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# 1 - Introduction

**Have you ever said to yourself “I wish I could build a Website”**

Since you are reading this eBook it's a good bet that you are interested in web building, and when you have read the material in this eBook you will be able to build and publish a Website without problems.



*How do I build a website?*

Perhaps you wonder "[How much will it cost?](#)"  
The answer is: Less than you think!

Professional Web designers would like to have people believe that Web building is a bit like rocket science or brain surgery, but the simple truth is this:

With a normal knowledge on how to use a word processor and to copy/paste text you can build a Website yourself, and save a lot of money in the process.

And you don't have to worry about designing your site; simply use a [Web Template](#) to get a professional and attractive layout.

You'll soon discover that building and publishing a Website can be both rewarding and fun, so let's get on with it!

Best of luck with your Web building - and see you soon on Internet!

**-o-o-o-**

Before you start working on your Website I strongly suggest that you read all the information in eBook.

Here are some very good reasons [why you should have your own Website](#).

## 2 - Why you should build a Website

### For a business

More and more people use the Internet to find information and to purchase (almost) anything, and you can be certain that if they don't find your site they will quickly find what they are looking for somewhere else - and that could mean lost opportunities and sales for you.



*Turn on the light and let your customers see you!*

When you have a business Website your information and your goods are "on display" 24 hours a day - every day!

If you [sell digital items](#) like software, eBooks, instruction manuals etc. you can easily set up your Website so that people can purchase your items no matter what the time - day or night - and your system can then instantly and automatically deliver the purchased item to your customers without you

lifting a finger.

How is that for easy sales and great customer service!

### For a club or an association

Let your members be up-to-date on coming events, and send newsletters to the members.

Show pictures from the last meeting or outing, and encourage interested people to sign up for membership.

### For private individuals

Share your ideas and thoughts with others, start your very own Weblog (called a blog), and let friends and family in other parts of the world know how you and your family are doing.

Imagine - your friends and family in distant parts can instantly look at the digital pictures from your skiing holiday, or see what a great time your kids had on the beach last weekend.

All this - and much more - is possible with your own Website.

-o-o-o-

Let's have a look at [what you need](#) to build and publish your site.

## 3 - The building blocks



*Your building blocks*

### Preparation

Before you actually start building your site it's a good idea to check that you have all the items you need to build and publish your Website.

Click on the links in the list for detailed information about each item.

- \* Find and purchase your [domain name](#)
- \* Find and purchase [Web hosting](#)
- \* [Change domain name servers](#) (DNS)
- \* Find and download a [Web editing program](#)
- \* Find, purchase and download a [Web template](#)
- \* Find and download an [image manipulation program](#)
- \* Find and download an [FTP program](#) (if needed)
- \* Find [other useful programs](#) for your site

**I strongly suggest that you read all the information in this eBook before you start working on your site.**

-o-o-o-

A good starting point for your project is [finding and securing a domain name.](#)

## 4 - How much will it cost to build a Website?

It is impossible to give you an exact figure for the total expenses as it very much depends on the choices you make.

However, I'll assume that you follow my recommendations for [Webhosting](#) with [Runbox](#), the purchase of your domain name from [GoDaddy](#), and that you buy an \$80 Web template.

I'll also assume that you download a [free FTP program](#) and a [free program for image manipulation](#).

This, then, is the start-up and maintenance cost for one year:

Item	From	\$
Web hosting	<a href="#">Runbox_</a>	49.95
Domain name	<a href="#">GoDaddy</a>	9.95
Image program		0
FTP program		0
Web template	<a href="#">TheTemplateStore</a> / <a href="#">Pixelmill</a>	80.00
Web editing program	evrsoft / NVU	0
<b>Total cost 1<sup>st</sup> year</b>		<b>139.90</b>

The only recurring costs are renewal of you hosting account and your domain name on a yearly basis, so your total outlay for year two will be less than \$60.

## 5 - Domain names

### What they are, and why you need one

When you write a letter to someone you use the recipient's address to be sure that the letter goes to the right place.

Every domain name is a unique "address" to a specific Website on Internet.

If you use [www.sony.com](http://www.sony.com) as your "address" in your browser you'll get - unsurprisingly - to the Sony Website, and if you use [www.ibm.com](http://www.ibm.com) you'll land at the IBM Website.

In the first example **sony.com** is the domain name, and the ".com" ("dot com") ending is called the **Top Level Domain (TLD)**.

Dot com sites are international, and can be located anywhere in the world.

While "dot com" is the best known TLD you can also use other well known TLD's like **.net** or **.org** or **.info**

All countries have their own TLD's, so a domain like [www.panasonic.jp](http://www.panasonic.jp) would be a Japanese (.jp) Website, [www.mercadona.es](http://www.mercadona.es) would be a Spanish (.es = espania) site, and [www.norway.no](http://www.norway.no) would be a site from - yes - you guessed it!

When you look for a domain name for your Website you should try to find a short and meaningful name, preferably a .com-name. Most people find that shorter names are easier to remember!

As I mentioned your domain name is your address on the 'net, and therefore it must be unique, no two domain names can be exactly alike.

Your domain name can consist of letters and/or digits, and you can use one or more hyphens if you like. (Note: I do not recommend using hyphens as I have good reasons to believe that domain names with hyphens will get a lower ranking in some important search engines).

You cannot use special characters like ?\_!#%&, and you cannot use spaces in the name. Domain names are not CaSE SenSitivE.

Here are some examples of permitted domain names (the "links" are not going anywhere!):

[www.12345-6789.com](http://www.12345-6789.com)    [www.12aFp34-for.net](http://www.12aFp34-for.net)    [www.Go-to-My-site.org](http://www.Go-to-My-site.org)  
[www.BestSiteInTheWorld.com](http://www.BestSiteInTheWorld.com)  
[www.THISISALONGDOMAINNAME.com](http://www.THISISALONGDOMAINNAME.com)

The following name formats are not permitted:

[www.mynew site.com](#) (spaces not permitted!) [www.what's new.com](#) (special character ' and space not permitted), [www.hey\\_there.com](#) (underscore not permitted).

You get the idea!

To search for, and register, an available domain name you have to go to a domain registrar on the Internet.

When you find a domain name you like you must register it and pay a yearly fee, and if you pay more than \$10-12 per year you are being overcharged.

Some domain registrars will charge \$15-20 and even more, but for a good deal I recommend [GoDaddy](#) where you always pay around \$10 a year.

Your domain name must be linked to your [Web host's](#) server, so you probably need to [change the Domain Name Server](#) (DNS) record.

Changing Domain Name Servers (DNS) is not a difficult task; I'll show you what you have to do - step-by-step.

**-o-o-o-**

Now is a good time to find [a Web host](#) for your site.

## 6 - Web hosting

### All Web hosting companies are not created equal...

When your Website is ready for publication you must upload all your files to a Web server, and that's why you need a Web hosting provider.

The location of the Web hosting provider you choose doesn't matter at all; it can be in Tokyo, Tampa or Tasmania, or anywhere else in the world.

### Free hosting

It's easy to find free Web hosting, just go to sites like [Bravenet](#), but you should note that most free hosting providers place their own ads on your site.

If you don't mind losing control of the content displayed on your site the free option is a possibility, but you should **never ever** choose free hosting if you intend to operate a business Website.

### Professional ad-free hosting

Paid-for hosting need not be expensive; you can easily find providers what will host your site for around \$8-10/month or \$100-120 a year.

Avoid companies that charge a set-up fee, as this is an unnecessary expense.

One important thing to look for when you decide on your hosting provider is what kind of configuration panel they offer.

The industry standard is called cPanel, and this is the one you want.

The real trick is to find a host with good customer service and short response time when you encounter a problem.

I have found that some Web hosting companies respond to your email support requests in a very timely manner, others take a little longer before answering, and a few seem to have more important things to do than answer questions from stupid customers.

Some hosting providers will let you host many sites for the same low yearly fee, so if you plan to operate more than one Website you should choose one of these.

Based on personal experience I have a couple of favorite hosting providers, and if you sign up with one of them you will be in very good hands.

### [Runbox](#)

It's hard to beat the offer from [Runbox](#).

You get professional Web hosting with cPanel **and** state-of-the-art email service for \$49.95/year.

No set-up fee, 30 days try-before-you-buy, and 60 days money-back guarantee after you sign up.

You can host several sites for the same low yearly price.

The Runbox people have a very friendly and fast customer service support system, and also "Live Help". I have used Runbox for years, and can recommend them without hesitation.

### **Hostgator**

If you choose Hostgator as your Web host you pay \$9.95/month, or 8.95/month on a 2-year contract. No set-up fee. And yes, they use cPanel.

You can host several sites, and they have an excellent support system. Hostgator have a 30-days money back guarantee if you change your mind.

-----

### **A note on Webhosting Accounts**

When you order Web hosting for your site you share a Web server with many other Websites and customers. This is normal, and what I call "Level 1 hosting"

Some Web hosts offer VPS servers, and a virtual private server is an isolated slice of a stand-alone server. Each VPS performs and executes exactly like a stand-alone server for its users and applications. I call this "Level 2 hosting".

You can also order a Reseller hosting account where you can act as a hosting provider and resell free space on "your" server to others.

Finally, and top-of-the-line in the wonderful world of Web hosting is having your very own dedicated server.

A dedicated server is reserved for your use only; no sharing with others unless you want to give away or sell space. This is indeed "Level 3 hosting"!

When you have signed up for Web hosting you will receive a "Welcome-to-us" email.

Be sure to print out this page, or make notes of all the relevant information.

The "Welcome-to-us" email contains username and password to access your account, and also all-important information about the domain name servers (DNS) they use.

-o-o-o-

Your next step is to [change the DNS](#).

## 7 - Changing Domain Name Servers (DNS)

Your domain name must "point" to your Web server for your Website to be visible.

If you purchase both [Web hosting](#) and your [domain name](#) at the same place as an "all included package" your Web host provider will normally set this up for you.

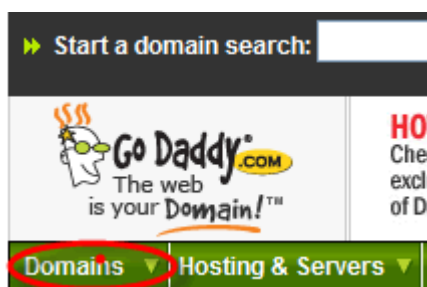
The reason why I do not recommend this type of "package deal" is that if you later decide to change Web hosting to another provider you may have to pay an exorbitant "transfer fee" to use your domain name elsewhere.

If you purchased your domain name at [GoDaddy](#) you can easily change the DNS record yourself.

First print (or make a note of) the nameservers your hosting provider use. You'll find this information in the "Welcome-to-us" email.



See example on the right. >----->  
**Obviously YOUR name servers will have different names!**



Sign into your GoDaddy account, click on the green "Domains"-button on the left near the top on the front page.

Choose "My Domain Names" on the roll-down menu.

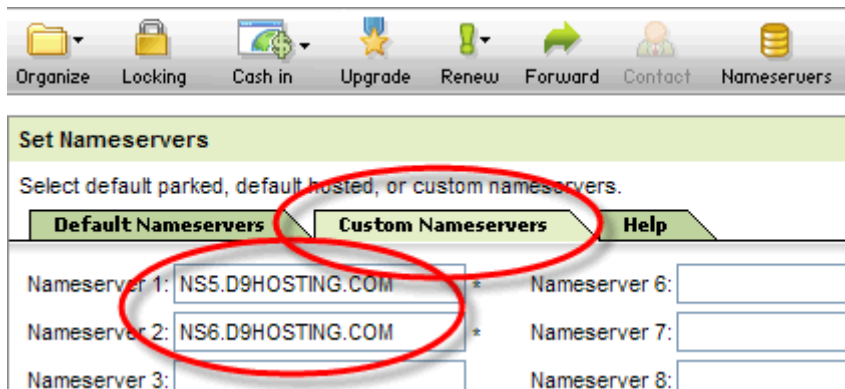
Select the domain name you want to change DNS for, and look at the icons on top of the

domain list:



Click on the "Nameservers" icon.

Click on "Custom Nameservers".



Delete the text in the "Nameserver 1:" and "Nameserver 2:" fields.

Now input the data your Web host gave you. In my example on the previous page this would be:

ns623.hostgator.com

ns624.hostgator.com

If your hosting company gave you three nameservers change/input the third nameserver in the "Nameserver 3:" field.

Otherwise the fields "Nameserver 3:" and up must be empty!

Finally, click the orange "OK"-button on the right side of the page once, and click the orange "OK"-button again.

**Congratulations!**

**You have just changed the name servers.**

Note that the new name server data needs to propagate across the Internet structure around the world, and this can take from a few minutes to a day or two.

**-O-O-O-**

It's time to find a good [Web editing program!](#)

## 8 - Web editing Programs

Strictly speaking you don't really need a Web editing program, and if you want to learn all about HTML (short for **H**yper**T**ext **M**arkup **L**anguage) you'll get along very well without one.

All Websites are built with HTML coding, which can be difficult and time-consuming to learn.

However, with all the Web editing programs available there is no need to learn HTML; you can build a great site without much knowledge of HTML coding.

The beauty of a Web editing program is that the program you use automatically will "translate" your text - like the one you are reading now - into HTML code. The only time you need to deal with HTML is when you [insert Meta tags](#) in your pages. No need to panic; I'll explain in detail what you have to do!



There are a lot of Web editing programs to choose from, some are free, while others are quite expensive.

If you want to use a free Web editing program I suggest you have a look at "First Page 2006" from [Evrsoft.com](#).

The download is 9.1 Mb. [Download it now.](#)

Another popular free program is NVU. Download size is 6.57Mb. [Download it now.](#)

The best commercial program available is without a doubt the excellent (and expensive!) "Dreamweaver" program from [Adobe.com](#).

Luckily, you can [download a free trial copy of "Dreamweaver"](#) from the Adobe Website, and this trial program can be used without restrictions for 30 days.

You need to be a member to download the trial program, but the membership is also free, so all you have to do is give them your email address, create a password and participate in a short survey.

The Dreamweaver download is **285.43** Mb. (Time for a cup of coffee!)

While you're at it I strongly suggest you download the "Fireworks" trial program from the same site as well.

### **IMPORTANT**

You can use your trial programs for 30 days.

Please don't go to sites like [thepiratebay](#) to obtain permanent keys to the programs. This is both illegal and unethical!

When you start using Dreamweaver you'll find a very good built-in tutorial that can help you to get started with the program.

Play around with the program for a while, and you'll soon get the hang of it!

**-o-o-o-**

Now you need to decide on [the format of your Website](#). Do you want fixed width or flexible width?

Read on...

## 9 - Web site formats

Before you purchase a [Web template](#) you must decide if you want a Website with fixed width or flexible ("floating" or "liquid") width.

There are very strong opinions on both sides.  
Naturally, there are good reasons for and against each approach.

Remember that monitors vary in size and resolution from small 15-inches to really big and wide monsters.

If you choose a layout with fixed width your Web pages will look exactly the same no matter how wide the monitor is, but viewed on large screens part of the screen will be white (or whatever else you choose as background color).

A flexible layout will completely fill the screen from left to right with no white space, but due to the very nature of a flexible layout your pages will look different on different monitors.

I recommend that you choose to build a Website with a fixed width of 900-920 pixels.

This size will be perfect for monitors with 1024 x 768 pixels, and your pages will look the same no matter how wide the viewers monitors are.

-o-o-o-

When you have decided on the format of your site it's time to [find a Web template](#).

## 10 - Web Templates

When you start building your site you can begin with a blank page, but it's much better to use a Web template and simply add text and images to the formatted template.

The advantages of using a Web template are numerous; you get a consistent look for all the pages in your site, you get color combinations that are pleasing to the eye, you get a menu-system that will make it easy for people to find the various pages in your site, and your site will be much easier to update when you insert new content.

If you build your site with a template you will save a lot of time, and you are ensured that your site will have a consistent and professional look.

HTML CSS (Cascading Style Sheets) Web templates can be used with any Web editor, and are easy to customize.

There is no shortage of Web templates on the 'net; if you use Google to search for "free Web templates" you can choose between 1.35 million pages featuring free templates.

Free is - well...free, and you will probably find a template you can use, but most of the free templates are not much to write home about. Still, if you want to have a look go to <http://www.oswd.org/>

If you really want to be taken seriously and to make an impression on your viewers you'll be much better off spending a few dollars on a template made by a professional Web designer.

Premium templates need not be expensive, but if you commission a Web designer to make a unique template you should be prepared to pay between \$800-1500 for the work.

I recommend that you purchase a professionally made template from either [TheTemplateStore](#) (\$30 – 60), or [Pixelmill](#) (\$60-120). Or go to [TemplateWorld](#) where you can download hundreds of professional templates for just \$49.95!

When you have downloaded your template be sure to make a back-up copy before you do anything else.

Read the enclosed set-up instructions for easy installation!

-o-o-o-

You have only one step left before you can start inserting text and images in your Web pages, so let's find a [image manipulation program](#)!

# 11 - Image Manipulation Programs

Almost all Websites have images, and to make your site more interesting and attractive to viewers you too should use images to enhance your pages.

There are tons of free non-copyrighted images of everything on the 'net, and it should not be difficult to find what you are looking for.

Of course you can also use your own digital photos.

## Size and size

It's unlikely that the images you want to use on your site have exactly the right size, so you need a tool to resize them. You may also want to crop an image and use only part of it.

(This is a good way to remove your mother-in-law. Just kidding!).

The "size" I'm talking about here is the physical size of the image, for instance 4 x 4 centimeters or 2 x 2 inches.

There is, however, another very important "size" you have to consider when using images. A large and detailed image will have a large file size, and can take a long time to load in the viewers browser.

You need to decrease the quality of the image so it will load faster, but the image will not necessarily look bad on a monitor.

This is because digitized images normally have a much higher quality (resolution/dots per inch) than a monitor can display.

Finding the right balance between an image's quality and file size is called optimizing the image.

## Image manipulation programs

Did you download "Fireworks"?

Fireworks is a good image manipulation program for resizing, cropping and optimizing images. You can use the program for 30 days as trial software.

There are many Websites offering free tutorials for Fireworks, just search for "fireworks tutorials" in Google.

If you want to download free image manipulation software I suggest you have a close look at these programs:

[Paint.Net](#), [theGIMP](#) or [IrfanView](#)

Both Fireworks and the other programs mentioned on this page have built-in help files and online forums where you can get help if you need it.

-o-o-o-

Now it's time to start [putting it all together](#).

Populate your Web pages with text and images, and make sure you use links between all the pages in your site.

The links will make it easy for your viewers to navigate your Website.

# 12 - Putting it All Together

**OK!**

You have all the programs you need, you registered a great [domain name](#), and you have signed up for [Web hosting](#).

You have [changed the DNS data](#), or contacted the domain registrar where you purchased the domain name for your site.

Now you need to put it all together before you [upload your Website to the Web host's server](#).

First of all install your chosen [Web template](#) in the [Web editing program](#).

Now you can input the text and images on the site's pages, and make as many new pages as you need.

Thanks to the Web template all your pages will have the same basic look.

Be sure to check the instruction mail from your [Web host](#); the name you use for the top (or "start-here") page must usually be "index.htm" or "index.html". Don't get confused; even if the "internal" file-name is "index.htm" the link name can be different.

Many Websites call their top page HOME, but you can choose any name you want.

Use your Web editing program's [file transfer protocol](#) to upload (transfer / send) all the pages and the images to your server, and check that the text and images on each page appear the way you want them to.

If they don't - make corrections and upload again.

If your Web editing program does not have built-in upload-to-server capability you must use an [independent FTP program](#) to transfer your files.

And that's it - you now have your own Website on the World Wide Web!

By the way: Have you checked the [hints and tips](#) page yet?

**-o-o-o-**

Unfortunately(?) there are millions and millions of other sites on the 'net, so what can you do to help people [finding your site](#)?

## 13 - File Transfer Programs (FTP)

When your Website is ready for publication you must upload (transfer / send) all the pages and all the images to the [Web host's](#) server.

Some [Web editing programs](#) (like "Dreamweaver", "Expression Web" and the now discontinued "FrontPage") have this ability integrated in their programs.

If you use a Web editing program without this function you need a FTP program to transfer your files to the hosting server.

One of the best commercial programs is WS\_FTP from Ipswitch, and you can [download a 30-days evaluation copy from their Website](#).

An excellent free alternative is [FileZilla](#); a program with lots of useful features and an intuitive interface.

FileZilla's online forum is a good place to get help from other users.

Both programs have built-in help pages.

There are many FTP tutorials available on the 'net, just search for "FTP tutorials" and choose one you like.

A comprehensive tutorial can be found at [www.pageresource.com](http://www.pageresource.com).

# 14 - Finding Your Site

## Now you have your own Website. Congratulations!

All the files are uploaded to your Web server, and Internet users around the world can browse the pages of your site...if the search engines can find them.

When people search the Internet for information or services they input **keywords** or **key phrases** in their favorite search engine to find what they are looking for. The search engine will search for indexed pages that contain the particular keyword or key phrase, and present a list to the viewer.

Some of the best known search engines are Google, Yahoo, AOL Search, AltaVista, AlltheWeb and Netscape.

These search engines have robots (called 'bots or spiders) that crawl the Internet 24 hours a day looking for Websites and Web pages to add to their index.

If your site is about Web building and someone search for "Web building" in Google they will get more than 3.5 million pages to choose between, and if your site appears on page 297 in this list not many people will see it.

There are several ways to improve your search engine position (or "ranking").

### Link exchange

[Exchanging links](#) with other sites can greatly improve your ranking, but only if you exchange links with sites that have relevant information. If your site is about Web building and you exchange links with someone selling baby food the link exchange will not do you much good!

Search the Web for sites containing relevant information, and send emails to the Webmasters suggesting a link exchange.

When your Website has a decent position in the search engines you will get link exchange requests from other Webmasters, but **never** change links with non-quality sites and sites without relevant information.

Be **VERY** careful when you get requests for link exchange. If you link to a site that is later banned by Google ***your site could be banned as well!***

### Use Meta tags in your site

Using Meta tags in your site can improve your ranking. Not all search engines use Meta tags, but some do, and it's still worth inserting Meta tags in your pages.

To [insert Meta tags](#) you have to look at the HTML code in your Web pages, and I'll explain exactly how to do it on the Meta tags pages.

### **Other ways to get visitors to your site**

When you send emails you can include your Website address as part of the standard setup.

Be sure to include your site's address on business cards and letterheads.

If you visit online forums always mention your Website when you write a message. The best place to do this is in your signature field.

I'm sure you can think of several other ways to let people know about your Website!

You can get a free eBook called "Search Engine Optimization" by joining the mailing list at [A1WebHelp](#). This eBook is packed with great tips on how to optimize your site and get a better ranking in search engines.

**-o-o-o-**

Let's have a look at the [Meta tags you should use...](#)

# 15 - Meta Tags (1)

To help people find your site in a browser you should use Meta tags.

Meta tags are invisible to the viewers, but are used by many search engines.

Even though not all search engines and directories look at Meta tags there are still some that will not index your site unless you use them.

There are a number of Meta tags you can - and should - use, and the most important tags are discussed on this page.

All the Meta tags mentioned here should be placed in the **"HEAD"** section of your Web pages.

For the sake of clarity I will use **red color** to highlight the actual words you should input within each Meta tag.

The first, and most important, Meta tag will display the TITLE of your Website. The TITLE of your site is like a newspaper headline.

Now let's assume your site is about collecting stamps.

Your TITLE could be something like:

```
<TITLE> Stamp collection - a great hobby! </TITLE>
```

The next Meta tag is the description of your site, and the description tag is also very important:

```
<meta name="description" content=" Everything you want to know about stamps, from prices to history.">
```

Now you must try to imagine what **key phrases** and **keywords** people would use when searching for a Website like yours. Write a list of words you would use yourself, and ask fellow stamp collectors what they would use as key phrases and keywords.

Your key phrases and keywords must be separated by commas. You should only use keywords that are relevant to the content of your site.

```
<meta name="keywords" content="stamps, stamp collecting, stamp history, prices, stamps for sale ">
```

-o-o-o-

Now I'll show you [how to insert the Meta tags](#) in your Web pages.

It's easy!

## 16 - Meta Tags (2)

### Follow these easy steps to insert Meta tags in your pages

Your Web editing program will have two display modes; Design view and Code view.

Normally you work in Design view where you can see what your page will look like in browsers.

Before you start inserting Meta tags switch to the Code view, and scroll to the very top of the page.

In the following example I will use **bold** to highlight the `<head>` tags, and **this color** to show you the Meta tags. The **red text** inside the tags is input by you.

You'll see something like this:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>INPUT THE TITLE OF YOUR PAGE HERE </title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<meta name="description" content="this is where you describe the content of
THIS page " />
<meta name="keywords" content="input keywords and key phrases from the
text in THIS page here " />
</head>
<body>
```

*...HTML code and the text your viewers will see are located between the `<body>` and `</body>` tags*

*Don't worry about this; just leave all the code alone...*

```
</body>
</html>
```

### Comments

As you can see all the Meta tags are located between the `<head>` and `</head>` tags.

**About the title tag:** In a few words tell your viewers what the page is about.

**About the description tag:** Describe the content of the page, and try to use keywords and key phrases from the text on the page

**About the keywords tag:** Use keywords and key phrases from the text on the page.

Separate by commas between each word or phrase like this: keyword1, keyphrase here, new key phrase, keyword2,

Use keywords and key phrases you think the viewers would use to find your site in a search engine!

**Tip:** Simply copy all the [blue](#) lines between **<head>** and **</head>** on the previous page and insert in the **<head>** section on your page, then change the red text.

If you use relevant Meta tags on EVERY page in your Website you will be rewarded with better position in the search engines.

**-o-o-o-**

Now that your site is "live" and people can find it perhaps you would be interested in becoming an [affiliate](#) and earning some money?

## 17 - Affiliate information

**When you operate your own Website you can earn money by inserting affiliate links on your site.**

Let's say that you have a site with reviews of books.

Search the 'net for bookstores selling online, and you will find many that have affiliate programs.

When you sign up as an affiliate you get a unique coded affiliate link to the bookseller's Website, and you have to insert this link somewhere on your site.

When people visiting your site click on the affiliate link they will be transferred to the bookseller's site, and you will earn a commission (also called a referrer fee) if they purchase something.

Amazon.com and Barnes & Noble are just two of many bookstores with affiliate programs.

**Here is another example:**

If your site is about computing and computers you could become a Dell affiliate.

Joining as an affiliate is free; you should never pay anything to become an affiliate.

Affiliate commissions vary, but will normally be somewhere between 5% - 50% of the sales price.

It's worth noting that some affiliate programs permit you to use your own affiliate link when you buy something, and if this is the case you get a discount on your purchase by referring yourself!

Many affiliate programs prefer to pay commissions to the referrer by using PayPal's online banking system, so if you plan to become an affiliate it's a good idea to [sign up for a free PayPal account](#).

[What is PayPal?](#)

## 18 - Selling Digital Items

When you want to sell digital items like eBooks, ZIP-files, PDF-files and software on eBay or from your Website you need a system to deliver your files to your customers.

The digital delivery system must be secure, and work both automatically and fast.

After all you don't want your customers to wait for hours before they get a link to your download page.

I have found that the best program available is a little gem called [SmartDD](#).

SmartDD will deliver your digital files both fast, securely and automatically, and will generate a unique link where your customers can download their purchase.

This is how SmartDD's automated digital delivery works, in a nutshell.

- 1) You receive a payment from a customer via PayPal.
- 2) PayPal sends the details to SmartDD.
- 3) SmartDD sends an email to your customer with a UNIQUE link to the download page.
- 4) Your customer goes to the download page and downloads their purchase by clicking on another UNIQUE link.
- 5) After they've downloaded, the link expires.

SmartDD has now completed its automated digital delivery on your behalf. Once you've set your product up, you don't have to lift a finger!

SmartDD actually goes a little further than that, because 24 hours after the purchase, it will also send out a **personalized follow-up** email which can be an upsell, cross-sell or simply another method of capturing your customer on to your mailing list if you haven't already done so.

SmartDD works with eBay as well as Websites, so if you sell digital goods on eBay SmartDD is the perfect solution!

-o-o-o-

Have you checked the [hints and tips](#) page yet?

## 19 - PayPal

**PayPal is an international online payment provider - much like a bank.**

You can use [PayPal](#) to send and receive money worldwide.

With over 100 million accounts worldwide they can help you securely, easily and quickly pay and get paid locally and across borders.

With PayPal you can quickly transfer funds to anyone with an email address in 190 countries and regions around the world.

Signing up for a PayPal account is free, and there's no charge to send money.

PayPal's low transaction fees are applied when Premier and Business Account holders receive money.

If you have [affiliate links](#) on your site you definitely need a PayPal account, as many affiliate programs use PayPal to send commission payment to their affiliate partners.

Go to the official PayPal site to learn more and to [sign up for a free PayPal account](#).

**-o-o-o-**

If you want to start your own online shop selling eBooks, ZIP-file, PDF-files or software you need a system to automatically and safely [deliver your digital files](#) to your customers.

## 20 - Hints and Tips

### Spelling and use of fonts

One of the things that really annoy people is a Web page with spelling **mistakes**. Use a spelling program, or ask friends to look through all the text on your site, and **doublecheck** to be absolutely sure that all the text **have** the right grammar and **speling**.

### See what I mean?

Use fonts that are common for all computers. Arial, Times New Roman and Verdana are standard fonts, and will display the same way on all monitors. If you use "exotic" fonts some PC's will be unable to display the fonts correctly, and the result can be unpredictable.

Web pages with many different fonts in different sizes will be unattractive and hard to read, so try to use the same basic font type and font size on all your pages.

The text you are reading now is "Arial", and the font size is 12px.

### Colored text and backgrounds

Black letters on white or off-white background are always easy to read, but some sites prefer to challenge the viewers:

Don't antagonize your readers with color combinations

like these. They will just leave your site!

### "Live" images

Images like the examples you see here are the true hallmark of amateur Webmasters and second-class Websites, so please don't use them. At all.



Many more "Don't do this" examples can be found on a Website called "[Webpagethatsuck](#)".

## 21 - Useful Programs

### **StatCounter**

Since you probably want to know how many people are visiting your Website it's a good idea to install a counter on your pages.

Statcounter is free. They have both visible and invisible versions of the counter, and the HTML code is very easy to install. You'll get full instructions on how to install the program on their site.

### **Google Analytics**

Another free program that will keep track on your visitors.

Easy to set up.

### **Software for delivery of digital files**

If you sell digital files like eBooks, PDF-files, ZIP-files or software from your Website or on eBay you need a program like [SmartDD](#).

More details on the "[Selling digital items](#)" page.

### **Check if your site is listed in the search engines**

As you know it's important to have your site listed in the search engines.

Go to [SiteSolutions](#) and input your site's URL (www.whatever.com) and wait for the result.

They also have a useful Meta tag generator.

### **Analyze your Website**

If you have many images on your page the file size will be large, and it will take longer to load in the viewers browser. You will find a very useful tool to check and correct this [here](#).

### **Affiliate Link Cloaker**

For some reason many people don't want to click on affiliate links, but prefer to go directly to the Website where they purchase.

If you "hide" your affiliate links chances are that you'll get more affiliate commissions, so affiliate link cloaker software could be a very good idea.

## 22 - Exchanging Links

**Link Exchange is the process of exchanging text links or banner links between Websites.**

Webmasters exchange links to improve traffic through numerous inbound links so users on other Websites can click through.

Exchanging links is normally a free process (unless you choose to use a link exchange program which charges fees), making link exchanges cost effective.

Another benefit of link exchange is that it helps improve placement in the search engines.

Link exchanges have been used by Webmasters for years as a means of direct marketing.

Recently, this practice has gained more popularity among Webmasters due to the fact that search engines prefer Websites that have many inbound links, thus improving positions in the Search Engine Result Pages (SERPs).

To the search engines, this is an accurate means of determining the importance of Websites.

This practice by the search engines to rank Websites has helped lead to the popularity of linked-based search engines, like Google. Thus, link exchange software and services have become popular.

There are various ways to initiate a link exchange with another Website. The primary way of beginning a link exchange is to email another Webmaster and ask to exchange links.

Another way to find Websites looking to exchange links is to visit Webmaster discussion boards. These Websites might have link exchange forums or link exchange directories where Webmasters can request link exchanges from a specific category or have open requests to allow any Website to exchange a link.

Websites that have completed many link exchanges will usually experience increased traffic through direct clicks and search engine results.

There are various ways for Webmasters to find linking Websites through direct email contact or link exchange directories.

**It is important for Webmasters to check the relevancy of the links that are being adding as links that have little or no relevance might negatively affect their placement.**

The use of link exchanges by Webmasters will continue to be an important and useful means of marketing Websites and improving search engine placement.

## 23 - What Now?

**You have come to the end of this Webbuilding guide.**

I hope you found it useful, and that you now have your own place on the World Wide Web.

If you want to continue working on your site the possibilities are almost endless.

Many Webmasters open online stores where they sell digital goods like eBooks, ZIP-files and PDF-files.

Another possibility is starting a Weblog (called a blog).

You could start a newsletter, or (heaven forbid!) a gambling site.

Whatever you want to do - I wish you good luck!

**Thank you very much for reading this eBook!**

*Jan Evensen*

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[A1InternetBusiness.com](http://A1InternetBusiness.com)

**P.S.**

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