Create Your First Website
By 3:45 This Afternoon
By Chris Farrell - www.ChrisFarrell-Online.com

The Essential Step-by-Step Guide to Creating Your First Website* (now with free 'follow-along' videos)

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This book is written by Chris Farrell. For more FREE books and reports to help you make money online, subscribe for FREE at
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PART 1

Introduction

www.

Three little letters.

One massive opportunity.

The World Wide Web. Surely the most incredible invention we will witness in our lifetime.

What is just as incredible however, are the jaw-dropping incomes that many are claiming to make, per day, per week, per month – simply by using the world wide web. And they claim to be making this money while working from home.

Naturally, we are all intrigued. We want more information. Can these figures really be achieved? And if so, by somebody such as…well…*me?*

In the last few years in particular, there has been a web explosion of eye-popping headlines of earning potential, simply by working from home with your own website. And what's even more incredible is that– YES! – it would appear that anyone can do this.

Come on? Anyone? Really?

Mmmmm….

Ready for the truth?

A personal note

Never in my wildest dreams did I expect to be writing an eBook about creating a website. Yet without hesitation I can tell you why I have written this – FRUSTRATION.

Not-knowing-where-to-start, hair-pulling-out, going-to-bed-at-2am, kicking-the-computer…
frustration.

For a long time I wanted to set up my own home based business, selling products on line. I had researched the subject matter tremendously, and understood the concept and that a great income could indeed be made.

I also understood that vital to my success, was a website. I was more than happy to pay for a professional to help me with this, but before I did, I wanted to understand the basics myself.

Should be easy enough, I thought. That was my first mistake. Trying to locate a SIMPLE beginner's guide to creating a website was like trying to squeeze wine from a rock.

I was amazed. Such a product did not seem to exist. Sure, there were lots of so called 'beginners' guides out there, many in fact, but even these – without

exception – became too complicated too quickly. Before I knew it I was reading about html coding, DNS server settings, FTP programs…

This was a foreign language to me.

What I wanted was a real *beginners* beginners guide. But I couldn't find anything close. Even the 'Computers for Dummies' series went into far too much detail and information.

My initial enthusiasm began to slowly seep away, and was replaced instead, by frustration.

Maybe you have experienced this for yourself. I know a lot of people have.

But I refused to be beaten.

So I set about on a mission to educate myself. I invested in having a few one-to-one lessons, immersed myself with many different tutorials, downloaded various courses, and over time – at last – I taught myself the BASICS of how to get a website created and online.

Since then, I have had many people ask me the same question – 'how do you do it?' And it is for that reason, that I have written this eBook.

This is my PROMISE to you:

> By the end of this eBook, you will have a working website with multiple pages, including a main page, and links to other pages and other sites. More importantly, you will know how to create, design and publish your site so that you can design new sites any time you want.

★ Before we begin - a few facts.

FACT! The majority of people setting up a web based business do not make any money. Although-

FACT! Fantastic incomes on the web CAN be made. But - and it is a BIG 'but' – just like any business, to reach these dizzying heights you will have to be prepared to put in the hard work.

Simply put, you are NOT going to make (let's say) $15,000 a month by clicking your mouse a few times….

However-

…you COULD make $15,000 a month by clicking your mouse a few times…IF YOU SPEND SOME TIME SETTING UP YOUR BUSINESS CORRECTLY.

Most people don't. The reason? Most people get blinded by other people's income. We all see these fantastic headlines, and want a piece of it. We sign up for information, maybe purchasing a product or two (or three or four) along the way.

And then, slowly but surely, we get caught up in **information overload**. Suddenly we are receiving 14 emails a day, all from different companies, all sounding too good to be true, all offering similar sounding products that we must BUY NOW.

It's easy to find yourself in this situation.

Type in 'home based business' in Google. I found 75 million sites when I did! 75 million!! No wonder people get lost.

Information overload. What do you **literally do** next when faced with so much information?

Where do you turn?

We all know what happens when we find ourselves in this situation. Our original enthusiasm disappears and is replaced by… FRUSTRATION.

Have you been there? I certainly have.

FACT! Establishing an Internet Business is a slow process.

FACT! Not everyone can make money online.

FACT! A lot of people suffer from the misguided belief that the web is a magic wand. It isn't. However –

FACT! Let me re-iterate my earlier point and say that is that $15,000 a month (even a week) can be made, but only when you have spent time (and money) understanding how this business works.

The best advice I had about setting up my online business was as follows:

"…treat setting up an online business as seriously as setting up an offline business.."

Like any business, the amount of hard work you put in now, will be proportionate to the dividends it will pay later. You reap what you sow.

There are fundamentally four elements all vital to the success of your online business.

- **Possessing the right attitude**
- **Having a website**
- **Having a product/products to market**
- **Being knowledgeable of how to market your product(s)**

This eBook is designed to address the second element: – your website.

(Information on the other three elements can be found in my weekly newsletter Success Grenade which you are now a member of)

Ok. Ready? Let's begin.

PART 2
Do I Need My Own Website?
Can't I Use A Free One?

A question I get asked often is – do I need a website of my own?

This is a GREAT question. When I started in this business I asked exactly the same. I had precisely ZERO knowledge of how to create a website. The thought terrified me. I had the attitude 'I can't do that' (an attitude incidentally that I had to change and so will you).

It would be so much easier – so I thought – to use a website that I could get for free, and that was already set up for me. Particularly as there are so many free websites available.

Let me be blunt here.

<mark>Your website is integral to the success of your business</mark>. **YOUR** website, not somebody else's. If you don't spend at least a little time getting to learn the basics (which is the point of this eBook) you will be constantly nervous when working from home, as there will be a huge part of your business that you 'don't really understand.' Clearly you cannot operate like this.

What happens when something goes wrong, or you want to make a very simple change to your site? Will you call up your technical person or your web buddy every time? Will you out-source all your web questions to someone else? **Your website is the life blood of your business**. Get used to it. If you really are serious about making money from home, you need to get over your web fear. You will accomplish that with this eBook.

By the end of this eBook, you will have created a basic, fully functioning, uploaded, published ON LINE website.

Let me repeat that. *By the end of this eBook you WILL have created a basic, fully functioning, uploaded, published ONLINE website*. It will not have the bells and whistles of advanced sites; to do that you will need expert help. But by following my **step-by-step** instructions in this eBook, you will create and upload your own 3 paged website. It's quite an amazing feeling the first time you publish something on the web for the world to see!

So, back to the question – **do I really need my own website? Can't I use a free one?**

It's true, you can get free websites. Many fully operational with products ready to sell already included. So why on earth would you bother creating your own website, when you can get a professional looking one – for free?

What I am about to tell you, nobody in the business explained to me. I have one thing I want you to be clear on. The only 'free' website you will ever be offered is a 'free' AFFILITE website.

Let's look at exactly what this is:

Free AFFILIATE websites.

Please do not be put off by the word affiliate. I was when I began.

An affiliate – quite simply – is somebody (you) who promotes an existing product.

An affiliate will sign up to a certain programme, and will sell the products(s) from that programme (be it books/clothes/seminars etc).

As an affiliate you will be paid a commission on every sale you generate.

An example. Amazon.com. A hugely successful business. But did you know you can get involved and sell their products if you want, by signing up to be an Amazon Affiliate (they call it an Associate – but it is the same thing). Then, through YOUR own website, you will sell whatever products you like of Amazon's.

You may well have seen the Amazon logo on other people's website. If you click on this logo you will be sent to Amazon.com, and if you purchase the product that the website you were viewing was advertising, Amazon will pay you a commission.

This works well for both parties; Amazon benefit because they have thousands of other sellers (affiliates) marketing their products. And the affiliates benefit because they have quality products to sell.

Of course however - **right now -** as you read this eBook, this is of little help, because you do not actually have your own website. I can hear you saying 'all very interesting but how does this help me?'

Let me tell you.

A lot of affiliate programs have realized that people do **not** want to go to the trouble of creating their own site, and so a lot of affiliate programs now give away a free website when you sign up to become an affiliate.

This sounds great! Your own site already set up, fully operational and stocked full of products, and – what's more - the facilities to take credit card payments. No need to design a site yourself, source your own products etc. It sounds ideal!

Well, just hang on a moment.

There are pros and cons.

Let's go through both quickly – as it is important you understand this.

Pros.

Online Affiliate Marketing is HUGE. In 2007, the affiliate industry worldwide earned $9.5 billion.

Tens of thousands of affiliates make money everyday, and thousands of people have quit their day jobs to become full time affiliate marketers.

It is a good business to get into, because you do not need any experience to start, and you can make good money by selling other peoples products.

Another good side about using an affiliate website for the complete beginner - is that it will give you a 'web presence' immediately. This is vital to build up your CONFIDENCE (trust me on this – in this business you will need as much CONFIDENCE as possible, as there will be plenty of frustration coming your way too).

It is very easy to get a free affiliate website up and running. Type in 'affiliate' in Google and just see how many offers there are.

Cons.

No affiliate site will tell you what the BIGGEST problem of affiliate marketing is. To be fair – it is not their responsibility to tell you– but I want to flag this up for you immediately. The clue of what the biggest problem is - can be found in the title. It's called affiliate **MARKETING.**

'MARKETING'. A lot of people forget this. So you sign up for an affiliate program, and now you have a fantastic looking site stacked full of hot products ….***now what? What next?*** The affiliate program does NOT help you market their products – you're on your own for that.

This is why the majority of people do not make ANY money as an affiliate. Note I say the 'majority'. Sure – some people do make fantastic incomes purely as an affiliate, but these people work hard, marketing their site ruthlessly and taking their business very seriously.

The problem is – most people believe that simply ***having*** a site full of great products – is enough. It isn't. And it's for this reason that most people fail as affiliates. Nobody tells you this. It took me two years to learn.

Getting a site stocked with products is only the half of it. And it's the easy half. It's the MARKETING of your site that takes the hard work. It's all very well having a nice site that looks great, but you need to master the skills to market your site (remember the four elements needed for success in this business).

Another thing – that a lot of successful affiliate marketers do not tell you – is that they have spent years ***building a database of customers***. They will market their new products direct to this list.

As a newcomer, you will not have this list.

You will have to build your own list. And building a list is a <u>HUGE</u> (but fascinating) topic in itself (not covered in this eBook, but further information on marketing your site and list building is covered in great detail in my weekly free newsletter – **SUCCESS GRENADE**) (which incidentally you are a member of) (unless you unsubscribed after downloading this eBook 🙂) (in which case - shame on you!)

Summary of using an affiliate website:

For the complete beginner, affiliate marketing is a good way to get your feet wet – a good way to learn the ropes. If you are offered an affiliate program for a product you like, and you are offered a free website, I would suggest signing up <u>if only to get a feel for how the business works</u>. However - be warned. I know a lot of people who have made next to **no money** through affiliates. Sure, **it can be done**, but be prepared to put in the hours. Although this is an online business, you have to treat it as an offline business.

<mark>The real way to make money through affiliates is to be the person who</mark> **creates the product originally**. By sourcing affiliates to work *for* you and sell *YOUR* product – you can make a very handsome income. Most affiliates do it the other way around, and sell OTHER PEOPLE'S products. Being an affiliate selling someone else's product, can be tough. There could be thousands of other people selling the same product. And for the complete newcomer to make some serious money doing this, it can be very daunting. BUT, to learn how an affiliate program works, it is invaluable <u>EXPERIENCE</u>. (The money will follow if you get the nuts and bolts right).

Whereas there VERY MUCH **IS** a place for free affiliate websites, hopefully by now you will realize that ==those who are successful in this business have created a site **of their own**==. And if you want to be taken seriously in this business, so should you.

You owe it to yourself. This is your business we are talking about. You have to know how your website works, after all, it will eventually become your own personal ATM.

PART 3
HOW TO START CREATING YOUR OWN WEBSITE

If you are an absolute beginner, this is where you should start. Having an encyclopedia in your hands is not much use if you don't know which articles you should read first.

If you already have your own domain name and web hosting, you can skip this section and go straight to Part 4. If not, please read below.

The Essential Step by Step Guide

1. **Get Your Domain Name.**

   The first thing you need to do is get yourself a domain name. This is the name you want to give to your website. For example, the domain name of my site is www.chrisfarrell-online.com. To get a domain name, you will have to pay an annual fee (average cost $10) to a domain registration company for the right to use that name. This does not get you a website, just the name.

   The companies that register domain names are called **registrars**. Geographically it doesn't matter where your registrar is, although I always feel better if they are based in the country I live in. I have lived in the US and the UK, and therefore have used registrars in both. I tend to use www.godaddy.com or www.namecheap.com But have a search on Google, and ask friends and colleagues who they use.

2. **Choose a Web Host.**

   Once you have your own domain name, you will need to choose a hosting company (also called a web host).

What is a hosting company? Basically a hosting company is a company that connects your website to the World Wide Web. Every website has a hosting company.

Your Computer →	Hosting Company →	World Wide Web →

There are thousands of hosting companies. So how do you choose a good one?

Well, when you purchase your domain name, you will also be offered the option of purchasing hosting. You do NOT have to buy hosting from same company you bought your domain from, although for simplicities sake, it is often easier.

Hosting packages vary in cost – but expect to pay not much more than $10/15 month for a good host. If you want to shop around for better rates, do a Google search for 'hosting companies'.

Or better still, ask around. Speak to people who have a website and ask them which hosting company they use. I strongly recommend www.hostgator.com

Creating a hosting account is very easy, just provide a few details on line and you will have your own hosting package with minutes.

Once all set up, you will receive an email with all your web hosting details. ★**Do not lose this email**★ It contains important information that you will need later to publish your website.

Once you have a domain name and web hosting set up, you are ready to create your own website.

> Remember....
> ...by the end of this eBook you will have a working website with multiple pages, including a main, home page.

PART 4
DOWNLOADING AND INSTALLING

Are you ready for this? This is exciting!

CREATING a Simple First Web Page

By now, you have your domain name and web host. Your next step is to design your webpage itself.

As discussed in detail earlier, we are NOT going to use an affiliate website. Instead, I want to show you how easy it is to create your own website. As a beginner, the important thing now, is to actually get something onto the web.

To create a web page, you will design it on your computer at home. You will then upload it to your hosting company. And then they will transfer it to the World Wide Web.

So how do we do all this?

When you design your web page at home, you will need to use what is known as a **web editor**.

A web editor is a piece of software that all hosting companies recognize. Simply put, a web editor is the software program used to create web pages. It converts the text and content that you will write on your computer – into 'computer language' for your web hosting company to understand.

So therefore, the first thing you will need – obviously - *is* a web editor.

There are thousands of different web editors. They fundamentally all do the same thing – allow you to create web pages. Do a quick Google search for 'web editors' (13 million when I just looked).

You may well have heard of some of the more famous web editors – Frontpage or Dreamweaver for example.

You can pay a lot of money for a web editor, but there are also a lot of perfectly good web editors available for free.

For the purpose of this eBook, we are going to use a **free** web editor.

It doesn't really matter which editor you use (at this stage), so I have chosen for you a great web editor called **<u>Kompozer</u>** mainly because it does the job well and it very easy to learn on.

The first thing therefore we need to do is download Kompozer onto your computer.

Downloading a Free Web Editor (Kompozer) onto your computer

If you are comfortable with downloading, you can skip this section.

If not, I am going to take you through EVERY step.

You are about to download Kompozer direct from its website.

►Please note- FREE VIDEO◄

The first time you download something I know it can be slightly overwhelming.

Therefore – I have made you a VIDEO to SHOW you EXACTLY how to download and install Kompozer.

This WILL help you a lot! And save you time! Please click here to watch this short video right now:

➔ www.chrisfarrell-online.com/downloading-kompozer.html

The contents of the video are also explained over the next few pages...

Ready? Good! Let's really get started now...

Type in www.kompozer.net into your web browser.
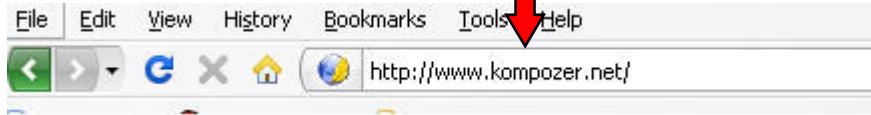
The Kompozer home page will load. At the time of writing this eBook (September 2008) it looks like this:

Click on the Download button.

The following page will appear.

Latest stable version: 0.7.10 (2007-08-30)

Win32 binary
kompozer-0.7.10-win32.zip (7.6 MB) - compiled with VC++ 7.0 on Cygwin

MacOS X ppc binary
kompozer-0.7.10-mac.dmg (11.0 MB) - contributed by Sébastien Desvignes (aka
successfully tested on both PPC and Intel based Macs

Linux i486 binary
kompozer-0.7.10-gcc4.0.3-i486.tar.gz (10.3 MB) - built with gcc/g++ 4.0.3 on Li
kompozer-0.7.10-i386.deb (8.2 MB) - successfully tested on Debian Etch and Ubu
kompozer-0.7.10-i386.rpm (8.3 MB) - successfully tested on RHEL5, Fedora Core

Click here if you are using Windows

Click here if you are using a Mac

Click on the suitable link – depending on whether you are a Windows user – or a Mac user.

For the sake of this eBook – I am using Windows as my example.

You will now see this dialogue box open up.

Click on Save File
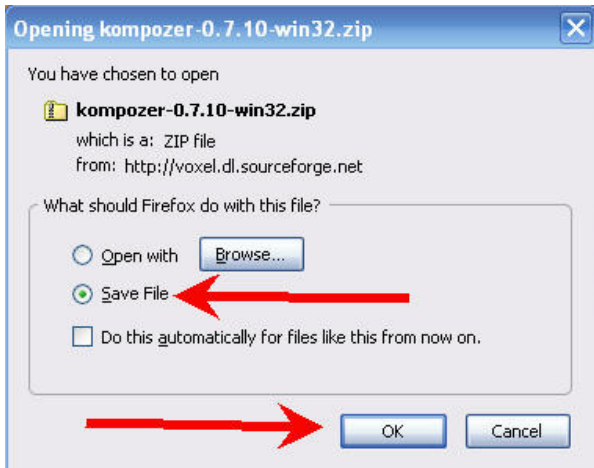
And then Click OK.

We are now about to download all the files we need from Kompozer's web site – and save these files on your computer.

A download box will automatically appear when you click OK. Once downloaded (it will take just a few seconds) you will see a screen similar to this.
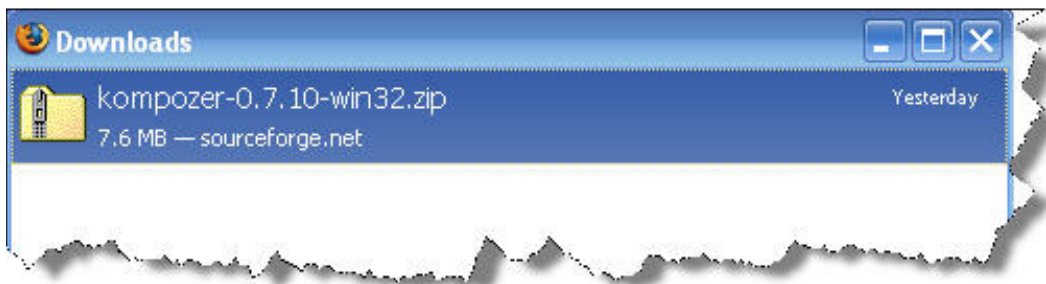
Now – I have something IMPORTANT to explain here – that confuses a LOT of people.

Whether you realize it or not - you have just downloaded a **ZIPPED** folder. Something that is zipped – means that it has had its contents 'compressed'. This is simply to make the size of the download smaller and more manageable. Many downloads are in the form of zipped folders.

Therefore - once you download a zipped folder – you have to UNzip it to access the contents. The correct computer term for unzipping a folder – is EXTRACTING.

So we now need to **extract** the contents of this zipped folder. This is how to do it.

Double click on the folder itself.

The following window will open.
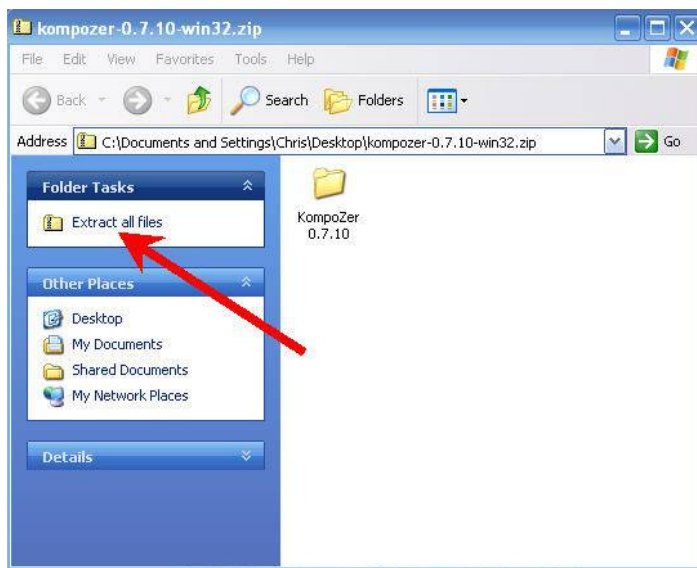
Click on Extract all files.

An 'Extraction Wizard' window will open that looks like this.

Click Next.

You'll see the following window.

Click Next and the contents will begin extracting automatically.
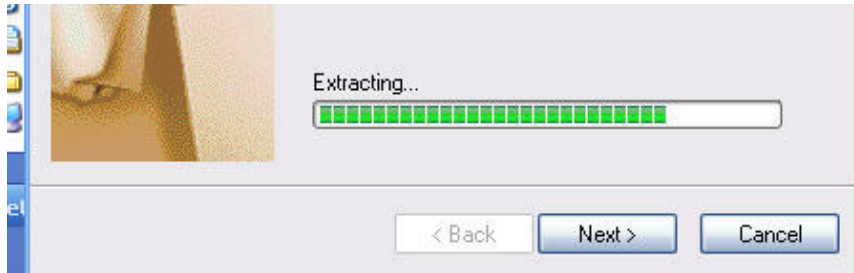
Once the extraction process has ended – this window will appear.

Click on Finish.

You will now be shown this window.
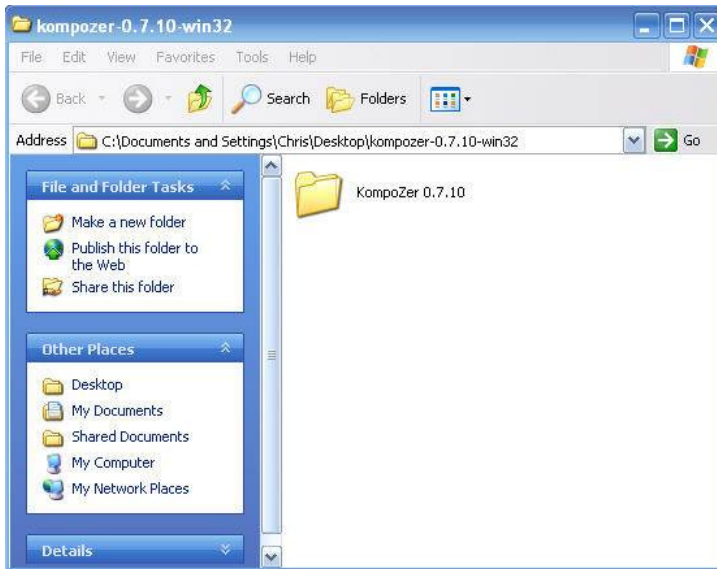
Now – this window may look very similar to one you have just seen - but it is different! What you are looking at now (the image above) is the EXTRACTED folder from the original ZIPPED folder
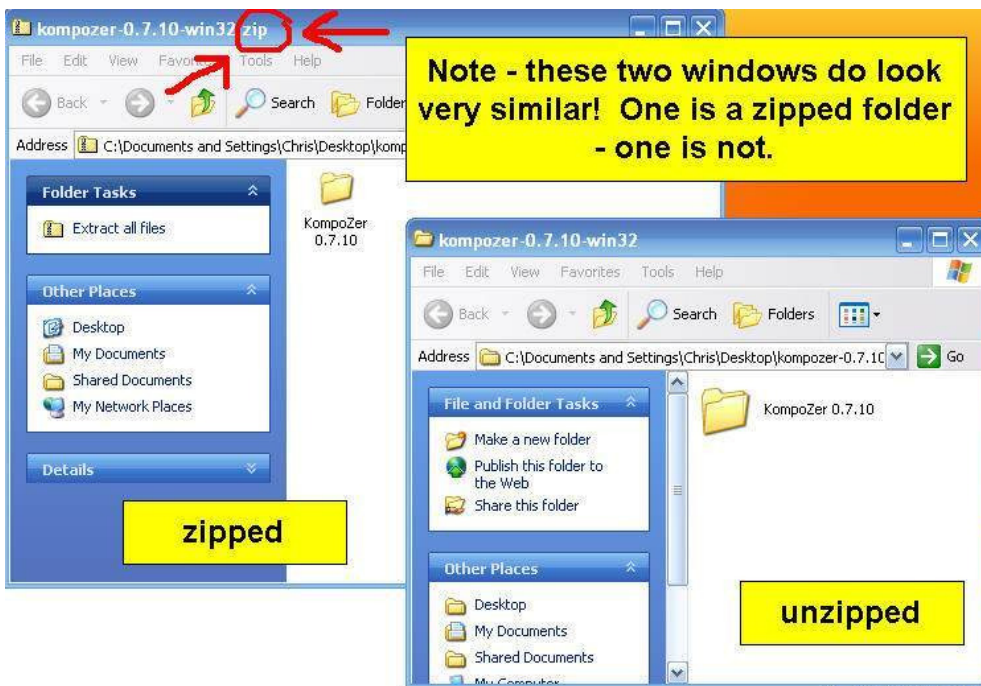
So – now you have extracted this folder – double click on it – as shown in the image below.
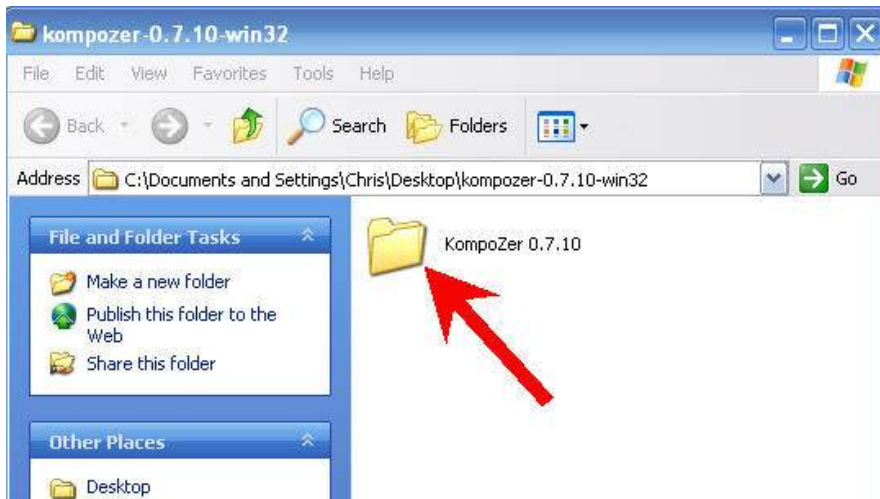
Now – ALL the contents will be shown. All these contents make up Kompozer. But there is only ONE file that you need to concern yourself with.

It is called the **kompozer.exe** file. Every program you download has an .exe file (this stands for executable -- in simple language an .exe file is the file that 'activates' a program).
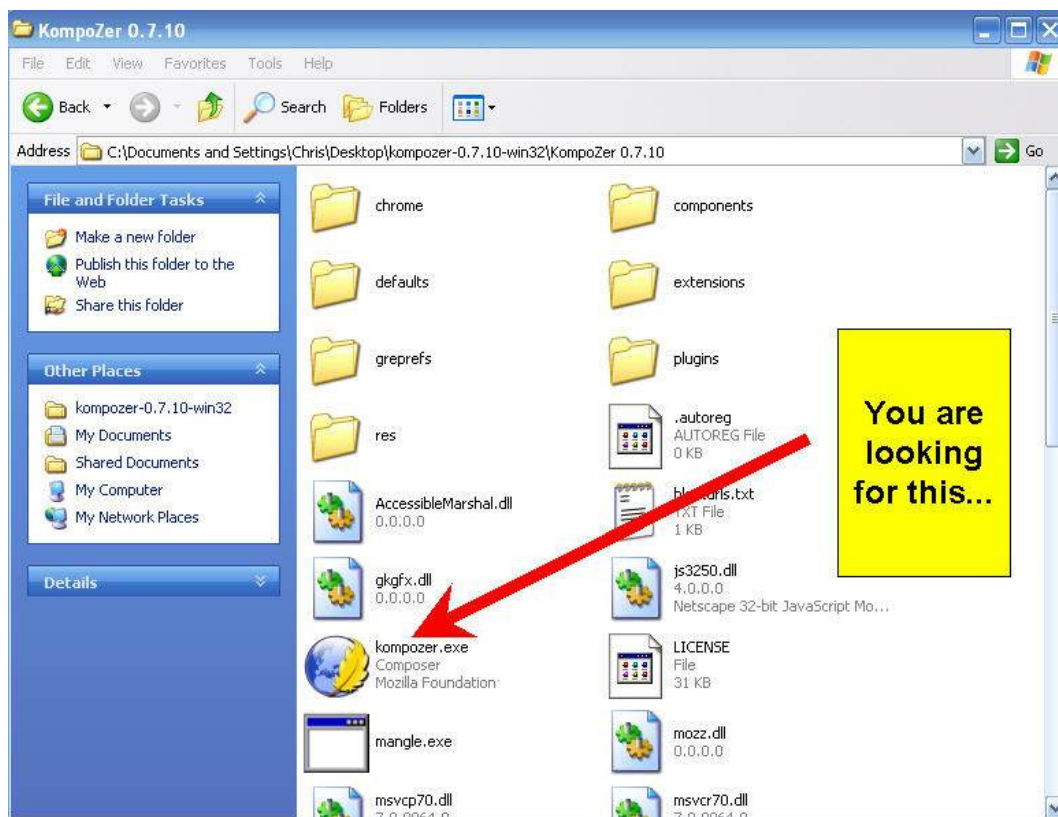
Now – if you double clicked on this kompozer.exe icon – you will open Kompozer.

However – just before we do this – I want to create a shortcut icon for your desktop – just to make your life a bit easier (I know... I'm such a swell guy 😊...)

So – RIGHT click on the kompozer.exe icon. The following menu will appear:
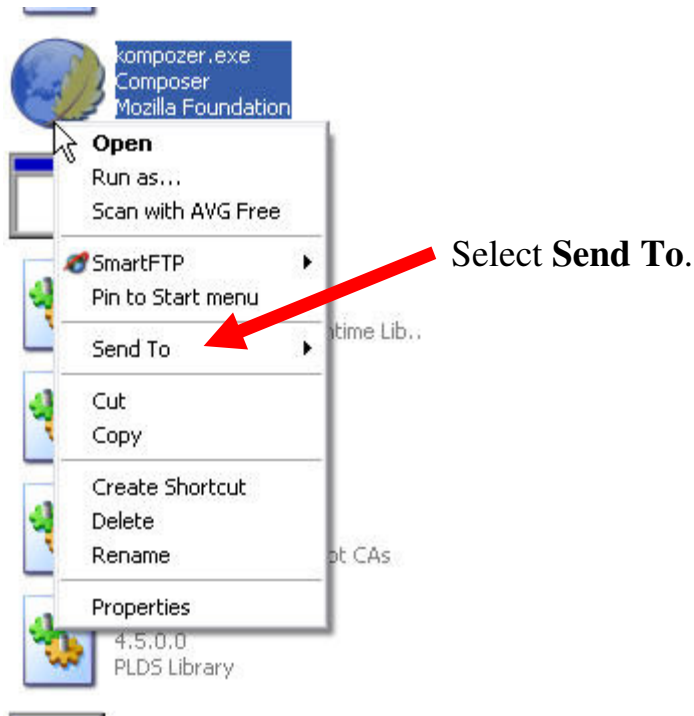
Select **Send To**.

A second menu - to the side - will appear:
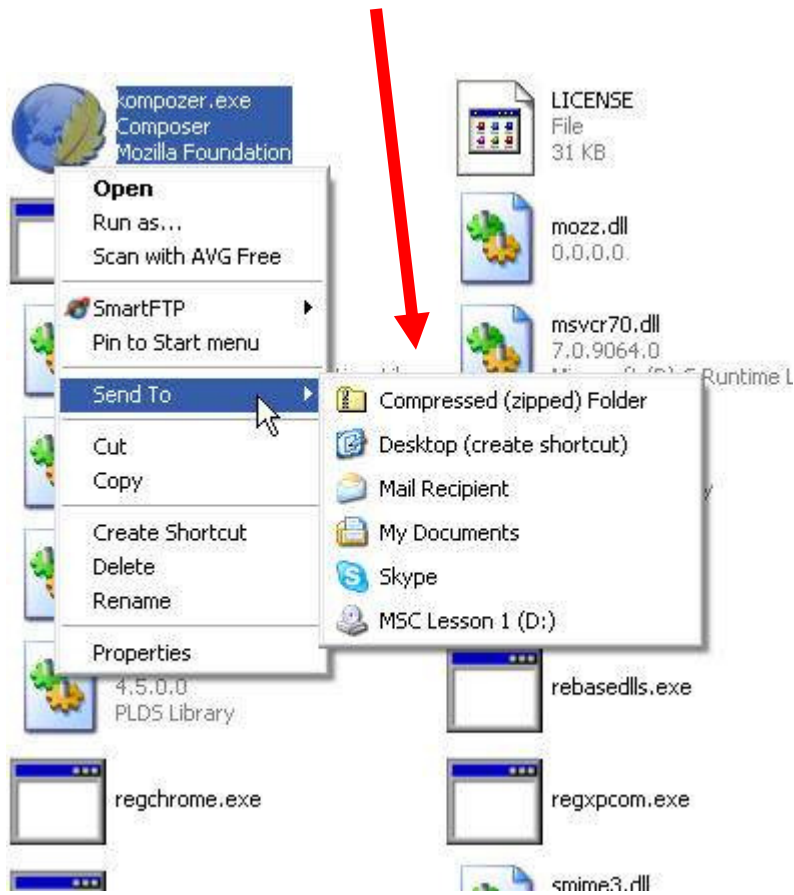
On this second menu – select **Desktop (create shortcut)**
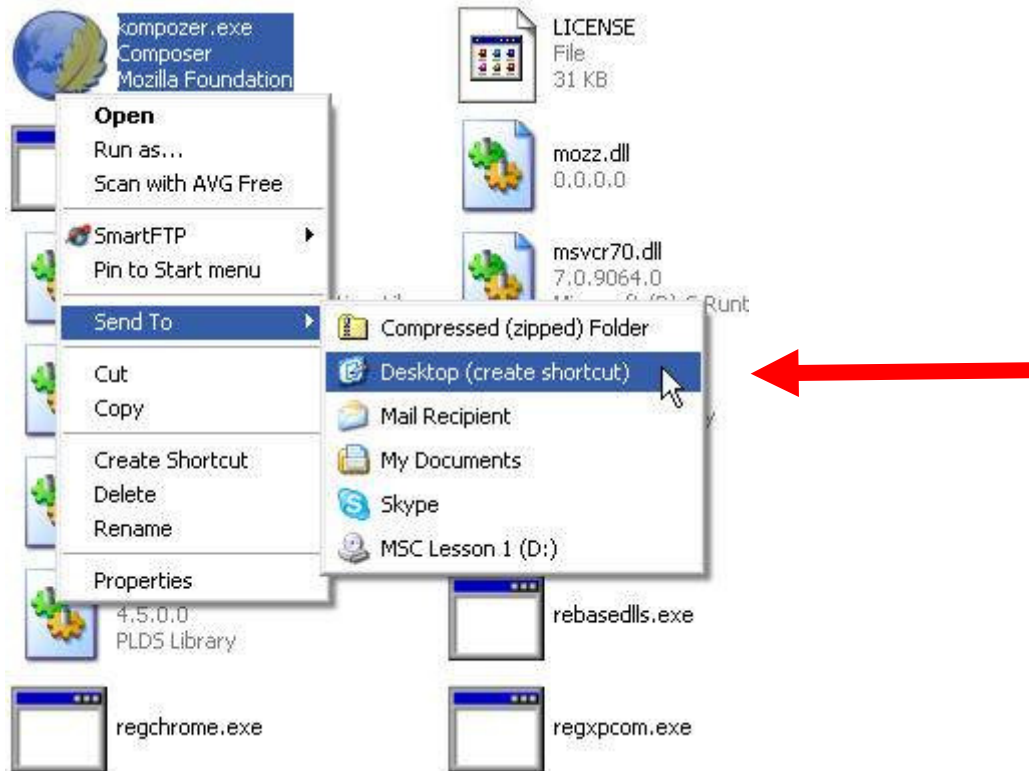
Left click on Desktop (create shortcut)

You can now CLOSE all the windows that are open. Go to your desktop. And look for the Kompozer icon! It'll be there somewhere!

Guess what you've just done? You've only gone and downloaded Kompozer! Congratulations! Now the real fun begins...

►Don't forget- FREE VIDEO◄

Remember – you can SEE a video right now - SHOWING you this entire process.

To view this video – just click here:

www.chrisfarrell-online.com/downloading-kompozer.html

PART 5

WARNING -- You May Not Need This Section!!

Domain Name Servers

Before we continue any further I need to draw your attention to something.

However let me say immediately – that this section will <u>not</u> be needed by everyone!

You only need to read this section **if** you have a hosting account **<u>NOT</u>** provided by your registrar.

What exactly do I mean by this? Let's quickly go back for a few minutes and let me refresh you on something I spoke about in **PART 3**.

As you know – to get your website online you will need:

- A domain name
- A hosting company

And as you also know by now your domain name is purchased through a **<u>Registrar</u>** – (www.godaddy.com for example is a registrar).

<u>Hosting Company</u> – every website has (and needs) a hosting company. A hosting company is a company with their own powerful servers that literally connects your website that you create at home – via their servers – onto the World Wide Web.

Now I need to introduce you to something new.

I need to talk to you about **<u>Domain Name Servers</u>**. I know it sounds technical and boring! Stick with me here!

Here goes:

DOMAIN NAME SERVERS.

These are also called **DNS** or sometimes just **Name Servers**.

<u>Here is a very quick lesson how the web works</u>.

You will (if you haven't already) eventually purchase your domain name through a **Registrar (**as you know).

And (as you also know) you will need to purchase a hosting account.

Now – imagine you purchased your domain name and your hosting from the <u>SAME</u> Registrar. When somebody therefore types in your domain name into their computer – your registrar will know where to locate your site because they also host it for you.

In this case – your website appears on screen. Easy.

However - what happens if your hosting is NOT with the same company you used as your registrar?

In this case – your registrar would not know where your site is hosted and therefore your site would not show online.

To avoid this situation - all you have to do is simply 'point' your registrar to your hosting company. You simply 'link' together your registrar and your host.

Millions of people do this. I do it all the time.

You may be thinking 'why have a different registrar and host?' Good question. The simple answer is – like anything – you may get a better deal if you shop around.

Many registrars are NOT hosts – but you can purchase a domain name very cheaply from them

I purchase domain names for as cheap as I can find – and then I use a DIFFERENT reputable company as my host. I then link these two together – the registrar and the host - so my registrar knows where to send visitors when my domain name is typed in.

You do this by changing your registrar's <u>Domain Name Servers</u>.

And despite what you may be thinking - it's actually very easy.

<u>NOTE -- You only need to read further in this section if you have a different registrar and host</u>.

If you have the SAME registrar and host – you can skip to **PART 6** right now.

However if you have a different host and registrar – please continue reading.

When you open a hosting account you will get an email full of important information. This email is VERY important! Do not lose it.

One of the pieces of information contained in this email will be your Domain Name Servers (DNS) details.

If your registrar is not also your host- you will need to change the DNS settings at your registrar – **TO** point to your hosting company.

It is very easy to do.

The first thing you need to do is go to your registrar. As there are thousands of registrars I obviously do not know which one you have purchased your domain through. So for the sake of this illustration I will show you how to change your DNS settings from <u>www.godaddy.com</u> Please note if godaddy is not your registrar – the principles here are EXACTLY the same for <u>every</u> registrar.

So – to recap – if you already have a hosting account set up and it is NOT with your registrar – you need to do this NOW (or at least before publishing your first website).

Go to your Registrars home page. In this example www.godaddy.com

Log in!

Click on My Account.

As soon as you have done this – look for something that says 'Manage Domains' or something similar.

Click on this
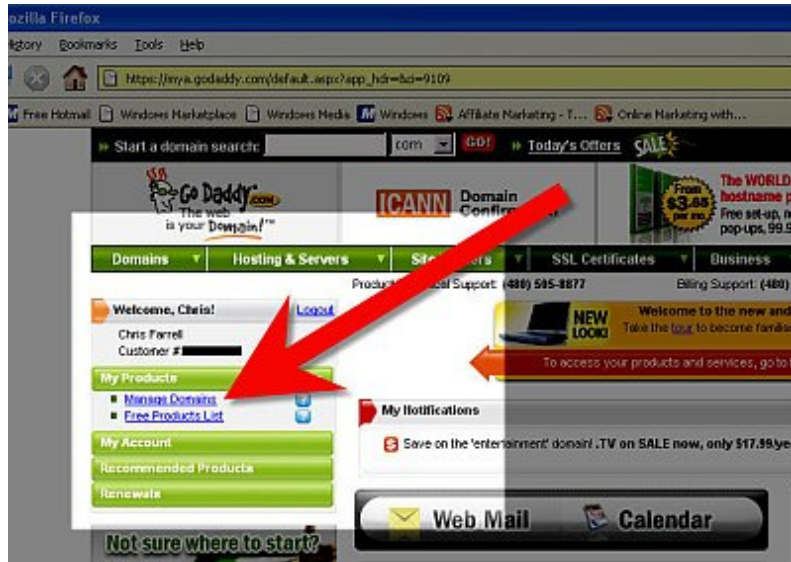
Select the domain name that you are going to host elsewhere.

I have a few domains registered with godaddy. For this example I am going to use one of them – www.digicameracash.com.
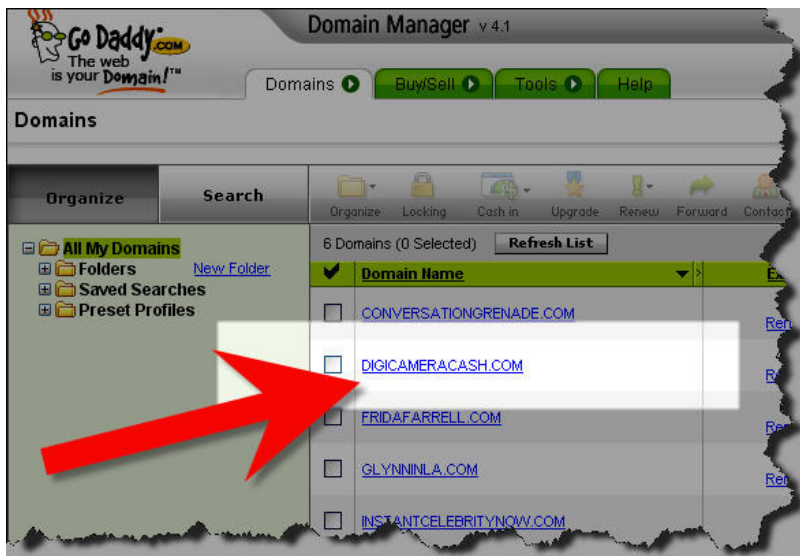
I purchased www.digicameracash.com with godaddy.com (my registrar) but I want to host it with someone else (www.hostgator.com).

Click on your domain that you want to transfer the DNS details of (in this example www.digicameracash.com).

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As soon as you do – you will be given a choice of many options. All you are looking for is a button called **NAMESERVERS.**

When you find this – click on it.
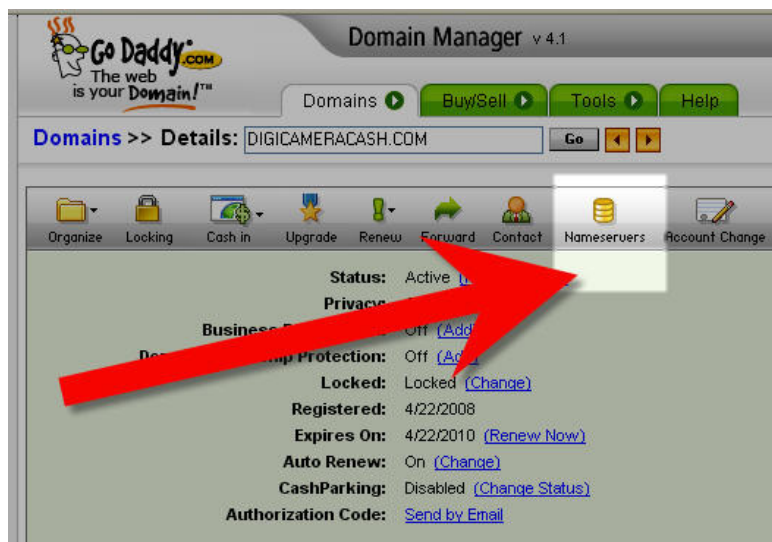
You will then be given the option to CHANGE your nameservers. This is exactly what we want to do.

Click on 'Custom Nameservers' (it may be called something different with your registrar – but it will be something similar – like 'Change Nameservers' or ' Edit Nameservers' etc)
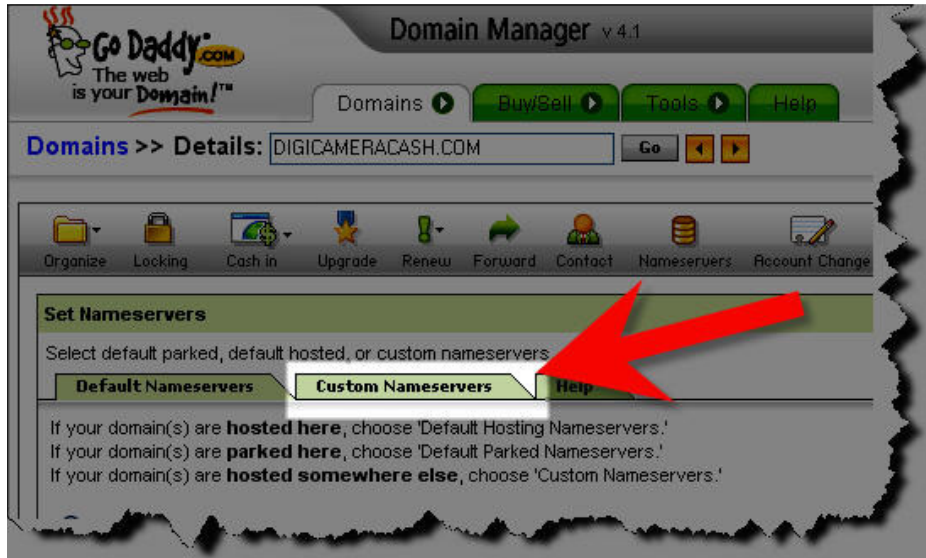
The following page will appear.
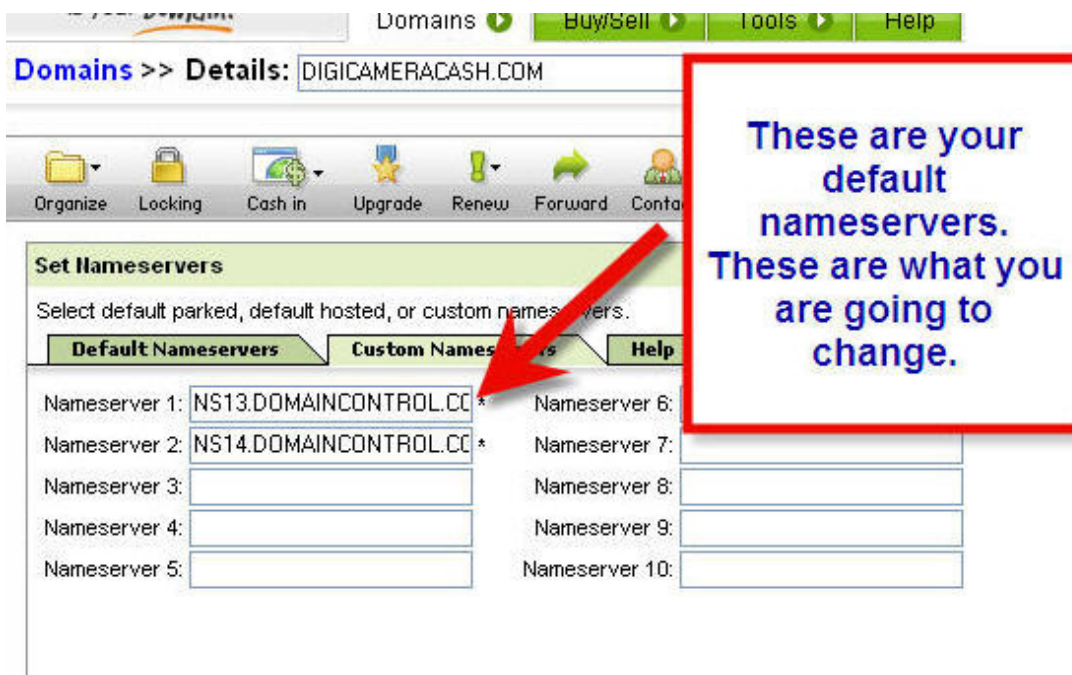
As you can see – the current nameserver settings (ie the settings that your registrar has given you by default) are already filled in.

You need to delete these nameservers – and replace with the nameservers that correspond to your new hosting account.

But how do you know what your new nameservers are?

Good question.

Remember I told you when you create a hosting account you will get sent an important email with all your hosting details? Well- the information you require is in this email.

Here is a copy of the email that I received from my host – when I set up a hosting account for www.digicameracash.com
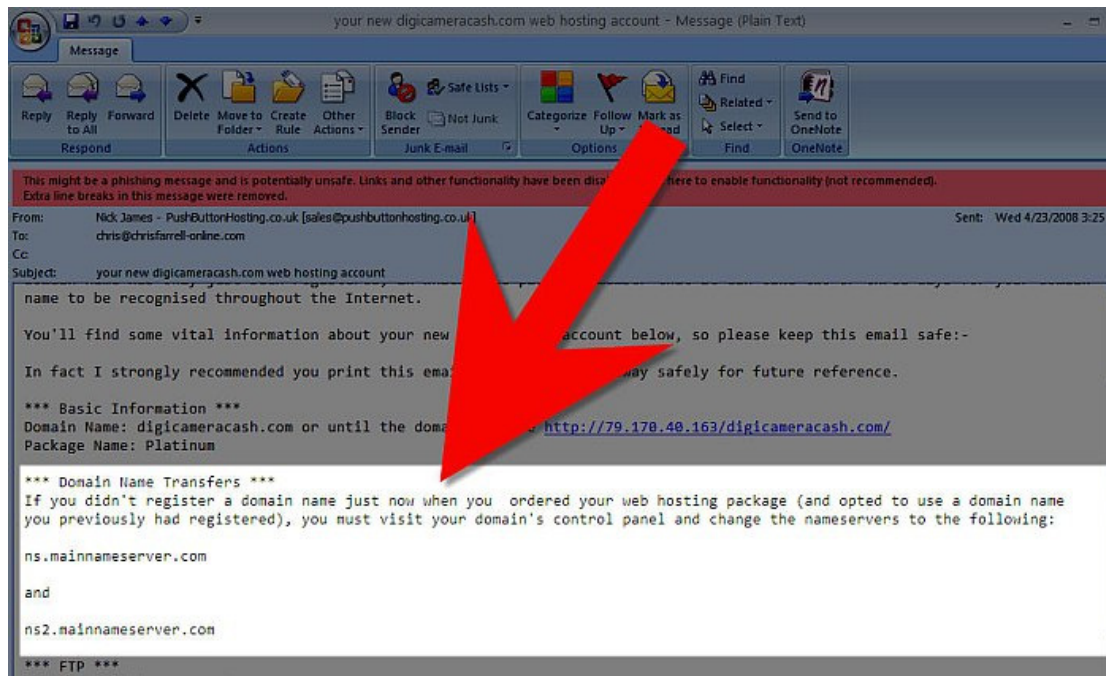
You can see that my NEW nameservers are clearly listed (usually there are **two** nameservers).

So, all we do now is simply delete the default nameservers from your registrar...
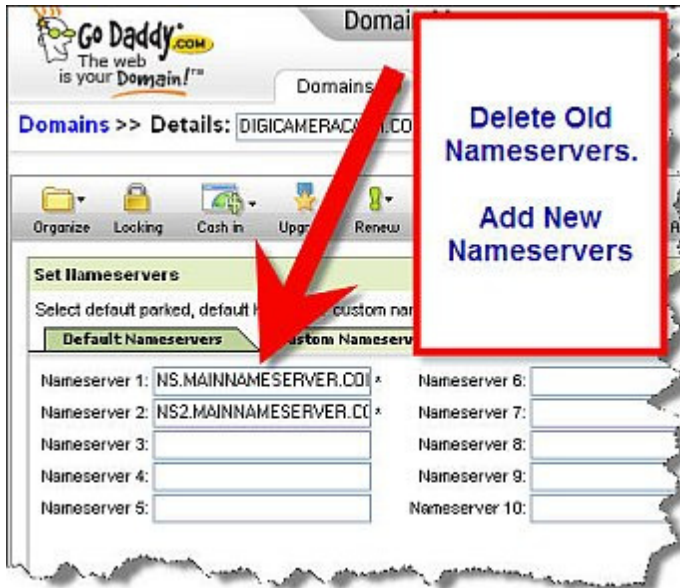
...and insert your new nameservers as told to you in the email from your hosting company.
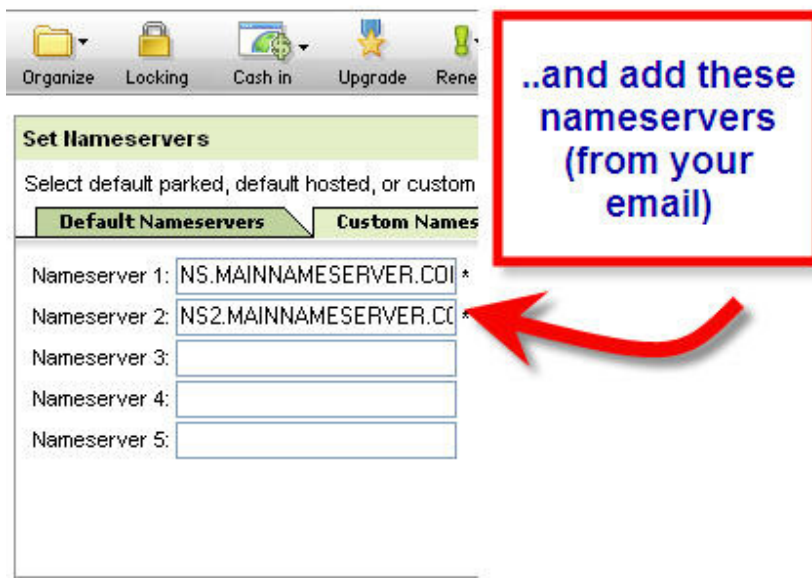
Click OK. And it's as simple as that!

Please note that your new nameservers can now be seen on your 'My Account' page.
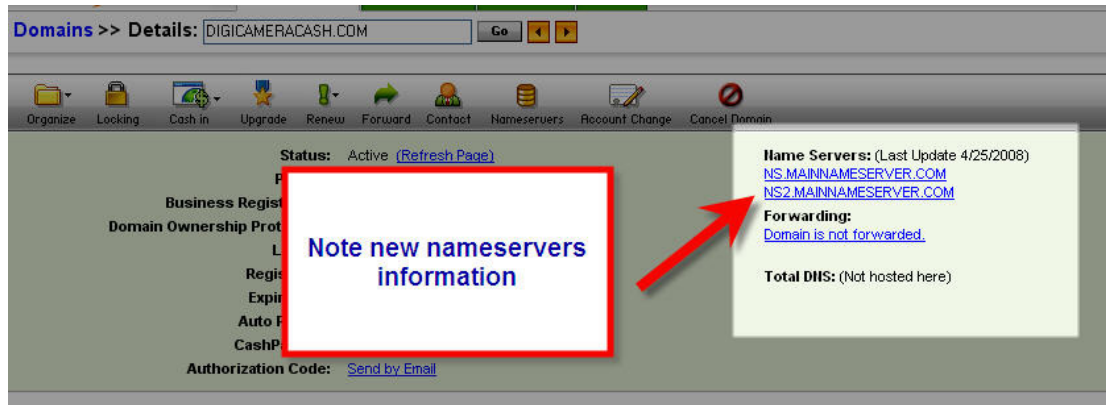
And now – when someone types in your domain address – your registrar will know exactly where to send your visitors.

Please note – it can sometimes take 24 – 48 hours for these changes to come into effect.
That was fun wasn't it?! ☺

Right ...now let's start to make you some money.

PART 6

CREATING YOUR FIRST WEB PAGE

Ready to flex your creative muscles?

You now have everything you need to start creating your first web page.

Please follow the steps in this chapter exactly as I describe them. If you do, you will have your first web page on line <u>within the hour</u>. I'm not kidding!

LET'S BEGIN!

The first thing I need you to do is go to your desktop and start up Kompozer.
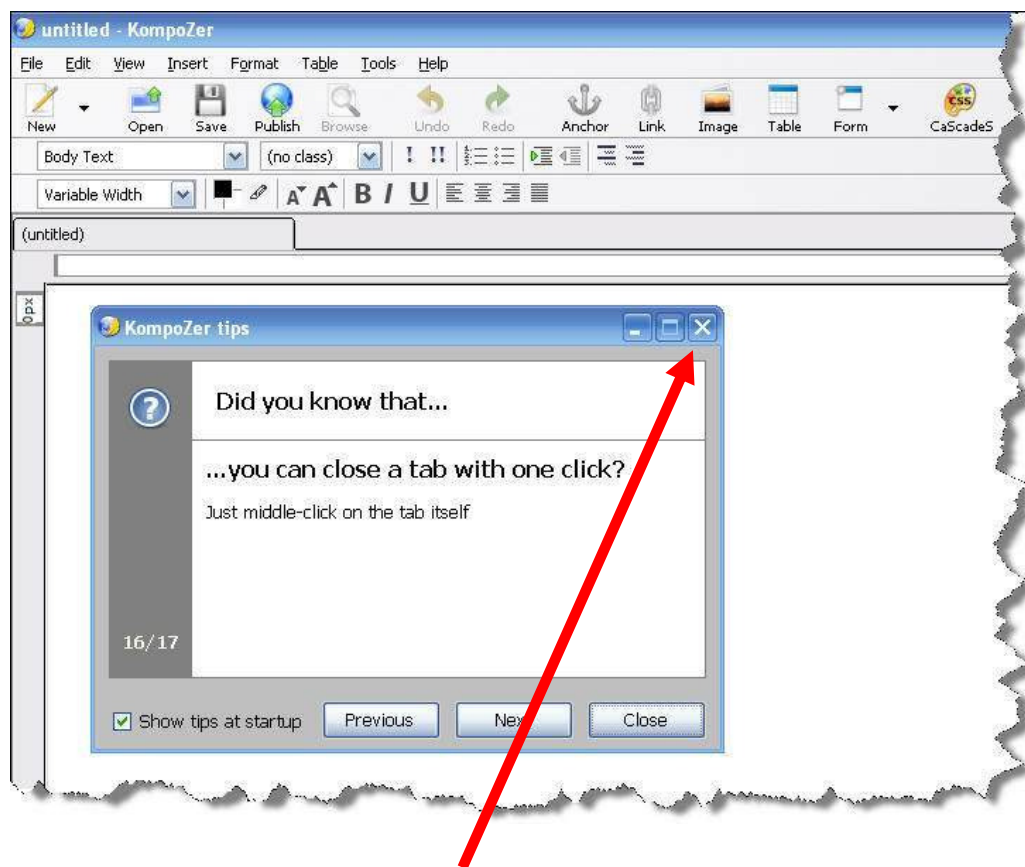
Click on the Kompozer icon

You will now be greeted with the following window.

Close the small 'Kompozer tips' window that appears.

You will now see this page.
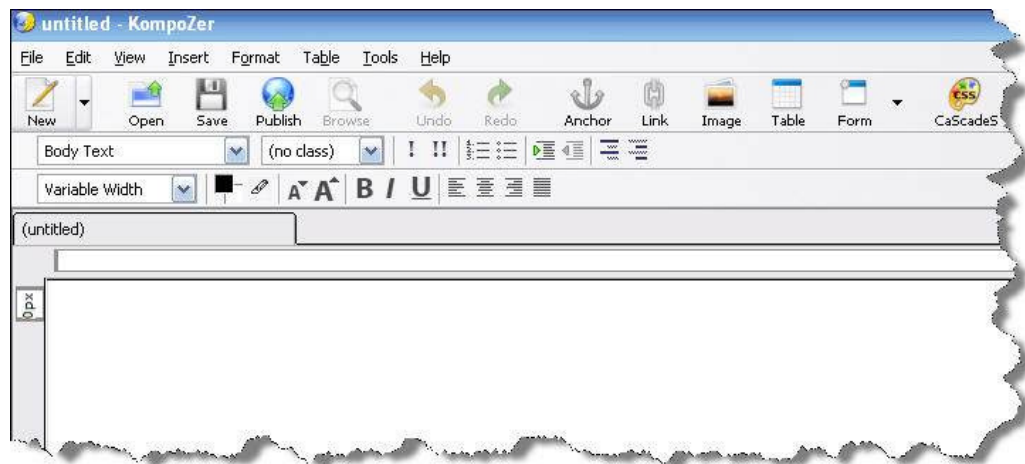
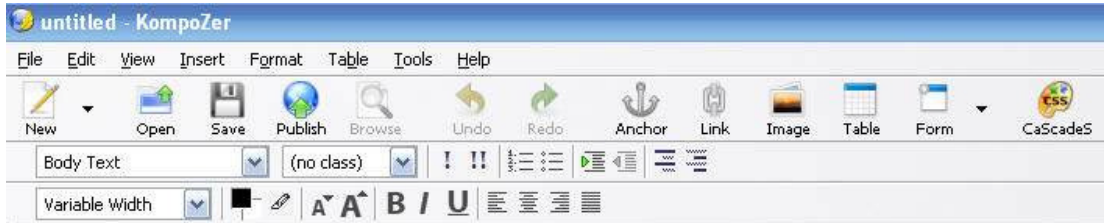Note the menu at the top of the window, and the various instructions ('File' 'Edit' 'View' 'Insert' etc)

Underneath you can see a few lines of toolbars ('New' 'Open' 'Save' "Publish" etc).

There may be a panel to the left of your screen with the heading 'Site Manager'. But there possibly may not! It depends on your computer. Pressing the **F9** key will turn this on and off.

To the right of the screen, is a large window with has a tab called 'Untitled'.
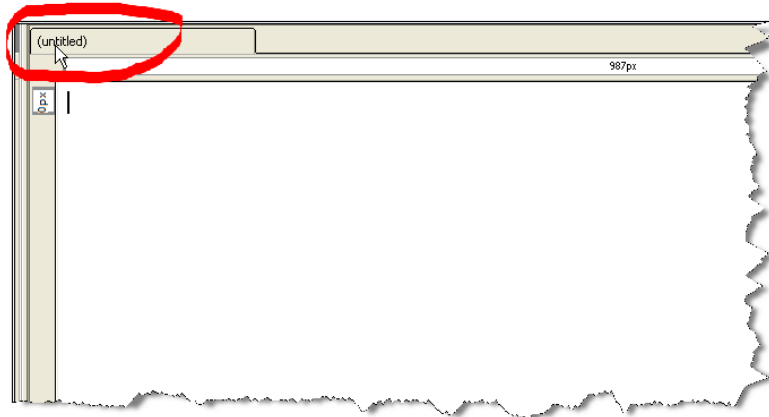
Now – before we go any further – I want you to get in the habit of naming each page as you create it. This is a **very** good habit to get into.

The name of every web page appears at the top left hand side of the screen in that blue colored bar that every website has. Here's an example from www.amazon.com


This text you are about to enter will show here on your website

This blue bar is known as the **title bar**.

The title bar is one of the most important factors in achieving high search engine rankings. Whatever you put into your title bar is what will appear in the 'clickable' link when people use a search engine (such as Google) to find your site. This is a subject known as Search Engine Optimization (SEO) – which is an important topic that you should eventually familiarize yourself with – as good SEO can generate a lot of free visitors (or traffic as it's called) to your site. But that's another eBook...!

Right now - we are now going to create the text to go into your title bar.
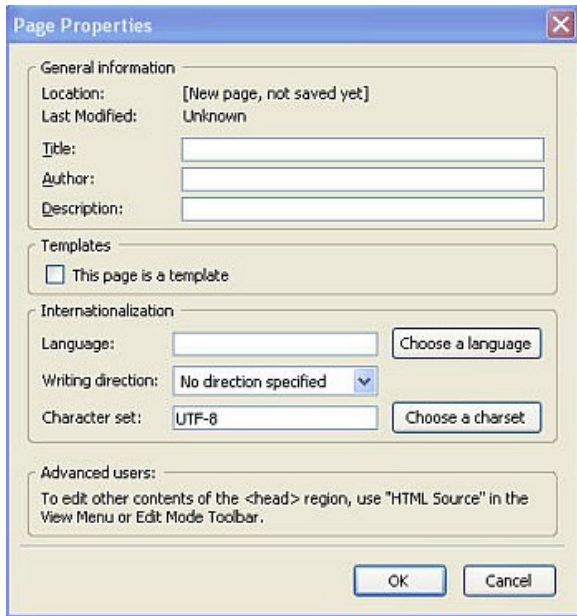
Click on **Format**
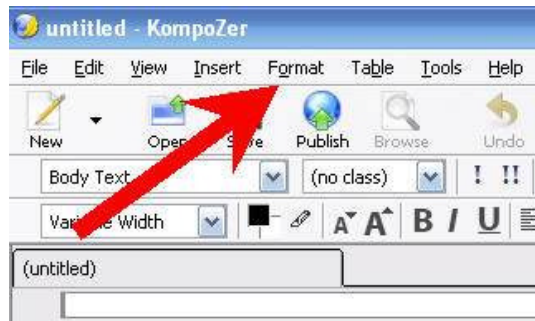
In the drop down menu that appears – click on **Page Title and Properties**.

The following Page Properties window will appear

In the Title – you will put how you want your website to be described. For the sake of this example – type in My First Web Site


Click OK. Now note the top of your Kompozer screen.

You've just named your first web page! Well done!

From now on - every time you create a page – name it. If you forget when you publish your page it will be named on the web as 'Untitled' (and as an aside - it's amazing how many newcomers forget to name their page – nothing looks as unprofessional!)

Also - please note the former Untitled tab on Kompozer – has also had its name changed. The tab now reads **My First Web Site.**
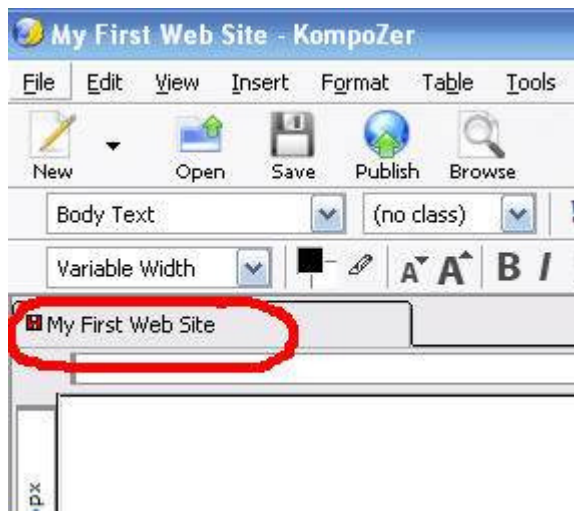
So you have now named your first web page.

Time now for a bit of content.

It is in this large pane (that is titled My First Web Page) that we will design our first web page.

Make sure the tab at the bottom of the page is in the 'Normal' mode.

While in this 'Normal' mode, I want you to type the following text.

You didn't think that when you got up this morning that this would be the day that your life would change, did you? But it's going to happen - because the only thing that stands between you and great success – is doing what you are doing right now ---- TAKING ACTION!

Your screen will now look like this
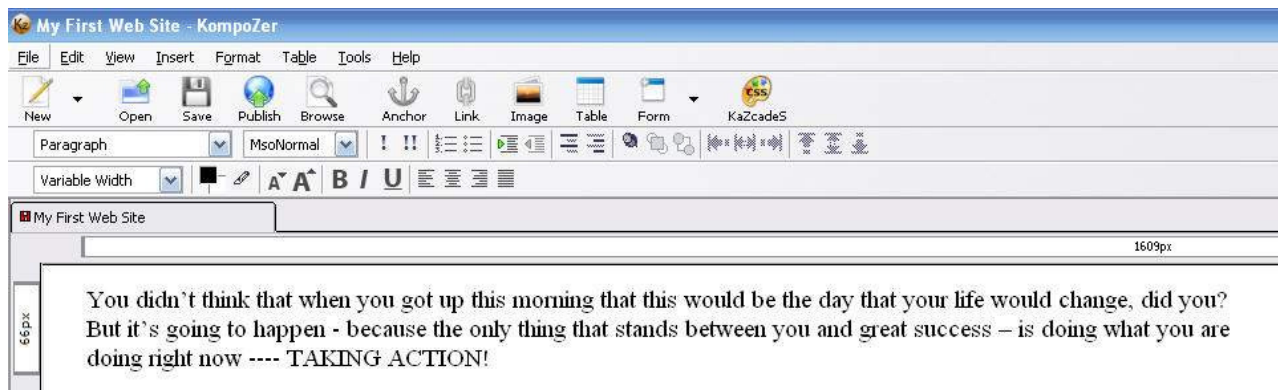
Okay- so far- so good.

►► TEN MINUTE TIME OUT

Right – I want to take a quick break for a moment....

....I appreciate that I am throwing a lot new information at you. I am very aware of that.

But I want you to realize that it *is* possible to create your first website in an afternoon. It really is. And then – and only then – the whole process of **making money online** will become a reality.

I want to share something with you as well... Not many people know what I am about to tell you – but I **wasn't** even online a year ago. In fact – I published my first website in February 2008. Despite that – I have recently had my first few $1000 days (yes I've made over $1000 a day). I only say this to illustrate the fact that if you do go to the effort to learn these skills – you are putting yourself in a very strong position to start generating an income from home. The first step though – is your website.

Please therefore keep going – and try not to feel overwhelmed.   Believe it or not - you are currently learning invaluable skills that 90% of people who say they want to make money from home will **never bother to learn**. There are so many individuals who have spent years (literally) 'messing about' on the internet – and yet have not learned as much as you already have. If you were one of these people – don't berate yourself (I used to be one) but well done for doing something about it now.

This effort will set you apart from the rest. Ok – one more coffee – then we'll get back to it....