first webs	ite Low	8,100)

This is great! I have enough searches to make this a super niche title of the free gift I'll be giving away.

Let's do the third super niche example...

I typed in – "Tips for a better you".

The global monthly searches for this keyword are only 880.

oogle Adwords		Cirginsi	(United States)	(*) OS DBB (OSD)	9)	
ome Tools -						
Tools Keyword Tool	Find keywords Based on one or more	of the following:				
Traffic Estimator	Word or phrase	tips for a better you				
nclude terms ()	Website	www.google.com/	page Filml			
* Exclude terms ③	Category Apparel *			.w.		
Match Types (2)	Only show ideas clo Advanced Options a		arch terms 🛞 1. United States 🛪 🛛 Languages: English	H Devices Desktops and laptops		
/ Broad [Exact]	Search					
"Phrase"	Sign in with your AdWords login information to see the full set of ideas for this search					
Help	Download + View as I	not + Inra No these				
What new features does the	Search terms (1)					
updated Keyword Tool offer?	E Keyword		Competition	Global Monthly Search	ies 🛞	
How do Luse the Keyword Tool to get keyword ideas?	📋 😭 tips for a bette	ryou	Low	(880	

This will not be a good super niche title to have because there are less than 3000 people searching for this specific keyword or subject matter.

Therefore – **this is not** a good super niche to use.

Do you now see and understand how this process is done? It's really very easy to do once you UNDERSTAND how to do it.

You know – many people make the mistake of not doing this step when they first try to start their own online business and they find themselves constantly struggling.

If you take each and every step – one step at a time – your online business will be just fine. Like I've mentioned before – starting an online business is a process. There is a system to it. There are certain steps that you have to do first.

These steps are called skills. Skills are learn-able. Once you learn a skill – you never forget it!

It's like learning how to ride a bike, learning how to cook, or learning how to drive. Once you know the skills – you never forget them.

The same principle applies to starting an online business. You have to learn the skills first.

So now that you have your niche(s) and super niche(s) – you can then move forward to the next step and that's getting a domain name for your website.

Let's go do that now.

Are you ready ...?



Part 3

Domains, Hosting & Nameservers



There are many different companies that you can go to – to get a domain name. These companies are called **Registrars**.

The most popular of these Registrars are Godaddy and Namecheap.

I personally use Godaddy so we will be using that particular Registrar throughout this section.

Before we get started however – I want to go over some domain name rules you need to keep in mind when choosing your domain name.

Domain Name Rules

There are only a few rules that you want to keep in mind when you are choosing your domain name and they are fairly easy to remember.

Keep your domain name short
 Make it easy to remember
 Don't use anything clever – Keep it simple
 Keep it relevant to your particular market
 Always use dot com (.com)

The reasons for these rules are - many people get stuck at this point and spend hours and perhaps even days trying to come up with a name for their website.

This doesn't have to be if you follow these 5 simple rules.

Keeping your domain name short, easy to remember, simple and relevant to your market helps your visitor to remember your website so they can come back to your site easily without racking their brain trying to remember where it is.

You will also discover that there are many different extensions for a domain name such as .com, .org, .info, .ws, .co, etc. etc.

The .com extension is more widely and commonly used and users are more familiar with it. Plus – it just looks more professional.

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It's a universal extension to begin with so try your best to always use this instead of the others.

Okay – Let's go get a domain name...

In your URL address bar type in – www.godaddy.com and hit "Enter" on your keyboard.



You will then be brought to the GoDaddy main web page.

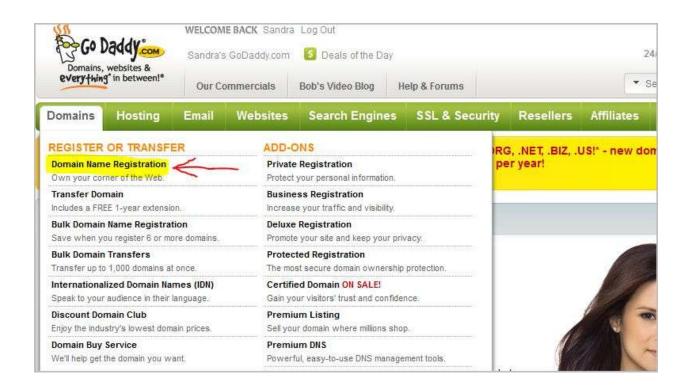
Here you will need to create an account if you don't already have one.

Just click on the "create an account" link and follow the online instructions.



Once you have an account – you can hover over the "domains" tab at the top left of the page and a drop down box will appear.

In that drop down box - select "Domain Name Registration".



You will then be brought to a page that will allow you to type in a name to do a search to determine if that name is available.

In the search box – type the name of your niche that you chose earlier.

For example: I typed in "losingthepounds" (without the quotation marks)



REMEMBER here – try to have a name that is relevant to the niche you are getting into. Remember when we went through researching a profitable niche to get niche ideas?

Example: The "Losing Weight" niche – could be – "weightlossbasics", or something like, "countingcalories", or maybe even "losingthepounds".

These could be super niche ideas that you got from researching your profitable niche ideas – you know - the titles of some of those chapters we looked at.

I think you get the idea here.

Godaddy will then tell you whether or not that particular name is available.



If your name IS available - then continue with registering your domain name by proceeding through to the checkout.

NOTE: You will have the opportunity to choose how long you want your domain before renewing it. You can choose from 1 to 5 years. Choose 1 for now. Later on you can always choose 2 years or more.

As you proceed through to the checkout – Godaddy will make you many different offers. **YOU DON'T NEED THESE** so don't buy any of them.

We are trying to make it as inexpensive for you as possible at this point so just keep continuing to the checkout.

Once you have bought and registered your domain name – Godaddy will send you an email with the information of your transaction.

You need to save and keep this in a safe place.



What I usually do is – I save it to my Desktop as a text (.txt) document in Notepad for the time being.

You now have a domain name and it's YOURS!!

Hooray!!



How about we take a break for right now? Sound good to you? Let's say we take about 10 minutes or so...

I'm going to go grab a coffee and stretch my bones. I'll see you back here in 10!



Okay...!

Are you ready to continue...?

I'm excited here!!

Are YOU...!? You should be!!

Getting a Hosting Account



After getting your Hosting account – you will begin to feel as though things are taking shape.

Just keep in mind that these steps are some of **the basic web skills** that are important and you <u>WILL NEED</u> to know and understand in order to get started with your online business <u>correctly</u>.

Let's do this...!

Now – like registrars - there are many different hosting companies that are available on the web for you to choose from. With this said – I use **Hostgator** so we will refer to Hostgator in this eBook.

In your URL address bar type in – <u>www.hostgator.com</u> (without the quotation marks) and hit "Enter" on your keyboard.



You will then be brought to the Hostgator homepage. Click on the "Web Hosting" tab at the top of the page.



Okay - so far – so good...

You then will be brought to the web page that shows different web hosting plans. For now – all you will need is the "Hatchling" plan. Later on – you can invest in the "Baby" plan when you have more than one domain to host.

et Started with Ho	ostGator Web Hosting	Today!
» Hatchling Plan	» Baby Plan	» Business Plan
Single Domain UNLIMITED Disk Space UNLIMITED Bandwidth Shared SSL Certificate	UNLIMITED Domains UNLIMITED Disk Space UNLIMITED Bandwidth Shared SSL Certificate	UNLIMITED Domains UNLIMITED Disk Space UNLIMITED Bandwidth FREE Private SSL & IP FREE Toll Free Number
Starting at \$3.96/mo*	Starting at \$6.36/mo*	Starting at \$10.36/mo*
P Compare All Hosting Plans	P Compare All Hosting Plans	P Compare All Hosting Plans

Make sure you open the drop down menu and select your choice of a monthly payment. **The \$3.96/mo. is for 3 years – not 1 year** so make sure you choose the right amount of years for yourself.



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Once you have chosen your hosting plan – click on the "Order Now" button.

In the next window you will type your domain name in the "I Currently Have a Domain Name" box and then click "continue to step 2"

Continue through the order process filling in all your necessary information and finalize the purchase of your hosting account.



Hostgator will then send you an email with all your hosting account information. You will want to **save this information** in Notepad as a text (.txt) document and place it on your desktop.

DO NOT LOOSE THIS INFORMATION!!!

You can even save it to the Notepad text document that you saved earlier that contains your Godaddy

information.

This way – your registrar AND hosting account information for your domain name are all in one place.

You now you have a Hosting account!! 🙂

It really IS easy isn't it? Like I've said before – once you learn a skill – you will always know it. It will become a second nature for you to do.

Learning how to start an online business takes lots of work in the beginning but once you have it all set up – you never have to do it again.

It makes a whole lot of difference when you are shown HOW to get started doesn't it?

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I am the type of person that needs to be taken by the hand and shown exactly what to do, where to go, HOW to do it and in what order to do it in.

Does this sound familiar to you?

Let's continue...

Nameservers

What is a Nameserver?

A nameserver simply links your host - with your registrar.

You will need to link GoDaddy with your hosting via nameservers.

Changing Nameservers in Your Registrar

Now – you remember me telling you to save your hosting account information that you received in your confirmation email when you bought your hosting account?

Well – you are going to need that information for this next step so get it out and ready to use.

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Make sure you copy your nameserver (ns) information before going to the next step.

Just highlight your information – right click on it and select "copy".

We are going to **go back to GoDaddy** (this is your registrar). Once you are signed into your account – click on "Domain Manager" on the left hand side.



You will be brought to a web page that lists all your domain names that you have bought. If you are just starting out and you only bought one domain name so far – then you will only see that one domain name listed here.

Find your new domain name and click on it.

Doing so will take you to a page that gives all kinds of information about your domain name. On this page – hover over the "nameservers" icon at the top and select "set nameservers.

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Organize	Locking	Cash in	Upgrode	Renew	Forward	Contact	Nameservers	Account Change	Delete Selected

A smaller window will appear on your screen. See the image below. You will then tick the statement that reads, **"I have a specific nameservers for my domains."**

Under that – there are four boxes with titles that read, "Nameserver 1:", "Nameserver 2:", "Nameserver 3:" and "Nameserver 4:"

What you want to do is delete the first two Nameservers that are in the first two boxes.

lameservers			
	us (you have a hosting account with ard your domain, we will automatically these domains.		* Required by the second secon
I have specific nameservers			
Nameserver 1: *	Nameserver 2: *	Nameserver 3:	Nameserver 4:
NS33.DOMAINCONTROL.COM	NS34 DOMAINCONTROL COM		
Add more Manage DS Records	17 lete		
	ок	Cancel	

Now –

Remember I told you to copy the saved hosting information that you have in your email from your hosting company?

You should have ns1 and ns2 nameserver information that your hosting company sent you in that email.

You will now paste your ns1 and ns2 information that your hosting company sent you - in the nameserver 1 and nameserver 2 boxes that are located in your Registrar.

In the first box paste your ns1 information and in the second box paste your ns2 information.

Highlight the information in the ns1 box – right click and select "paste". Do the same in the ns2 box.

			* 8
	h us (you have a hosting account with vard your domain, we will automatical		Did You Know?
D I want to park my domains.			Domains using our nameservers benefit from our workdwide DNS presence through Anycast DNS.
I want to forward my domains	Learn More		
I have a hosting account with	h these domains.		
I have specific nameservers	s for my domains.		
Nameserver 1: *	Nameserver 2: *	Nameserver 3:	Nameserver 4:
NS33.DOMAINCONTROL.COM	NS34.DOMAINCONTROL.COM		
Add more Manage DS Records	Inte . R	eplaceL	Jith New

Make sure everything is spelled and typed correctly. If it is – click on the "ok" button.

That's it! You are done changing your nameservers.

Once you complete this step – you are ready to start creating your website!

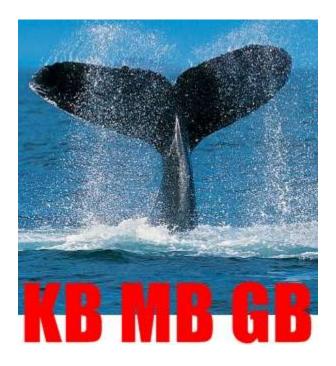
I am very proud of you coming this far!

Congratulations on a job well done!!



Part 4

Understanding Images & File Sizes



It's important that you understand images and their file sizes because many people who create a website for their online business - don't understand WHY they are important to understand.

Many people think that all they have to do with an image on their website is grab and stretch it to the size they want.

This is not the correct way to resize an image.

Images and File Sizes

There are two types of files:

1) JPG – JPGs are more commonly used on websites because they are usually smaller in file size which makes them easier and quicker for your website to load online.

JPGs most of the time - are a photograph.





2) GIF – GIFs are most of the time anything else such as smiley faces, cartoons or animations. JPGs are better in quality than GIFs as you can see here.

File Sizes

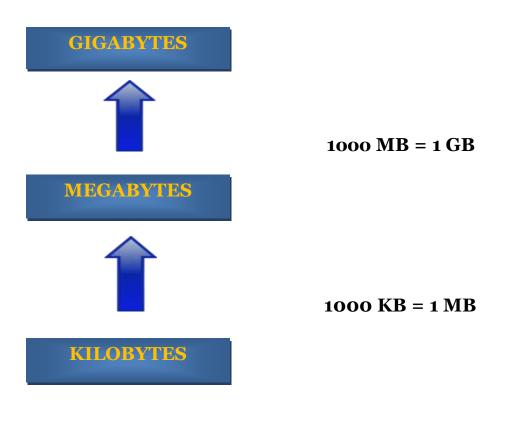
Everything online is of a certain file size.

For example – eBooks, web pages, images, videos, etc.

The size of the file or let's say – the size of an image is measured in either:

Kilobytes (KB) Megabytes (MB) or Gigabytes (GB)

Now – Let's take a look at how they relate to one another.



When people insert an image in a web page – they simply insert it without even thinking of its size.

For example: If you take a picture that is 4MB and insert it on a web page – you will discover that it's just too large and it will fill the entire screen page.

This is why the **SIZE** of the image is so important.

You want to **keep your images as small as possible**. Try to keep them under 100 KB.

When they are over 100 KB – the web page will take forever to load. You want to keep them small when you publish an eBook as well. eBooks are usually about 2 to 3 MB or so.

How Do You Find The Size of An Image?

When looking for an image to insert into your web page – click on your image first to make sure it's the image you want to use.

Close it back up once you are done double checking.

You always want to double check to make sure you have the right image.

You've heard the old adage, "Haste makes waste."



Take your time and you will do just fine.

Now – right click on your image and select "properties". The image property box will show you the size of the image.



-	2435	
Type of file:	JPEG Image (jpg)	
Opens with:	🚳 Windows Photo Gallery 🛛 Chan	ge
Location:	C:\Users\Sandra\Desktop	
Size:	12.8 KB (13,120 bytes)	
Size on disk:	16.0 KB (16,384 bytes)	
Created:	Today, July 24, 2011, 7 minutes ago	
Modified:	Friday, March 25, 2011, 6:47:14 PM	
Accessed:	Today, July 24, 2011, 7 minutes ago	
Attributes:	Read-only Hidden	vanced

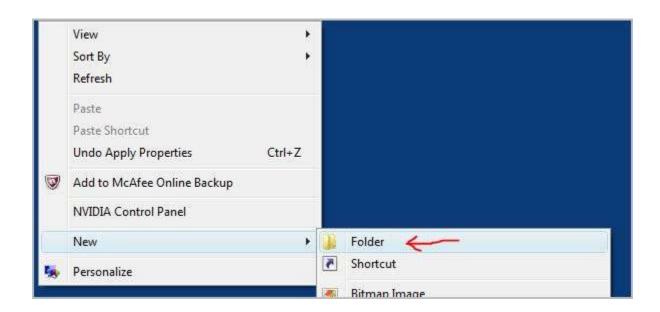
In your image folder – you can use the "view" facility and click on "Details" to view ALL your file sizes in one view.

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File Edit V	ew Tools Help				
🄄 Organize 🥆	Views 🔻 🖬 Đ	plore 📃 Slide Show	🖃 E-mail	🗴 Share 🚿	0
Favorite Links	Name	Date taken	Tags	Size	F
Docu	E 218a			7 KB	2
	E 219a			5 KB	÷,
Pictures	E 220a			5 KB	4
Music	224 a			3 KB	1
More »	225			4 KB	1
Folders 🗸	🔛 225a			4 KB	-
🔒 Publi 🔺	🔛 226a			5 KB	1
	238			8 KB	
Netw	E 238a			3 KB	100
1.000	24 0a			5 KB	÷.
Cont	244			57 KB	1
🔮 Recy	🚬 244a			12 KB	2
EBO(+	249-			S VD	1
EBO(+	· L				5

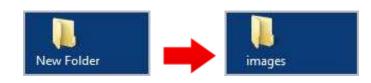
You might want to practice doing this for a while until you feel comfortable and confident with doing it. Find some large images on your computer that are about 2 to 4MB and save a few to your image folder.

REMEMBER – Let it become a second nature for you to do. When you feel you can do this skill like second nature – you then are ready to move forward to the next skill.

If you don't have an image folder yet – just right click on your desktop – select "new" – then select "folder" and then name it "images".







Irfanview



I want to introduce you to your first FREE web tool that you will be using time and time again throughout your development of your online business.

This is a really cool tool that is used often by many marketers including myself. You are going to love it!

You are about to learn another new skill.

What have I said about learning new skills?

Do you remember...?

Whenever you learn a new skill – write it down!



Let's go to Google search and type in "irfanview" (without the quotation marks) and click "search".

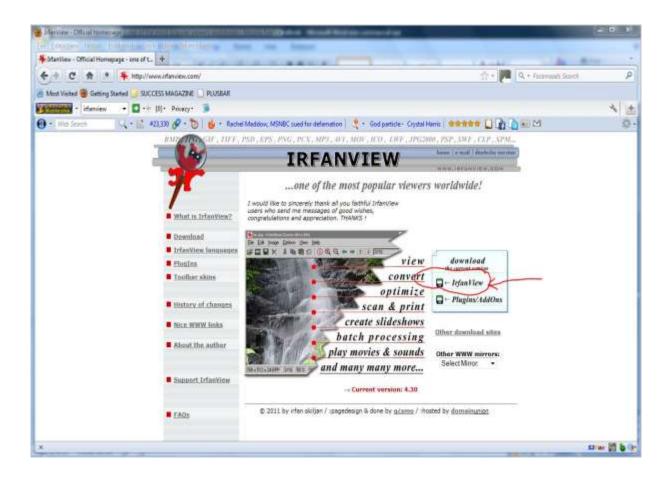
Google irfanview × About 7,380,000 results (0.21 seconds) **Q** Everything IrfanView - Official Homepage - one of the most popular viewers ... +1 9 www.irfanview.com/ - Cached Images Free for non-commercial use, 32-Bit graphic viewer for Win 9x/ME/NT/2000/XP, with multiple (animated) GIF support and Multipage TIFF support. Videos Download InfanView Frequently Asked Questions Rews Plugins History of Changes InfanView Languages Support for IrfanView Shopping Irfan View Toolbar skins More More results from irfanview.com » Download IrfanView - Q - www.irfanview.com/main.download and htm. Cached

Irfanview is usually right at the top of the search engine results. If it's not – it's pretty close to that area.

Click on the "Irfanview – Official Homepage" link and you will be taken to the Irfanview website.



You will see a fairly small light blue box to the right of the center of the page. Click on the irfanview link and save it to your desktop.



Okay...have it downloaded?

We are now going to use this tool to resize an image.

Are you ready...? Cool – let's go!

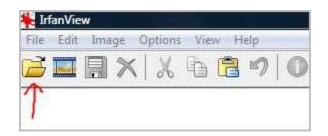
Now if you recall – I mentioned earlier that a very common mistake many people make is thinking they can make an image smaller by clicking and stretching it to the size they desire.

Again – <mark>this reduces the dimensions of the image but NOT the file size.</mark>

So with this said – let's go open Irfanview and learn the skill of how to resize an image correctly. Irfanview is a really cool tool and I use it all the time in my own projects.

Okay – let's begin shall we...?

Once you have Irfanview opened – click on the "open" icon at the top. It looks like a folder.



Select the image you want to resize and double click on it. In the example below – I chose a random large image I had on my computer.

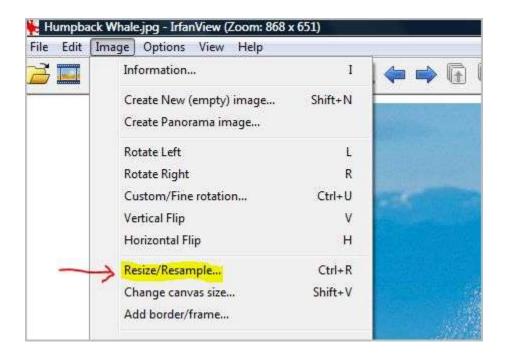
Notice how large the image looks within the Irfanview window. It almost fills the whole window doesn't it?



Now –

Let's go resize this image and make not only the size itself smaller but its file size as well.

Click on "image" at the top and select "resize/sample"



After selecting "**Resize/Resample**" – another smaller window will open.

In this smaller window - you will change the "width and height" of your image.

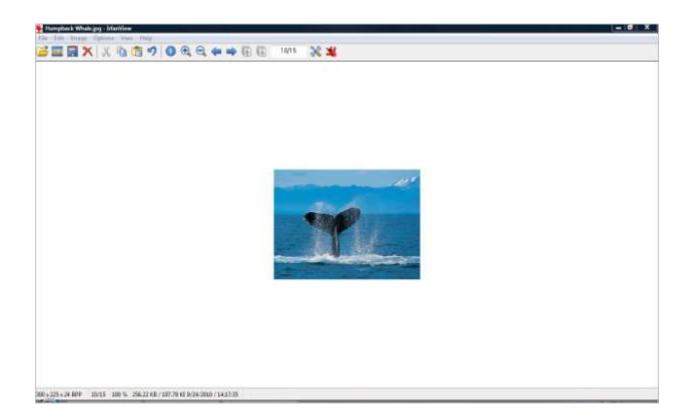
Make sure "**preserve aspect ratio**" is checked.

In my image example below - you will notice the current size and then the size that I changed it to.

Humpback Whale.jpg - IrfanView (Zoom: 868 x 651) ile Edit Image Options View Help The The The The The The The The The The	두 🔿 🕞 😱 10/15 💥 🔏
Resize/Resample image	. 23
Current size: 1024 x 768 Pixels New size: 300 x 225 pixels Set new size: Width: 300 Height: 225 Units: pixels cm inches Set new size as percentage of original: Width: 100 % Height: 100 % Preserve aspect ratio (proportional) Preserve aspect ratio (proportional) Apply sharpen after Resample DPI: 96	Some standard dimensions (pixels): New size: (ratio option used) 640 x 480 Pixels 800 x 600 Pixels 1024 x 768 Pixels 1920 x 1080 Pixels Best fit to desktop Desktop size (no aspect ratio) Half Double Size method: Resample (better quality) Resample filter (enlarging only): Lanczos (slowest) Resize (faster)
ОК	Cancel

Once you have changed the width and height to the size you want -

Click "ok" and Irfanview will resize your image to the new size.



Look at that...! Have you noticed how much smaller the image is now as compared to when we first started?

Do you understand these steps so far?

Good...!

Once you have resized the image to where you want – you can then save it to your computer.

Let's go do that now...

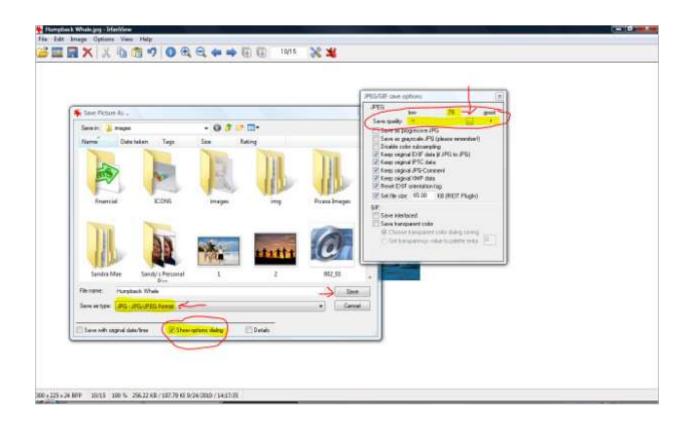
To save your image – click on the file menu at the top and select "save as".

File	Edit Image Options View	Help
	Open	0
	Reopen	Shift+R
	Open with external editor	•
	Open as	•
	Thumbnails	т
	Slideshow	W
	Batch Conversion/Rename	В
	Search files	Ctrl+F
	Rename File	F2
	Move File	F7
	Copy File	F8
	Delete File	Del
	Save (original folder)	Ctrl+S
	Save as ←	S
	Save for Web (PlugIn)	
	Drint	C+rl+D

Once you select "save as" – two windows will appear - a "save as" window and a "jpeg/gif save options" window.

It is important that you UNDERSTAND this next step!

In the save window and at the bottom – make sure "show options dialog" is checked. Doing so will show a dialog box on the right hand side. In that dialog box on the right hand side – you will see a sliding scale of 0 to 100%.



You want to put this sliding scale to your own preference. For the sake of learning here – I put the slider at about 80%. You will have to experiment with this.

What does this slider do for your images?

Well – the smaller the percentage – the smaller the <u>file size</u>. Always start at 100% and go from there to make adjustments.

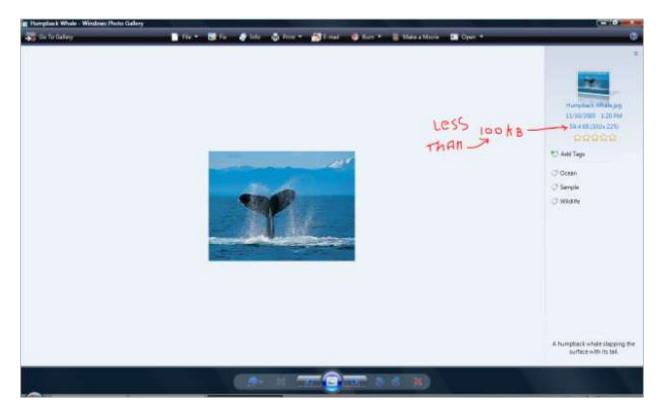
Remember me telling you that your file size needs to be less than 100KB?

Experiment with it and don't worry – you can't break anything. Practice this for a while and you will get the hang of it. Once you get your image to the size you want – click on "save" and save it to your desktop for now.

Make sure the file type is set as a .jpg or .gif.

You then want to go to your desktop and check the new image file size.

Anything less than 100KB is good. Double click on the image and look to see how it looks.



If you think you need to resize it again – just repeat the process of resizing your image in Irfanview. Like I've mentioned before – experiment with your images.

Practice, practice, practice!!

Part 5

Housekeeping – The Golden Rule



Now before we go creating anything – there is an area that I would like to go over with you. **It is just as important as anything else you do here**.

I want to talk with you about housekeeping. This is something many people do not do and they then find themselves searching around on their computer because they don't remember where they saved their information.

This can lead to frustration and also take some of your time up with what it is you are trying to achieve. It causes you to lose focus and we don't want that to happen.

So...

Let's just go through this very quickly and then we can continue to move forward.

Remember – this is just as important - so - get into the habit of doing this!

The first thing you want to do <u>before you create anything</u> is – **create a project folder on your desktop**.



Doing this will help you to stay more organized with the project you are working on and help you locate all your files with ease and avoid you having to search everywhere on your hard drive for the information you will need for your project.

So in other words – <mark>everything you want to use for your website **MUST** be saved **IN THE SAME FOLDER.**</mark>

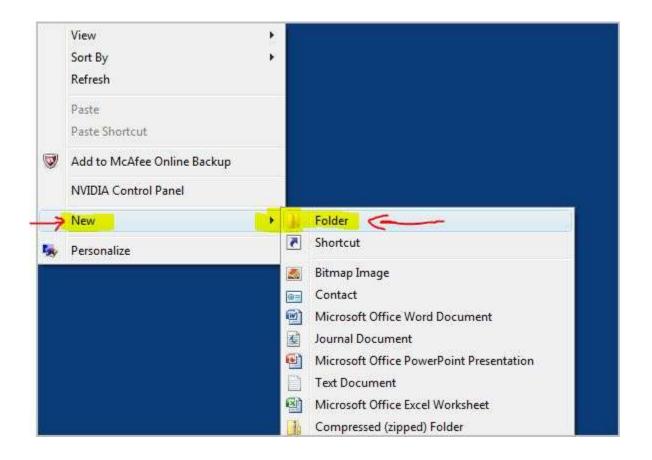
Things such as your images, your index page, your thank you page, your download page and other pertinent information related to your work.

Don't worry here – you will discover what all these things are in a few moments time from now.

Let's go and create a project folder first so we have a place to save all our work.

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On your desktop – right click your mouse. You then select "new" and a sub menu appears. In the sub menu – select "folder".



You then rename the new folder with whatever the name of your project is.

For example: In my first ever project – I renamed it as "www.mywebsite.com".

Remember – keep ALL your images and files that pertain to your project in your project folder.

Part 6

Creating Your First Website



Are you excited yet...!? Bet you never thought you would get to this point of the eBook, eh...!?

You should be pretty psyched by now!!

So by this time – you should have decided on what your niche and super niche are going to be. If not – that's okay.

However –

You **WILL NEED** to make your decision **BEFORE** doing this next new skill.

Let's just recap here before we really get started.

₩ We researched and found a profitable niche

🖉 We bought a domain name

We bought a hosting account and changed our nameservers at our registrar

₩ We created an image folder and found some images that are relevant to our niche

✓ And - we created a project folder so we can place all our images and files in that folder so they will be easy to find.

If you haven't done any of these steps - do them now before continuing.

Once you have completed them – you will be ready to learn the next new skill of creating a website.

Remember – you want to know and UNDERSTAND each and every step as though it is a second nature for you to do before continuing to the next step.

If you are confident and understand each step up to now then – we can continue.

HTML Files and Your First Web Page

Did you know that you can design your web page on your computer at home? To do so however – you will need to use a web editor called **Kompozer**.

All web pages are HTML files.

We are going to use an HTML editor to create web pages and that involves learning more new skills!

But before we learn this new skill – you need to download it to your desktop. Don't worry here – this won't cost you anything because **it's FREE!**

FREE is always good right?!!

We will download the HTML editor known as Kompozer.

Go to Google search and type in the word Kompozer and hit enter on your keyboard.

Click on the first link on the results page and you will be taken to where the download is.



Discover How To Create A Profitable Web Business – Starting Today! <u>http://internetmarketingacademics.com</u> Click on "download" and save it to your desktop.



Okay – are you ready for this...!?

Then let's begin...!

 \odot

Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com This is the "meat and potatoes" of your business. Open Kompozer and close the "tip of the day" box.



Now – what you want to do is click on "insert" at the top of the menu bar.

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Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com After clicking on "insert" – click on "table". The "Insert Table" box will appear.

In this small window you will see a bunch of small boxes in it.

You want to make sure you only highlight one box.

When highlighting the boxes – you will see that they turn the color blue.

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OK Cancel		

Once you have **<u>one</u>** box highlighted – click on the "precisely" tab.

Under this tab you will see the size, border and advanced edit.

Change the width value to 750 pixels.

A standard width size for this table - for a website - is about 750.

Ignore the other entries and click "ok".

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A table will now appear in your editor and will be to the left of the editor screen.



Click on the "center" icon at the top to center the table.



Just for the sake of learning here – if you have a header image – you can click inside the table and click on the "image" icon at the top.

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An "image properties" window will open.

Click on the little folder icon to the right – under "image location" and look in your image folder (it's in your project folder – remember?).

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Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com Double click on the image that you want to use and make sure that "Don't Use Alternate Text" is ticked.

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Then click "ok". TahDaa!! You now have a header image on your web page.

Next – hold the "shift" key down while hitting "enter" on your keyboard to expand the table so you have some space to work in.



Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com Okay – so far so good...

Let's **save** your work and **rename your page**.

Click on "format" at the top of the page and select "Page Title and Properties".

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New Open Save Body Text Variable Width	<u>F</u> ont Si <u>z</u> e Text <u>S</u> tyle Text <u>C</u> olor <u>W</u> riting Direction	• or L
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Give your website a title and click "ok".

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Last Modified:	Unknown	
Title:	My Test Website	
Author:		
Description:		
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Character set:	ISO-8859-1	Choose a charset
Advanced users: -		
To edit other conte View Menu or Edit		, use "HTML Source" in the
<u> </u>		OK Cancel

Now – if you want the page you are creating to appear when someone types in your domain name – you will have to **save that file in your HTML editor as index.html**.

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For example: The page I want to appear when someone types in www.mytestwebsite.com – that page would have to be saved as index.html in your html editor.

The ending of your created page will automatically go to .html or .xhtml.

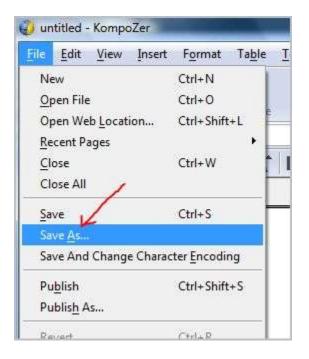
For example: If you create a web page named "mytestwebsite" – it will look like mytestwebsite.html.

When you create a homepage or when you create your very first page – you call it index.html.

Now – after you give your new web page a title – you can then save your page.

This is what you do...

Click on "file" at the top of kompozer and select "save as".



Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com Next – the "save page as" window will appear. You will then need to fill in some information in the "save as" window.

In the "save as type" box – click on the drop down menu arrow and select "all files".

In the "file name" box you type in index.html (all in lowercase letters) then click "save".



Save your index.html file to your project folder.

Now if you look at the top of your editor – you will see the title and file location of your web page.

In this example – it's "My Test Website" and the file location is "index.html.

ile	Edit	View	Insert	Format	Ta <u>b</u> le <u>T</u>	ools <u>H</u> e	lp	0	1000
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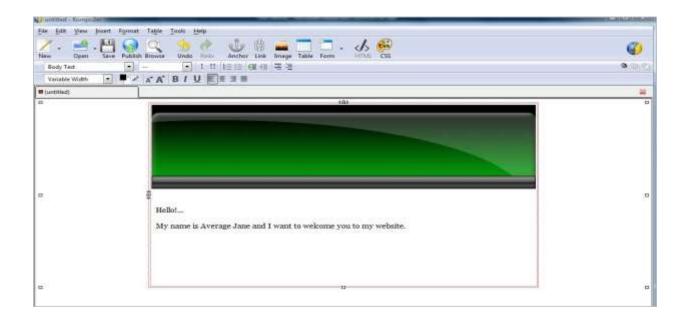
A note worth mentioning here – You want to eventually make the title of your site to something relevant to your web page.

For example:

If your site is about dog collars – then you will want to give it a title that pertains to dog collars – such as – best dog collars or studded dog collars or small dog collars – get the idea here?

Okay – let's continue adding stuff to our web page. Let's type something into our web page.

Hit the "space" bar twice to bring your text a bit away from the edge of the table. It makes it look a little neater and cleaner. Type something.



Let's say you want to insert another image. Do you remember how to do this?

You insert your image the same way you inserted your header image.

If you don't have a header image – you can go to Fiverr.com and have someone make one for you for 5 bucks.

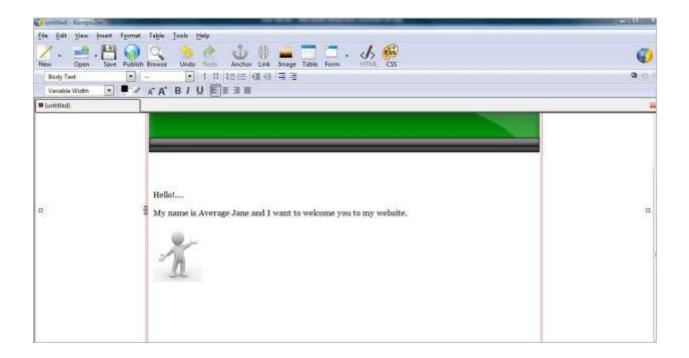
For the sake of learning – let's go and insert another image on the page we are working on in this eBook which already has a header image.

Back in Kompozer -

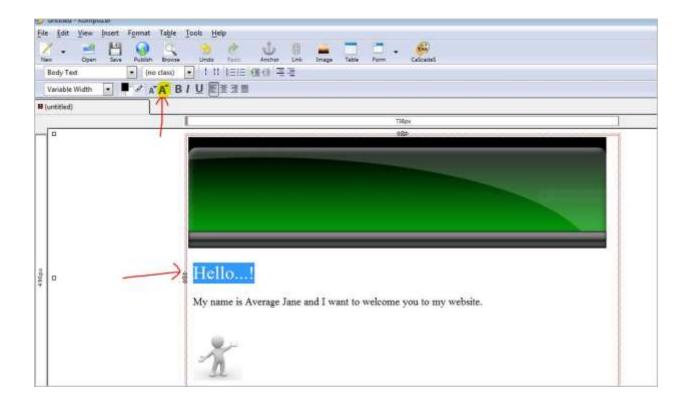
We have a green header image and some text typed on the page. Let's insert another image. Click on the "image" icon at the top.

Click on the small folder icon and select an image from your project folder.

Make sure the "Don't Use Alternate Text" is checked then click "ok". Your web page will now have a little more substance to it.



If you want to make some text bigger – you can highlight the text you want to make bigger and click on the "larger font size" icon at the top.



You can also make the text "bold" by highlighting the text and clicking on the "bold" (**B**) icon next to the "larger font size" icon.

Experiment with all the functions you have in Kompozer and familiarize yourself with everything you can do with your web page.

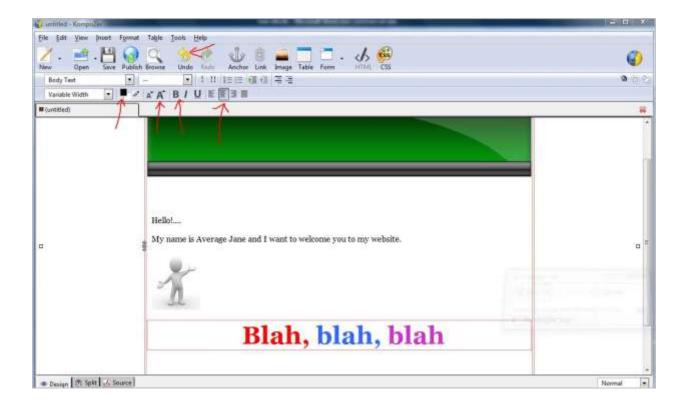
You can center your text as well by clicking on the "align center" icon at the top.

You can insert bullets too. If you highlight a piece of text on the page you are creating – you can then click on the "bullets" icon at the top.

You can also change the color of your text by highlighting and then clicking on the "choose color for text" icon at the top.

You don't have to worry about breaking anything.

If you make a mistake just hit the "undo" icon at the top.



Remember – save your work every time you add something to it.



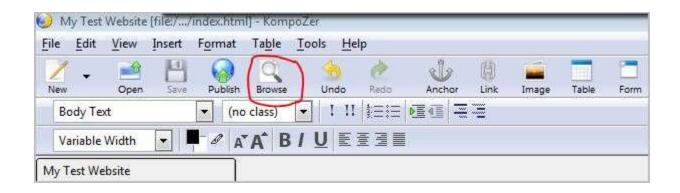
One thing I really like about Kompozer is that you don't have to be online in order to view what your web page will look like online.

It's really cool to be able to view your work as you go along before actually publishing it to the web.

If you want to see what your web page will look like online – you can click on the "browse" icon at the top.

Let's go do that now...

As you go along adding various things to your web page and after you save your work – you can click on the "browse" icon at the top to see what your web page actually looks like online.



Let's look at what we have so far...notice in the URL address bar - the index.html?



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Pretty cool, huh? Now you know how to create a web page with your html editor!

What I would like you to do is practice, practice and practice more until you feel fully comfortable using this tool.

You will be using it often and what may take you hours to do when you first start out – after a time – you will be spitting out web pages within minutes.

Are you beginning to get excited yet!?



You should be!! The work you do here will begin to feel like it's all becoming more real than before.

You now know more than most people do about this business.

It all is very really easy as you can see. When it's broken down in steps – it's easier to understand and do.

So now that you have learned a few skills here and understand them – you can implement them to get started in this exciting and fun business.

So hop to it and begin practicing. Practice until you feel fully comfortable and confident with what you are doing. Let it become second nature for you to create a web page.

Remember – you are not in a race. Every person has a different learning curve and I want you to know that if it takes you a week to learn one skill – that's okay.

Take your time and don't move forward until you are confident with understanding a particular skill.

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It's better to go through it all at your own pace – rather than struggle with keeping up with everyone else that may also be learning. If you rush through it then you will miss something and find yourself wondering what went wrong.

Now – **if you want to create more than one page** so you have a few pages on your website – you will click on the "new" icon at the top and a new blank page will appear under a new blank tab.

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When you get through adding and inserting the type of information and images you want on your new page – you want to give your second page a title and save it as an index1.html.

Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com Notice the number one (1) typed in after the word index?

Your third page would be saved as index**2**.html.

Your fourth would be index**3**.html and so on and so forth.

OR – if you want a page that contains information "about" your business then – you can save it as - about.html.

If you want to create a "thank you" page – then you will save it as – thankyou.html.

And – if you want to create a download page – you would save it as – download.html.

Get the idea?

It's also important to make sure you link every page you create – to a web page that you already have created.

Once you feel that you have all the pages you need on your website – it's time to learn how to link them all together.

Websites can have anywhere from 1 web page to hundreds of web pages within their sites.

It all depends on what it is you are marketing and what your web business is all about.

Linking the Pages All Together



In order to get all your pages linked together – you will need to use – what is called **internal links**.

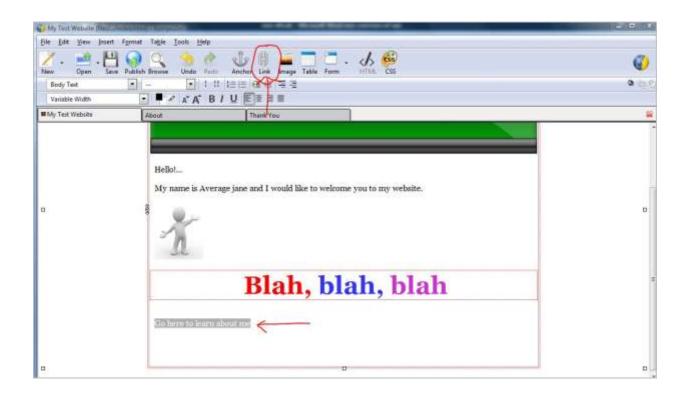
An **internal link** simply links to another page within your website.

To do this – open Kompozer and open your index.html.

Locate the text on your index page that you want to use - to link within your website and highlight that text.

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Click on the "link" icon at the top of your editor and a "link location" window will appear.

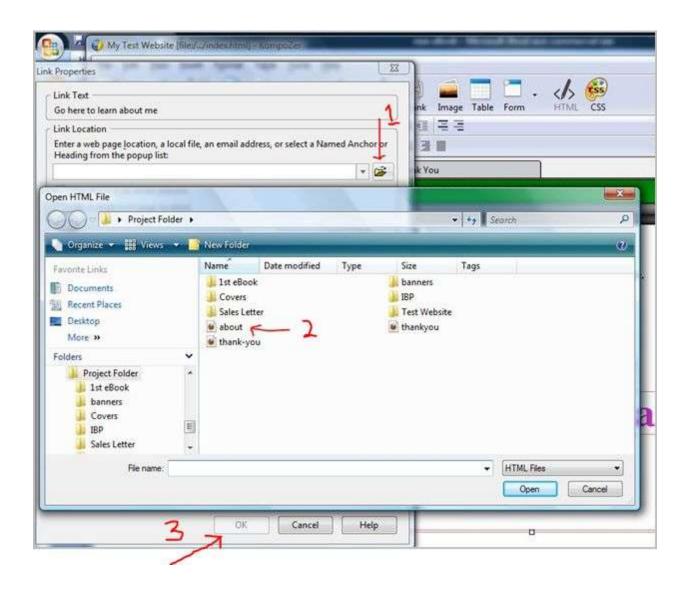


Click on the little folder icon (#1) and select the page (that is located in your project folder) you want to link to.

For example:

Let's say you want to link to your "about" page. You want to double click "about" (#2) in your project folder then click "ok" (#3).

See the image below...



Save what you did – click the browse icon and click on the link to make sure it works properly.

You can then select the next set of text and do the same thing – only this time – let's say you want to link your "thank you" page.

Simply highlight the text you want to link to your "thank you" page – select "thankyou.html" and then click "ok".

Save your work and click on "browse". Test by clicking on the link to make sure the link works and brings you to the "thank you" page.

Always test, test and test everything you do - to make sure it all works properly.

I just wanted to mention linking here being that I touched on creating more than one web page.

So – are you ready for some more...!?

That's right...there's still a bit more for you to learn.

I want to cover something here that many beginners get confused about.

What we are going to get into now is – **Zip Folders**.

Many beginners don't realize that once they unzip a file – they can delete the zipped file they unzipped.

Let me explain below...

PART 7

Understanding Zipped Folders

Zipped Folders

What is a zipped folder?

A zip folder allows you to download large files or a lot of files with ease.

The files inside a zipped folder are compressed meaning – when you download them – they download quicker.



When clicking to download a file that is zipped – you save it to your desktop.

Once it's on your desktop - here's what you do...

Different computer operating systems differ slightly.

I use a laptop with Vista – so this process may be slightly different on your computer but the process is very similar.

Right click on your zipped folder and a menu window appears. In the menu window – select "Extract All..."

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(Extract All	
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	Share	
8	Add to new encrypted archive Add to existing encrypted archive	
	Send To	•
	Cut Copy	
	Create Shortcut Delete	
	Rename Properties	

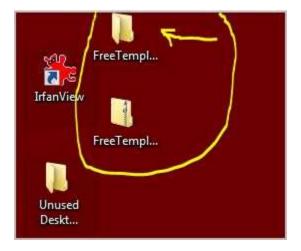
This will open an "Extract Compressed (Zipped) Folders" window.

See the image below



Click on the "extract" button and the folder will then "unzip" the zipped files and place the unzipped file on your desktop.

Once this step is completed – you can then delete the "zipped" file folder.



Zipping Files

To zip a file or to zip many files into a single folder – place all the files you want to have in a folder – in a newly created folder.

Rename the folder so you know what it pertains to.

In my example below – I named my new folder "My Project Test".

Right click on your newly named folder and select "Send To". You then click on the zipped folder icon that reads "Compressed (zipped) Folder".

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	Open as Notebook in OneNote		
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	Share		
	Scan		
	Shred		
8	Add to new encrypted archive		1
8	Add to existing encrypted archive		6
	Send To	•	Compressed (zipped) Folder
	Cut		Desktop (create shortcut)
	Сору	B	Documents
	Create Shortcut	9	Mail Recipient
	Delete	5	WinSCP (for upload)
	Rename	2	DVD RW Drive (E:)

Discover How To Create A Profitable Web Business – Starting Today! http://internetmarketingacademics.com It will instantly zip your files into the folder and place it on your desktop.

That's it!

WHEW...!!!

So much information!

How about taking a short break for right now to stretch our legs a bit? Grab yourself a cup of coffee and I'll see you back here in 10!

Sound good to you...?! Hmm – I thought so.







How you feeling? Are you doing okay? Staying focused?

Good...let's continue.

PART 8

Super Niche and PLR

What we will do now is take a look at our super niche and create an eBook that we can give away as a free gift.

So now the question is – how in the world do I create an eBook from this super niche title?

There are two main ways to have an eBook created:

- 1) Create it yourself takes quite some time
- **2)** Use PLR pre-created content

What is PLR? PLR is pre-created content that you can legally put your name on as the author or the creator of the content.

So – if someone created an eBook in your particular niche – you can get this eBook – and put your name on it as the author and then – it's yours.

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You can change the image of the eBook cover and the design of it and brand it as your own product.

Be very careful! – be careful of bad PLR. It can be outdated or old so make sure you check the date on it and make sure the content is up-to-date.

A very good place to find good PLR is the Master Resale Rights website.

Let's go there now...

www.master-resale-rights.com



This is a gold mine of quality pre-written content that is organized by niches that you can use as content, rebrand and put you as creator.

If you notice – there are quite a few menu tabs at the top and when you hover over them – they will show you other various subjects within that category.



Let's say for example that you are in the Internet Marketing niche and your super niche is in the "beginners" niche.

Hover over the "Marketing" Menu and a drop down window appears where you will see different types of "Marketing".

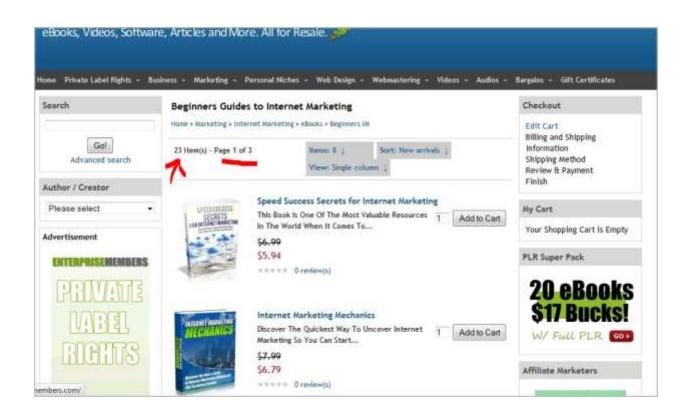
Let's hover over "Internet Marketing". You will see another drop down window with "Audios, eBooks, Software, etc.

If we hover over "eBooks" for example – you will see various other niches within that particular category.

Look here...there's something there for "Beginners"!!



Let's click on "Beginners IM" ...



It shows that there are 23 items or 3 pages of items that pertain to "Beginners IM".

You can purchase a couple of these eBooks – redesign the cover – jiggle the content around a bit – take some content from one and add to another – type in your own introduction and ending – give it your own personality and whalah...!

You have your own eBook that you can put your name on as the author or creator!

You only need to do this once. You then can start generating traffic to it.

Pretty cool and easy wouldn't you say!?

This really floored me when I first discovered that doing this is perfectly legal.

You can easily create your own eBook to give away as your free gift – OR you can sell it for a small cost and make a little money in the process.

This PLR doesn't really cost much at all. You would certainly get your investment returned if you did sell your eBook.

Let's just take some numbers here for an example.



Let's say you have 30 people on your list and you promoted your eBook to that list and 17 people buy your eBook for \$17 during the first week of promoting it.

\$17 x 17 = \$289

That's \$289 in one week.

Just imagine what you could do if you had a bigger list and went out to the forums, social media sites, guest blogging, and used other

forms of generating traffic to promote your eBook.

I'm being seriously honest with you here – you CAN make money online and this is only touching the tip of the iceberg.

This is a very powerful way to build your list. It is true when they say that the "money is in the list".

Furthermore – the bigger the list – the more money you will make.

So I can't emphasize this enough here – the amount of work you put into your business will determine the results you get out of it.

PART 9

Understanding FTP



We are now going to go over **FTP** and that means you will be learning another new skill.

What is **FTP**?

Let me explain it this way...

At your hosting company – everything you upload – has to go into a certain directory.

This directory is called – **public_html.**

In order to be able to upload from your computer at home - you need to download and install an **FTP Client**.

This FTP Client is called **Filezilla**.

So let's go download and save it to our desktop.

Filezilla



Go to Google search and type in "filezilla" (without the quotation marks).



Click on the first FileZilla link you see in the search results page and you will be directed to their download page.

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About 11,200,000 results (0.06 seconds)	Advanced search
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THIS IS IMPORTANT...

There are <u>two different</u> downloads on their download page...

Make sure you download the correct FTP. You want to download the FTP <u>CLIENT</u>.



When you are asked – save the download to your desktop.

Once FileZilla is downloaded – double click on the desktop FileZilla icon to complete the installation.

Once you have it installed – you are ready to use it.

Now – before we continue here – I just want to let you know that when you open this tool – do not be intimidated by it or become overwhelmed.

I do understand if this happens. It's a normal reaction with the beginner and for anyone who has never used it before.

We are going to go through it together - step by step – so you will learn and understand how to use it.

After we get through - you will be amazed at how easy it really is to use.

Okay – here we go.

Double click on the FileZilla icon that's on your desktop to open FileZilla.

You will see what looks like the image below. <u>You will need to be online to</u> <u>use FileZilla</u>.

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FileZilla Explained



In referring to the image on the previous page above – the **left side** is where your local files are (whatever you have on your computer at home).

The **right side** is the **remote** files. This is what you have uploaded (what you have uploaded FROM your local files) – these are files on your **host** server.

Do you remember when you bought your hosting account? You were sent an email with some important information containing your domain name, username and password?

You will need this information for FileZilla.

In the host field you will be typing in your domain name but – **instead of** typing in the www – you will type in ftp.

So – in the hosting field – you will type – ftp – dot – your domain name – dot com.

You type this all in lower case letters.

Thus – it will look like this:

ftp.yourdomainname.com

Enter your username and password – leave the "port" field empty and click on "quick connect".

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3 directories			Not connected		R		a)
Server/Local file	Direction Remote	63	Size Priority	Galue			8

Now – on the left side towards the top – you will see "local site:"

In the area just below "local site:" – you will see your various local files listed such as "desktop", "documents", "computer", etc.

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≝ C: D: (RECOVERY) E:		cal Disk			.pearrc	554	PEARRC File	6/17/2011 10:0	0644	593

Click on the "desktop" icon. This will open up all the files located on your computers desktop.

Local site: C:\Users\Sand	ra\Desktop\			-	Remote site: /					
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📗 Plain	\sim	File Folder	8/1/2011 1:05:23 PM		.htaccess	964	HTACCESS	7/21/2011 12:5	0644	5958
NowerPoint		File Folder	8/1/2011 9:11:51 AM		ftpquota.	16	FTPQUOT	7/1/2011 10:17:	0600	5958
퉬 Project Folder		File Folder	7/30/2011 1:18:00	Ŧ	.contact	31	CONTACT	9/20/2010 11:3	0600	5958 🗏
]] Unused Desktop		File Folder	8/1/2011 1:10:58 PM		www		File Folder	9/20/2010 11:3	0777	5958
GArtisteer 3.Ink	920	Shortcut	6/7/2011 10:37:27		退 tmp		File Folder	6/17/2011 10:0	0755	5958
desktop.ini	664	Configuration	7/29/2011 10:50:14		📕 public_h		File Folder	7/25/2011 10:3	0750	5958
🛠 Free Window Re	842	Shortcut	3/18/2011 10:39:41		📕 public_ftp		File Folder	9/20/2010 11:3	0755	5958
🥌 iexplore - Shortc	869	Shortcut	7/12/2011 8:51:03		🍌 php		File Folder	6/17/2011 10:0	0755	5958
rfanView.lnk	809	Shortcut	9/21/2010 9:22:33	1.00	🗼 mail		File Folder	6/17/2011 12:0	0751	5958
Microsoft Office	2,559	Shortcut	7/30/2011 2:11:35		📕 fantastic		File Folder	4/1/2011 10:11:	0755	5958
G Microsoft Office	2,595	Shortcut	7/9/2011 1:21:54 PM		📕 etc		File Folder	6/17/2011 12:0	0750	5958
Microsoft Office	2,627	Shortcut	7/27/2011 11:52:56		bin		File Folder	6/17/2011 10:0	0755	5958

In the lower left hand side area – scroll through until you see your project folder and double click on it to open the project folder.

You will then see everything you created and saved in that folder including your images.

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🥌 - 🕌 images 🖻 about.html	Filesize Filetype File Folder 1,502 Firefox Docum.	7/23/2011 7:12:54 7/30/2011 1:38:36	- 	554 12	PEARRC File LASTLOGL.	6/17/2011 10:0 7/22/2011 11:3	0644 0600 0644	595 595 595
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- images ebout.html index.html Links.txt	Filesize Filetype File Folder 1,502 Firefox Docum. 1,811 Firefox Docum. 227 Text Document	7/23/2011 7:12:54 7/30/2011 1:38:36 7/30/2011 1:33:57 2/2/2011 1:55:26 PM	- pearrc Jastlogin htaccess Rtpquota .contact	554 12 964 16	PEARRC File LASTLOGL., HTACCESS., FTPQUOT., CONTACT.,	6/17/2011 10:0 7/22/2011 11:3 7/21/2011 12:5 7/1/2011 10:17: 9/20/2010 11:3 9/20/2010 11:3 6/17/2011 10:0	0644 0600 0644 0600 0600	595 595 595 595 595 595 595
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Now – on the right hand side of FileZilla you will see various file folders and other stuff listed. Scroll down to the public_html folder and double click on that folder.

A 1									
Filename	Filesize	Filetype	Last modified	Filename	Filesize	Filetype	Last modified	Permissions	Own
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📙 images		File Folder	7/23/2011 7:12:54	.pearrc	554	PEARRC File	6/17/2011 10:0	0644	5958
about.html	1,502	Firefox Docum	7/30/2011 1:38:36	lastlogin 🗋	12	LASTLOGI	7/22/2011 11:3	0600	5958
index.html	1,811	Firefox Docum	7/30/2011 1:33:57	.htaccess	964	HTACCESS	7/21/2011 12:5	0644	5958
Links.txt	227	Text Document	2/2/2011 1:55:26 PM	ftpquota 🗋	16	FTPQUOT	7/1/2011 10:17:	0600	5958
thankyou.html	1,409	Firefox Docum	7/30/2011 1:39:23	.contact	31	CONTACT	9/20/2010 11:3	0600	5958
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				public_ftp		File Folder	9/20/2010 11:3	0755	5958
				🐌 php		File Folder	6/17/2011 10:0	0755	5958
				🔒 mail		File Folder	6/17/2011 12:0	0751	5958

Once the public_html folder is opened – you won't see much of anything in it because you haven't uploaded anything to it just yet.

In my illustration below – you will see many files listed because I am using my own FTP Client as a teaching tool.

When first starting out however – you will not have much of anything in this folder.

File Edit View Tr		Bookmarks He 🔁 🗽 🛷 🗐	R 7 N						
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lesponse: 226	Options: -a -l 24 matches tota ctory listing succ								
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🇼 images		File Folder	7/23/2011 7:12:54	index1.h	14,352	Firefox Doc	12/13/2010 2:0	0644	5958
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😻 index.html	1,811	Firefox Docum	7/30/2011 1:33:57	Imagean	43,976	JPEG Image	1/18/2011 1:13:	0644	5958
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				header3	12,079	JPEG Image	1/18/2011 2:19:		5958
				footer7.j	10,793	JPEG Image	1/7/2011 12:43:		5958
				footer3.j	6,900	JPEG Image	1/18/2011 2:19:		5958
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				🧶 downloa	8,921		12/13/2010 1:5	0644	5958
				downloa	9.024	Firefox Doc	10/1/2010 12:0	0644	5958

Go back to the left hand side (to your local files) and click and drag your index.html to the right side area – anywhere in the white area.

As soon as you let go of your file – the FTP client will transfer or upload your file to the public_html folder automatically.

This only takes a few seconds.

	+ DowerP	Country of the local sector of the local secto		- -	Public_ft ⊕ public_h	1				, v
Filename	Filesize	Filetype	Last modified		Filename	Filesize	Filetype	Last modified	Permissions	Own ^
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images		File Folder	7/23/2011 7:12:54		index1.h	14,352	Firefox Doc	12/13/2010 2:0	0644	5958
about.html	1,502	Firefox Docum	7/30/2011 1:38:36		🗑 index.html	63,654	Firefox Doc	6/14/2011 11:2	0644	5958
index.html	1,811	Firefox Docum	7/30/2011 1:33:57		🔛 Imagean	43,976	JPEG Image	1/18/2011 1:13:	0644	5958
Links.txt	227	Text Document	2/2/2011 1:55:26 PM		🔝 icon_smi	169	GIF Image	10/1/2010 12:0	0644	5958
🖬 thankyou.html	1,409	Firefox Docum	7/30/2011 1:39:23		🔜 header7	16,950	JPEG Image	1/7/2011 12:43:	0644	5958 😑
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Click 1	D .	011	F .		error_log	7,758	File	7/22/2011 12:1	0644	5958
ruch 4	Drag	9 1-11	Files		🔄 downloa	22,682	JPEG Image	10/1/2010 12:0	0644	5958
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	T-	llore			downloa	8,921	Firefox Doc	12/13/2010 1:5	0644	5958
	ID	HELC			🗑 downloa	9,024	Firefox Doc	10/1/2010 12:0	0644	5958

You click and drag all your files and images in the same way until everything you have created and want online is transferred or uploaded to the public_html folder.

Here's a little trick: Right click on each file you want to upload to the public_html folder and select "upload". The file will then upload to the public_html. This is quicker and also ensures that your files get uploaded completely to the public_html.

See the image below...

Filename	Filesize	Filetype	Last modified	Filename	Filesiz
.		1010 6.0		response	25,36
🌽 images		File Folder	7/23/2011 7:12:54	index1.h	14,35
🜒 about.html	1,502	Firefox Docum	7/30/2011 1:38:36	💽 index.html	63,65
index.html	1,811	Firefox Docum	7/30/2011 1:33:57	Imagean	43,97
Links.txt	227	Text Document	2/2/2011 1:55:26 PM	😿 icon_smi	16
thank-	1.400	Evefox Docum	7/30/2011 1:39:23	🔚 header7	16,95
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📌 Add files to	queue			💽 footer7.j	10,79
Open				💽 footer3.j	6,90
Edit				error_log	7,75
EOR				🔄 downloa	22,68
Create direc	tory			adownloa	9,29
Refresh				downloa	8,92
Delete				downloa	9,02

Once you have everything uploaded – open your browser and type in your domain name and the page you want to check out to make sure it's online.

Let's say you just uploaded your thank you page and you want to check to make sure it's online.

You would type your FULL URL (this includes the http://) in the address bar at the top of your browser and then you hit "enter" on your keyboard.



Your web page would show everything you created on your computer at home – online in your web browser.

Another example:

Let's say you have a domain name called mydogs.com and you have a few web pages called – index.html, index1.html and index2.html.

In your browser URL address bar – you would type in:

http://www.mydogs.com/index.html

Have a look at the web page to make sure everything looks good and works properly.

Test, test, test!!!

You do the same with the other two pages. In fact – you do this with EVERY page you ever create.

If you notice – the http:// - your website address – a forward slash – your page name (index.html) – is fully typed in the URL address bar.

This is called your **FULL URL**.



For your next page – it would be typed and look like:

http://www.mydogs.com/index1.html



The third page would look like:

http://www.mydogs.com/index2.html



When you want to make sure your images show properly – you would type in the URL address bar – http://www.mydogs.com/yourimage.jpg (your images usually will be in .jpg format).



OR – if you have created an image folder inside your project folder and uploaded the image folder itself to your public_html folder – your image address location in the URL would look like:

http://www.mydogs.com/images/rufus.jpg



After checking and testing everything out and making sure it all works properly – you are now ready to begin marketing in your niche.

And how do you begin marketing in your niche?

Well – that's another eBook for me to write later on in order to explain the process. It also goes beyond the scope of this eBook. ⁽²⁾

Remember – you only need to do all this once for each niche you get into.

Once you have completed it all – you never need to worry about it again unless you want to make changes to it.

Let's continue...

Let's Recap...!

We researched and found a profitable niche

✓ We bought a domain name

We bought a hosting account and changed the nameservers at our Registrar



We created an image folder and found some images that are relevant to our niche

We created a project folder so we can place all our images and files in that folder so they will be easy to find

We downloaded the HTML Editor – Kompozer

We created a website for the niche you will be marketing in

We discovered how to create an eBook to give away as a free gift so we can start building our list

We downloaded our FTP Client – FileZilla to our desktop

We uploaded everything we created on our computer at home – to our FTP client – FileZilla

And – we tested our website online to make sure everything looks good and that all links work properly

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So once we are all finished with this – where do we go from here and what do we do now?



Well...

You start building a list of people who are interested in your niche.

Once you have a list of people – you can begin marketing related products to that list.

Building a list of people takes time and is where many beginners start to become discouraged with all their hard work they have put into their website so far.

Remember here – a website is not a business.

It's just your foundation that contains the meat and potatoes of what your business is all about.

Many beginners are under the belief that - once they have a website up online - they will immediately begin making money online.

Having an online business just doesn't work that way.

Starting an online business and keeping one requires hard work in the beginning and lots of tenacity.

Many beginners give up as soon as they run into a problem when something doesn't work quite right.

If anything – you need to embrace any problems you encounter because that's how you learn.

There is no magic button in this business. There is a system to the whole process of getting started with an online business.

I'm getting a little ahead of myself here and will touch on this a bit more a little later on – but for now – let's go over the next step which is – building a list of people interested in your niche.



PART 10 Building A List



So HOW DO YOU - begin building a list of people that are interested in your niche?

There are many different ways you can build a list of people who are interested in your particular niche.

It is a good idea to use more than one method just in case something goes wrong with a particular method and is no longer available for you to work on.



Some of these methods – you will feel comfortable in doing and others may not suit your comfort zone at all.

You will have to try the various methods out for yourself to see which one feels good for you to use.

If you like a certain method – then stick with it until you master it. You then can move on to the next method and work it until you master that one.

You don't have to master all the methods. Only one or two to start out with will do fine.

The methods that may work for others – may not work for you. So go test them out and see which ones work for you.

Now - going over all the different methods here actually requires an eBook in itself with explaining each one in detail. Doing so here would go beyond the scope of this eBook.

However -

To help you out a bit more with getting a better start with building your list – you can grab the FREE eBook – <u>Build Your List and Grow...</u>



The eBook above covers only SOME (not all) of the various methods to building a list but it will get you started nonetheless.

The most widely used method and in my opinion the best and quickest method to build a list of people interested in your niche is – **Facebook**.

To many beginners – Facebook can be intimidating and scary because they don't understand how all of Facebook works.

There are many people out there who give instruction on building a list of people interested in specific niches using Facebook.



Facebook is the best thing since sliced bread when it comes to building a list quickly and easily.

If you don't have a Facebook account yet – get one.

You won't regret it one bit. Once you have your account - just type in the search box at the top of your Facebook Wall page – "list building" (without the quotation marks) and you will be directed to a page that has many different results.

facebook 🙇 💷 🤇	list building	2
	Pages	Search

Refer to the image below to see what results are listed for list building at the time of this writing.



Research through them and see what they have to offer. That's it.

Building your list is vitally important for your online business and is where the "real" money is located for your business. Want to make money online?

Build yourself a list of people interested in your niche.

Once you have yourself a list – you can market other related products to them that are in the "general area of your niche market".

You want to be specific at first to get people to sign up to your list then – market to them – related stuff.

Let's take for example that your specific niche (your super niche) is a free gift such as Your First Website (this is the title of your eBook).

Your list is in the "Internet Marketing" niche.

You will market related products that are relevant to the Internet Marketing niche.

The products you market don't have to always be about "your first website" – but they would be about Internet Marketing" products in general.

Let's look at this in another way to make sure you understand what is being explained here.

Let's say you are in the "Wealth" market and – your general niche is in "Internet Marketing" – your super niche (or your free gift that you will be giving away) is "building a List".

Once you have a list of people (that signed up for your free gift) you can then market products that relate to Internet Marketing (your "general" niche).

You don't have to keep marketing products solely about list building but you can market products that relate to your "general" niche – Internet Marketing.

You can market products or services such as, how to create a website, or how to create an opt-in form, or how to use autoresponders, or online business tools, or Wordpress, or how to use traffic tools and the list goes on forever. Get the idea here?

Once you UNDERSTAND this concept and actually begin to do it – you will find it much easier to achieve.

Below are some different areas you can get into - to build your list:



These are only a few of the many places where you can begin to market your niche.

Each one will give you great exposure and laser focused – targeted people who are interested in your particular niche.

Again – marketing your niche is something that goes way beyond the scope of this eBook.

However – you can always learn more about this at my Internet Marketing Academics Training Course.

Feel free to register and join. It's FREE so you have nothing to lose.

PART 11

Final Words

First of all – I want to kindly thank you for purchasing this eBook and I truly do hope you enjoyed reading it as well. I hope it gives you a better perspective and understanding of all that is involved with starting an online business.

Furthermore – I hope you learned some valuable information here. Starting an online business takes much time to learn and, time with how to do it correctly.

However – as long as you learn the necessary skills, and understand how to implement those skills that are required to getting started online – you will not fail at this business.

Many people who are beginners in this type of business don't always realize that you must UNDERSTAND the skills FIRST before actually making any money online.

The making money online part is easiest and always comes last. It's the last piece of the puzzle.

There are many who begin in this business and - think that all they have to do is get a website up online and the money will begin to flow.

This business does not work that way. There is no magic button. You cannot make money online by the end of your first week or even 3rd week.

It saddens me when people who start out with this type of endeavor get discouraged so quickly and don't really give it time to evolve into something better for them.

Instant gratification will not happen. It takes tenacity. I do understand how frustrating it can be for the beginner because I was once a beginner too.

So you are certainly not alone here.

We ALL were beginners at one time.

We all had to begin at the starting point and we made our mistakes but – we took those mistakes and problems and embraced them because that's how we learned.

Without problems and mistakes – there is no learning.

If you can understand the three main steps (the blueprint) to making money online – and - you can rattle them off immediately if someone asks you what they are – then you will not have a problem with getting started with an online business.

These three steps have to be second nature to you. Learn them and UNDERSTAND them!! **YOU WILL STRUGGLE IF YOU DON'T!!**

As you say these three steps to yourself – see them in your mind - visualize your niche - your list and emailing related products to your list!

What are the three steps again? Do you remember?

Find a profitable niche
 Build a list of people who are interested in that niche
 Market related products to your list

Know these like the back of your hand.

You need to live, breathe, eat and sleep Internet Marketing. Begin changing the way you think – begin thinking like a Marketer.

You'll be amazed at how things around you begin to look.

You will look at them in a much different way.

***** I want to make note here that **this eBook is only an OVERVIEW** of starting an online business. Are you genuinely <u>serious</u> about wanting to get started with an online business of your own? You can register and join my <u>Internet Marketing</u> <u>Academics</u> Training Course for FREE. You will have access to a more detailed step by step – over the shoulder instruction of how to start your own online business so you can begin making money online for years and years to come.****

I will see you there...!

To Your Success,

Sandra Mae

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