

So You Want To Operate A Website?

Hi, my name is Ryan Kelly. First, I want you to know that I'm not an Internet Guru or Marketing Expert. The information that I'll be sharing with you was learned from making all the mistakes you can make. Whether you operate a website now or you're just thinking about starting one, what I'm about to share with you can save you lots of works, give you some good ideas, and help you achieve success. To keep up with what's going on after you finish this ebook, I invite to you visit my web site Ryan Kelly Publishing . The website is updated often with lots of information and resources to help you with your online business.



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If you're going to operate a website, Start Here!

I know this is going to sound like a sales pitch, but trust me. it's a true story. When I first got involved in setting up web sites I found myself all over the Internet looking for things to add to these sites. One day I came up with the idea of looking through my Temporary Internet Files Folder with Paint Shop Pro to see what I may have picked up in the way of images that might be usable on my websites. Well what I found surprised me! I found some pornography that I never saw while I was on the Internet, and I deleted them right away. Of course I really didn't delete them because now I know that deleting files on your computer only renames them. Later that night I was surfing the net when I came across an ad for [Evidence Eliminator](#).

I liked everything they said:

- **[Evidence Eliminator™](#) is an easy-to-use powerful and flexible data cleaning system for a single-user Windows PC. Daily use protects you from unwanted data becoming permanently hidden in your PC.**
- **Speed-Up... your PC and Internet Browser, reclaim lost Hard Disk space and professionally clean your PC! Make it safer to use the Internet - All in one click of your mouse!**
- **Did you know... that your computer is spying on you? Did you know for example that every click you make on Windows 98 Start Menu is logged and stored permanently on a hidden encrypted database within your own computer?**
- **Deleting "Internet cache and history", will not protect you... your PC is keeping records of both your online and off-line activity. Any of the Web Pages, Pictures, Movies, Videos, Sounds, Email and Everything Else you or anyone else have ever viewed could easily be recovered - even many years later! How would you feel if somebody snooped this information out of your computer and made it public? Do your children or their friends use your computers? What have they downloaded and tried to delete?**

I thought, this is great for someone in my position, but why would anyone else be concerned. I got that answer the first time I ran it. It removed over 7200 files, that were of no use to me or my computer, and that freed up a lot of hard drive space. I couldn't believe my eyes when it found 4800 Internet Cache files that I thought were deleted. Not only that, it removed all the temp files and much much more. I run it every night now when I shut down my PC. I like knowing that no matter what someone sends me over the Internet without me knowing about, that those files will be destroyed before I log off my computer. It even removes history files, and files that programs use while they are running that you didn't even know were being created, files that you will never need again. What can I say? It was the best money I have ever spent. And I believe in this product so much I have decided to share it with you here. I highly recommend you take a look at [Evidence Eliminator](#)



Things To Do Before You Start.

Of all the things I wish I had done before I designed my first website, **GETTING ORGANIZED** was the most important, and the one I missed. Realizing that I needed a plan, an outline so to speak, for any future websites, I opened notepad and started to put my ideas and goals on paper. I know, Internet people are like salesmen, they hate organization. But a few steps before you get started are well worth the effort. There's a lot more to operating a website than creating a web page and uploading it. You're going to need text files, images, and content, all things that need to be organized in some fashion.

Part of my list looked like this:

- Professional appearance
- Easy to use
- Fast loading
- Easy for me to maintain
- Need something unique
- Visitor feedback on all pages
- Give visitor a reason to return
- Setup a method of collecting payment
- Setup content that updates automatically
- Stop myself from running at the mouth
- Ask visitors to participate
- Find web page templates

So the very first thing to do is to create some folders on your hard drive. There are two lines of thought on this.

If your website is going to be fairly simple then just create one directory and keep all the files there. One of the benefits of this is that you can refer to an image file in your html file as "suchandsuch.jpg" instead of "c:\website\images\suchandsuch.jpg". You can see where this would make it much easier to update your pages. Another advantage to the one directory method is that you may decide to create an ebook of your website later and most ebook software requires that all the files be located in the same directory.

Now, if you're going to have a massive website with lots of images and html pages, then you should consider creating separate sub directories under your main directory. Like this: website main directory, with sub directories, images, text, hold, and test under the main website directory.

The two directories *Hold* and *Test* serve an important function. *Hold* is the directory where you'll store files that are not really a part of your website, but that you might want to use later. So when your out on the Internet looking at the free graphic websites you already have a place to save a file. These are what I call common files. You might be creating a second website or web page and can easily grab a file from that directory. Try to keep only the files that you are actually using on your website in your main website directory. You'll appreciate picking up that habit when you are looking for a certain file. The *Test* directory is where you copy all the files from your main directory after you have uploaded them to your server. Then you can play around with the html files until you have them the way you want them. That way you can play with your html pages and you won't mess up your original web page located in the main directory. After you have your test page completed the way you want it, just copy it back over to your website directory.

Things To Do Before You Start.

Let's discuss browsers for a minute. There are so many different opinions about which browser is the best. I say why not use the two best browsers together as a team. I had no idea that Netscape and [Opera](#) browser users were looking at garbage on my website until I downloaded [Opera](#) and went to view my website. It looked like a bikers bar, tables slung all over the place. So I went to work to make sure that my website looked great in the major browsers. You'll surely lose visitors if they can't make heads or tails of what you're presenting.

Now I don't work for any of the browser companies, but I have my opinion of what's the best. For me, because I'm a webmaster, amongst other things, [Opera](#) is King. [Opera](#) has so many features that fit my needs as a website operator. And you can download a FREE version. (The cost is only \$39.00 for the full version if you don't like ads)

Here are a few of [Opera's](#) features that are especially nice for operating a website. As you build your site you will be out on the Internet looking for content to add to your website. Most of the websites that offer any form of content require you to perform a free sign up. This means you're going to have to remember your user name and password. Yuk, more bookkeeping. Well, with Opera you can forget about that. As soon as you hit the enter key to submit your first login, Opera will ask you if you want to save that information. Then when you return to the website you just need to click on a wand and "POOF!", your in. Neat huh? The greatest thing about this feature is it's security aspect. Busy webmasters tend to use the same user name and password at every website. Makes it easier, but it's very dangerous. You never know who works at that website, and how they could abuse this by trying your information on say your bank account login or email login. So using different passwords at each website is fast and safe.

Okay, you're logged into the content website and now they want you to copy some code to use on your website to use their content. With [Opera](#), when you select the text and click your right mouse key you get an option to save it to a note. That way, you can surf and save all day and then collect your notes later. No loading up notepad each time, just save it to a note right then. While we're talking about that, I'll mention another organization method that goes along with this topic. I keep all of my codes in one Wordpad file called codes.rtf. I use the Rich Text Format because it allows me to perform functions that Notepad lacks. (Like text formatting and replace.) Here's an example of how I do that.

=====

XYZ COUNTER 01/01/2004

To main page of whatever

```
img src="http://www.somesite1.com/cgi-bin/counter.pl?id=123456"
```

To item page of whatever

```
img src="http://www.somesite1.com/cgi-bin/counter.pl?id=123456"
```

=====

EBOOK NEWS COMPANY 05/24/2004

EbookNews to my Web site!

```
SCRIPT SRC="http://14.1228.1735.917/images/ebook/wgenews.trpop.js">
```

```
/SCRIPT
```

=====

This way, all of the codes and account information are in one location. My actual codes.rtf file is enormous and I have it divided by website since I operate a few. But I can easily find any code for use or replacement by using the find function in Wordpad.

After I copy all the notes from Opera to my codes.rtf file I just delete the notes in Opera. No sense in keeping them, as they might confuse me later. (Did I copy it or didn't I?)

Another really nice feature in Opera is the ability to highlight a url on a web page that is not a link, (just plain text in an article let say), then right click and get the option to paste and go to url. So you clear your address block in your browser and paste and go to the url. Very handy for taking a quick look at a website in a new page.

IMPORTANT: Keep whatever browser you are using now. I use IE and Opera . There are a few reasons for this. 1.) There are some websites that won't allow you access to their website if you are using Opera. (My banking website is one.) Their coding or software is not compatible. Just load up IE and go to the website. 2.) I keep Opera open and running just about all the time that I'm working on my PC. So when I start Outlook Express to check some of my mail accounts, it automatically uses Opera as the default browsers and loads any link I click on in Outlook Express. When you get Opera go to Preferences and click the box that asks if you want it to check to see if it is the default browser.

So you get the best of both worlds by having two browsers on your computer.



Things To Do Before You Start.

Another detail that is important is bookmark organization. Because I use two browsers I often find myself in one browser when I bookmarked a website in the other browser. There is an easy answer for that by simply downloading a free bookmark organizing program. These programs allow you to load both bookmark files up and combine them into one file. A good bookmark software program has the ability to go out on the Internet and check for bad links. After it locates the bad links, you should check them manually because some of them will be good links that require a password. You should then delete the true bad links and the links you never use. After the list is clean you can then synchronize the two bookmark files so they are the same. Even if you decide to use only one browser, cleaning up your bookmarks is important.

You should keep the bookmarks that relate to your website tasks in one place. I found that if I save all other bookmarks to one of the categories below the main level, and save only website related bookmarks to the main category, I have immediate access to them. When you save a bookmark, be sure to edit it before saving. Often the title it picks up from the website has nothing to do with anything. I saved a bookmark for an affiliate program once and then couldn't find it later. It had been saved with the words "Your title goes here", which is what most html software programs put in the title field when the program starts. The web designer had not changed it to their website name. So be sure to check what the title is. Sometimes the title is a mile long so you'll need to shorten it to something that makes sense to you.

Often you need two bookmarks to the same website, one for just visiting the website and one for the affiliate program page. I just add AF to the beginning of all the bookmarks that take me to an affiliate page and leave the others as is. Since my affiliate bookmarks all start with A they are always at the top of my bookmark list. That reminds me to cover file naming schemes. When I create a directory on my hard drive for my website I always use a "1" as the first letter of the name of the directory. That way, it's right there on the top of the list in Windows Explorer.

While all of this may sound unimportant to you now, I know you'll be glad you accomplished these tasks before you start building your website. You'll find out that operating a website properly is a job just like any other job. If you establish good organization skills you'll love your job. If you don't you'll find yourself working too hard and disliking what your doing. Don't stop with just the organization tips I've made here, always be thinking of ways to make what you do easy and even fun.

Planning Your Website Appearance.

They say a picture is worth a 1000 words, and nowhere does that apply better than what people see at your website. On the Internet, first impressions really DO count. A visitor to your website can make the decision in a matter of seconds whether they stay or leave. There is no particular format that will keep them or send them away. What makes one person stay causes another to leave. If I knew the answer to what keeps them I would be building websites instead of writing ebooks. The best we can do is discuss how different layouts may affect different visitors.

It might sound strange to you, but the type of computer or Internet connection your visitor has really makes a difference. If you plan to have a fast loading web page then you are headed in the right direction to keep more visitors from leaving. If you are trying to get the biggest crowd possible then you probably want to limit the amount of Flash and Java on your homepage. If you are offering features that require those, then you really don't have much choice, but there are ways to solve that problem. One option is to keep Flash and Java off your homepage and put it on pages that your visitor will see when they click on a menu item. If your page loads up quickly they are more likely to stay for a while and look around. If they encounter a page that is too slow loading for them they can always back out to your home page. You still have them!

Another cause of slow loading websites is the number and size of photos. Limiting them on your home page is the best approach. There are many excellent programs out there that can reduce the size of your photos and still maintain the quality. In place of some of the graphics I suggest the use of text links. Text links can be presented in two way, as a list or in line. In line is where you type a paragraph describing a product or service and make a hyperlink out of the main word, the product name. People tend to click the in line links more often than any other.

If you're planning on using free web space be sure to look at some of the websites on that server to see how fast they're loading. While I agree that free web space is certainly a money saver, you have to be careful in deciding which service to use. If you find yourself on a slow server, don't hesitate to try another one and and switch over. Slow servers can ruin a perfectly well designed website.

Don't make your visitors look around for things, this isn't an Easter Egg Hunt. Put your menu on the part of the page they first see in their browser. Most design experts go a step further and suggest your menu be in the upper left hand side of your page. People read from left to right and will see the menu immediately. They'll love you for that! Unless you have a website that is for

writers or readers, keep the chit chat on your front page to a minimum. Most people using the Internet hate to read. "Where the heck do I click?" is all they're thinking. If you have a lot of text based information for them, create separate web pages and set them to open in a new window when they click on a word or menu button. Next we'll discuss the use of frames and tables. On no, programming!

Planning Your Website's Appearance

You know what they say about opinions? Well, the following is my opinion, however, it is based on experience. **DON'T USE FRAMES!** The main reasons I would discourage the use of frames is:

- They can be a programming nightmare. Improperly use they tell the visitor that this is an amateur website.
- You have entirely too many web pages to deal with.
- You must always make sure the "targets" are setup correctly.
- But the killer is, if not created properly, you won't get picked up by the search engine robots.
- Finally, many browsers still can't see frames so you'll have to create "no frame" pages for those visitors or just lose them.

A better approach is to use tables. I'm not going to give you html lessons here, but I will share a few facts about tables that you should know. If you place photos or banners inside a table, they must load up before they are displayed. This can slow down the loading speed of your page. Always put your tables lower on your page so that the visitor has something to look at or read while the page loads up. Tables with just text are fine and do not slow down loading. So a few informative blocks of text in tables will load and display while the graphics below load up.

When you setup your tables it is best to decide ahead of time how many columns you want and then set the width of them to equal the page width. If I were setting up a page with 3 columns my code would look like this:

```
<table width="99%" border="2" align="CENTER" cellspacing="5"
  cellpadding="5" bgcolor="#FFFF99" bordercolorlight="#FF99FF"
  bordercolordark="#993300">
  <tr>
    <td width="33%" valign="top"></td>
    <td width="33%"></td>
    <td width="33%"><FONT FACE="TAHOMA" SIZE="3"
      COLOR="BLUE"></td>
  </tr>
</table>
```

That would give me a table that looks like this:

I used the `valign="top"` element to make the text start at the top of this column. I didn't use it in the other columns. So no matter how much text I put

in each column they would always remain

as 1/3 of the page. You can see where this gives a nice clean look to your web page. I changed the font in this column.

I used a border statement in the above example, however, I think most borders look cheesy and I suggest that you don't use them. Well, see for yourself. Doesn't the same table as above look better without borders?

I used the `valign="top"` element to make the text start at the top of this column. I didn't use it in the other columns. So no matter how much text I put

in each column they would always remain

as 1/3 of the page. You can see where this gives a nice clean look to your web page. I changed the font in this column.

Well, I gave a little html training anyway:) I've looked at so many websites with poor text formatting that I felt it important that you know how to do this properly. You can change everything in the above example and get the look you want. Maybe only two columns with a 33% left column for your menu and a 66% column for your text. When using this format use the `target="_blank"` to have whatever menu item they click on open in a new window. That way, your website is right there when they close that window.

Need help with HTML? www.htmlgoodies.com offers a nice FREE online training course.

Behind The Scene

In the first chapter I talked about getting things ready, getting organized, and while those are "behind the scene" tasks, there are many more just before you upload your website and then after it's up and running. Planning is of the utmost importance at this point.

One thing we know for sure is that you're going to be selling something on your website. Therefore you're going to need a way to collect the money. Based on my own experience and from the number of clients they have, [PayPal](#) is the leader in that business. I find that the programs they offer reduce the amount of time I have to spend creating the code needed to collect money at my website. They even have a shopping cart which allows your visitor to order multiple items. The hardest part of all this is setting up an account with a company like [PayPal](#). Once you have your product and price list put together you should get signed up, get your code, so you'll be ready to go.

Another company that has been around for a long time is [goEmerchant](#). goEmerchant is the Internet's only vertically and horizontally integrated provider of ecommerce solutions targeted to small and medium size businesses as well as the leading provider of ecommerce enabled and transacting web sites on the Internet today.

Here's a little "behind the scene" gem that you can use to make your life as a webmaster a little easier. Once you get things rolling you're going to be spending quite a bit of your time answering email messages from you visitors/clients. You should be thinking about what questions they are going to be asking and then create canned responses that you can save into TXT files. Maybe one for each product or service, and a few for other common issues, like " I couldn't download that file". Now I wouldn't recommend that you use these canned pitches as is, but instead, load up the one that applies and copy and paste from it adding the human touch to it before you send it out.

I'm not going to spend a lot of time talking about search engines. It's a topic that can drive you around in circles. Each of the major search engines has their own method of adding URL's, deciding how you will be ranked, and what you should have on your web page to be search engine friendly. You will want to make sure that your web page title, meta tags, keywords, and discription are all completed on each page before you submit your site. You MUST get entered the in [dmoz.org](#) directory , since many of the other search engines get their data from [dmoz.org](#). When it all boils down to the bottom line, if you want any positioning in the search engines you need to use a service that can help you with that. A good starting place is [SubmitPlus](#). These folks offer a lot of FREE services to get you started and if you use them you'll probably

want to upgrade with them as a way of thanking them for the FREE tools they offer.

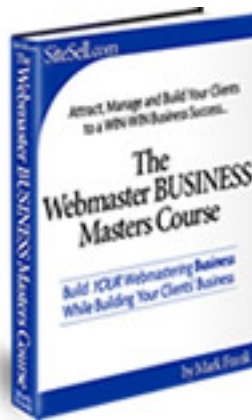
While we're on the topic of search engines, I must warn you about what happens when you start adding your url. They will send you an email either thanking you or asking you to click on a link in the email message to verify your email address. If you don't use the link then you won't get listed. So you're going to need an email address to use when adding your url to the search engines. Don't clog up the email account you intend to use for your business or personal use. I've setup a place you can get an email account with 6 megs of storage for FREE. Your email address will be `yourname@erics.every1.net`. Eric is a friend of mine that originally set that all up for me, but the account name doesn't really matter since you're not going to be giving it to anyone except the search engines. To sign up for your FREE email account [Click here](#) .

You'll probably want to know how many visitors have come by your website. There are 1000's of FREE counters out there, but one that I prefer is [SuperCounterFree](#) They have an easy sign up, nice graphical counters, and amazing stats for a free service.

Well, we're coming to the end of the story here. As you can see, creating and operating a website is not a task for the weak at heart. It requires massive amounts of time and even more dedication, and often you'll find you can't do it all for free. If you are ready to grab the bull by the horns then the topics we discussed should help make that task easier. If however, it's really more than you want to tackle by yourself I'm going to suggest another route to take in the next chapter.

To Do List

I'm going to ask you to do a few things that will help you on your journey to becoming a new webmaster or a better one. First, I want you to download this FREE ebook. I talked about the nuts and bolts of setting up and running a website. This FREE ebook takes you to the next step. It doesn't talk about html, counters, etc, but instead teaches you about the business end of running your own website. Click the book or word link to download.



[The Webmaster's Business Masters Course](#)

The next thing that I'll ask you to do is to go to my website and sign up for my newsletter. I don't have a regular schedule for my newsletter, but instead just send one out when I find some new information, or a good ebook, to pass on to you. The sign up is located on my homepage at [Ryan Kelly Publishing](#).

While you are in the process of getting everything together for your new website you may want to look at a program that will not only get some cash flowing for you, but also provide you with a wealth of information. The FREETOSELL EBOOK program puts you online, in business immediate. You'll have access to all the ebooks in the package so you'll be able to read about subjects that will help you along the way. Take a look at [FreeToSell Pro](#). You don't need a web site. You don't need a merchant account. They will deliver your personalized copy of the FreeToSell Pro Package to your customer when you make a sale. Sending your visitors to the your FreeToSell Pro Shop link is all you need to do!

Finally, if you are writing an ebook, have already finished writing one, or you're in need of some help getting it compiled and marketed, please visit my Ebook Store at [Ryan Kelly Publishing Ebook Store](#).

Well, hopefully you got your feet a little wet here or at least have a better idea of what's involved in having your own website. If you found this ebook to be helpful I would appreciate it if you would

send me a testimonial that I can post on my website. You can do that by clicking on my email address.

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