


Start Your Online Business in  Days  
Without a Lot of Money:  
An Easy Step-By-Step Guide




Jay Hamilton-Roth

Start Your Online Business in  Days

Hamilton-Roth



Start Your Online Business in  Days  
Without a Lot of Money:  
An Easy Step-By-Step Guide



Jay Hamilton-Roth

**Start Your Online Business in 28 Days**  
***Without* a Lot of Money:**  
**An Easy Step-By-Step Guide**  
By Jay Hamilton-Roth

Published by:

**MGI Publishing**

16 Juanita Avenue

Mill Valley, CA 94941




















[store@ManyGoodIdeas.com](mailto:store@ManyGoodIdeas.com)
























<http://ManyGoodIdeas.com>







All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without written permission from the author, except for the inclusion of brief quotations in a review.

Copyright © 2007 by Jay Hamilton-Roth


# Contents


Introduction .....	6
 0 Physical Business Issues .....	8
 1 Select Online Name .....	10
 2 Get Your Domain Name and Host .....	12
 3 Find Graphics .....	15
 4 Email .....	17
 5 Business Cards .....	19
 6 Website Look .....	21
 7 Paper Website.....	23
 8 Demo Your Paper Website.....	25
 9 Rework Your Paper Website .....	26
 10 Start Online Website.....	27
 11 Website File Transfer .....	33
 12  22 Website Creation .....	34
 23 Analyze Web Traffic .....	35
 24 Website Feedback.....	36
 25 Email Lists .....	37
 26 Shopping Carts  .....	39

 27	One-Page Brochure.....	41	
 28	What's Next? .....	43	
	Step-By-Step Examples .....	44	
 0	<b>Physical Business Example .....</b>	<b>45</b>	
 1	<b>Name Your Business Example.....</b>	<b>46</b>	
 2	<b>Get Your Domain Name And Host Example .....</b>	<b>49</b>	
 3	<b>Find Graphics Example.....</b>	<b>56</b>	
 4	<b>Email Example .....</b>	<b>57</b>	
 5	<b>Business Cards Example .....</b>	<b>68</b>	
 11	<b>Website File Transfer Example .....</b>	<b>69</b>	
 12	 22	<b>Google Page Creator .....</b>	<b>71</b>
 12	 22	<b>1&amp;1 Website Builder .....</b>	<b>77</b>
 12	 22	<b>Nvu.....</b>	<b>89</b>
 12	 22	<b>WordPress.....</b>	<b>102</b>
 23	<b>Google Analytics.....</b>	<b>122</b>	
 23	<b>Google Analytics with Google Page Creator.....</b>	<b>125</b>	
 23	<b>Google Analytics with 1&amp;1 Website Builder ....</b>	<b>127</b>	
 23	<b>Google Analytics with Nvu.....</b>	<b>128</b>	
 23	<b>Google Analytics with WordPress.....</b>	<b>130</b>	

 <b>Email Lists</b> .....	133
 <b>PayPal</b>  .....	134
 <b>PayPal</b>  <b>Google Page Creator</b> .....	145
 <b>PayPal</b>  <b>1&amp;1 Website Builder</b> .....	147
 <b>PayPal</b>  <b>Nvu</b> .....	148
 <b>PayPal</b>  <b>Wordpress</b> .....	150
 Appendix 1: Free Gmail Account.....	158
Credits .....	159
Glossary .....	160

### Key Symbols

 **Money Saving Tips:** Throughout this book, I'll point out some optional money saving tips.

 **Idea:** I'll indicate handy tips throughout the book in this way.

**Text to modify** in a file

Text to **delete** in a file

 A detailed example

---

## Introduction

If you have a product (or service) that you want to market online, then this book will show you how.

Not a computer whiz? Creating a website isn't much harder than creating a document in your word processor. There are clear step-by-step instructions for doing *everything* online.

Don't have a lot of time? Spend more time selling your products (services) and less time setting up your business using the detailed steps.

Limited budget? For less than \$40 a year, you can get you a very nice website. For less than \$6 a year, you can get you a minimal website with your own domain name. This book shows how to create a nice website for free.

Have a website? Besides creating a website, there are also instructions for: analyzing your web traffic, adding a shopping cart, and creating printed marketing materials.

Why do professionals charge \$1000s? Anyone can create an online business. Making the website look "sharp" is a job for the pros. If you don't have thousands of dollars to spend, create something functional now and improve it later.

Just starting your first business? After working through this book, you'll have both online (website, email, website analysis, and a shopping cart) and

---

supporting printed marketing materials (business cards and flyers). You'll learn what you need to market yourself effectively.

The book is divided into day-projects. How long you take to do a project is based on the combination of how motivated and skilled you are. Unless you start businesses regularly, you'll be learning some new skills during this month. Follow step-by-step as someone implements each day's goals in the Examples section.

Remember: It's your business, and you should definitely do things in ways that reflect who you are. However, there's no reason that you can't learn from others' successes and failures.




## Physical Business Issues

Unless you already have a physical (“brick-and-mortar”) business, there are some business startup issues to solve:

- Strategic Plan – This document answers the key issue for your business: “**What customer problem am I solving?**” You highlight how your product (service) solves *their* problem. Without a clear plan, you’ll be wasting a lot of time and money. Since people *primarily* care about health, wealth, or relationship. Your business message should address (at least) one of these areas.
- Business Name – Your name should reflect the problem you’re solving.
- Address – Are you operating out of your house, a Post Office Box, or an office? You’ll need a physical address to make people comfortable with your business. You need an address to receive mail (for people that want to send you money).
- Legal – How is your business organized? Most people start their businesses as a sole proprietorship, but you might have a partnership.
- Business Checking Account – How is money going to get to you?

---

 Nolo Press ([nolo.com](https://www.nolo.com)) has a wonderful collection of legal self-help books as well as articles to help you make expensive mistakes.

 See example on page 45.



## Select Online Name

Unless the name of your business is part of your name (“Jane Smith and Associates”), you’ll probably (rules vary from state-to-state) need a DBA (“Doing Business As”) form. File the form with your County Recorder/Clerk’s office.

For your online business, consider filing a DBA. A DBA is used for obtaining a business checking account and also for preventing others from using your business name.


The rules for naming a brick-and-mortar or online businesses are basically the same:

- Highlight the benefit of your business (what problem are you solving?)
- Avoid superlatives (“Best Drums”)
- Don’t limit the name based on geography (unless desirable) (“Sioux City Skates”)
- It’s a unique name.
- It’s easy to spell.
- Test it out on friends.
- Don’t sweat the name too much – it’s not the name that attracts people, it’s the offering.

Your online name is called a *domain* name. To see if your selected name is already used, use a free service such as [www.whois.net](http://www.whois.net). If you are starting a non-profit, you’ll want your domain name to end in **.org**, otherwise your domain should end in **.com**. Avoid dashes (-) and underscores (\_) in domain names; people have a hard time correctly

---

remembering these characters. A thesaurus can be handy to help you brainstorm name ideas.

 **Secondary Domain Names:** Purchasing *secondary* domain names (aliases) is done often to protect the website name from competition and to make it easier to find. Secondary names can automatically forward people to a primary website (as if they typed in the primary domain name).




See example starting on page 46.

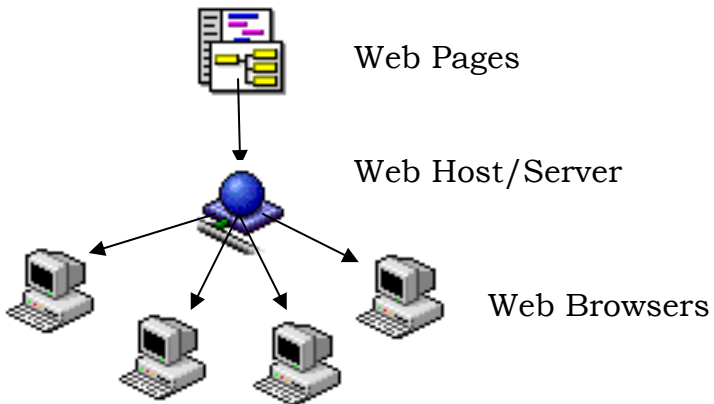


## Get Your Domain Name and Host

There are hundreds of companies that can register your domain name for you. They basically all do the exact same thing but charge wildly different amounts.

 **Privacy:** When you register your domain name, your name, address, phone number, and email address are listed in a public database for all to see. If you don't want this information to be public, consider registering your domain privately. It makes it harder for people to spam you.

It can take a day (or two) to get the domain name published (so your domain name is recognized by web browsers world-wide).





A web host (also called a web server) stores your web pages and sends your pages to people (using a web browser) who want to look at your website. There are hundreds of web hosting companies that

---

basically do the exact same thing (but differ in price, extras, and customer support).

**\$ Do It Yourself Web Hosting:** If you have: a spare computer (that can remain on all the time), a fast Internet connection, a good backup system, and are computer-savvy, you can host the website yourself.

**\$ Free Web Hosting:** If you absolutely have no money to start your business you can create a free website with free email (see Appendix 1: Free Gmail Account and use  -  Google Page Creator). It looks less than professional (because you don't have your own domain name), but if your choice is no business or a less than professional one, start the business, and later upgrade.

**\$ Inexpensive Domain Names & Web Hosting:** [www.land1.com](http://www.land1.com) currently charges (for its *Beginner Plan*) \$2.99/month for: a domain name, website hosting, email. Besides being inexpensive, they are reliable and provide a few nice extras (including free private domain registration). If you refer others to land1.com, you earn money as an affiliate. **Note:** Examples in this book will be using land1.com, but you can use a website hosting company of your choosing.

**\$ Instant Domain Plan:** [www.land1.com](http://www.land1.com) has a great deal (for its *Instant Domain Plan*) if you just need: a domain name, minimal website hosting, and email. If you can live with a 5 page website built

from their templates, you can purchase it for \$5.99/year (which includes private domain registration). You can later upgrade from this plan to a 1&1 Beginner Plan. Be forewarned: the template solution with 1&1 prevents you from using website analytics and shopping carts.



**Hosting Type:** You generally have a choice between Linux and Microsoft hosting. Choose “Linux”; it’s considered to be more “robust”.



See example starting on page 49.



## Find Graphics

Websites are visual. The right image reinforces your website text. Find images that you can ideally use not only on your website, but also in your brochures, business cards, etc. Collect a lot of images that relate to the benefit of your business.



**Inexpensive Graphics:** Search online for “stock photography” or “clip art library” (e.g., [images.google.com](http://images.google.com) and [pdphoto.org](http://pdphoto.org)). You may want to use (digital) photographs you’ve taken or (scanned) images you’ve drawn. There are also many free ways to crop and/or enhance your digital images (e.g., [www.snipshot.com](http://www.snipshot.com)). Website templates may provide a number of nice graphics and color palettes.



**Image Ownership:** Many online images cannot be used for business purposes without a license (or paying a royalty). In some cases, this is a relatively small amount, but the price for high-quality images can be quite expensive. If an image is “public domain”, then you’re literally free to use the image as you wish.



**Graphic Consistency:** One trick that separates amateurs from professionals is that the pros know to use images that look like they belong together. Amateurs use clip art from various sources (and it shows). If you find an image that you like, try to find other images by the same artist/photographer.



**Color Schemes:** Another trick that the professionals know is that color affects mood. Too many colors (just like too many fonts) distract the reader. You want to find colors that “belong” in the same palette. I often use the same color palettes of websites I like.



See example on page 56.



## Email

You don't want your business email address to be [janedoe@yahoo.com](mailto:janedoe@yahoo.com) (the problem is the "Yahoo"). You do want your email address to reinforce your domain name ([janedoe@mybiz.com](mailto:janedoe@mybiz.com)).

Emails to one address can be forwarded to another address, just like postal mail can be forwarded when you move.

### Creating Your Email Account

Create your main [janedoe@mybiz.com](mailto:janedoe@mybiz.com) mailbox. Remember to allow for time for your web host to implement each email account.

While you can create additional email addresses (e.g., [help@mybiz.com](mailto:help@mybiz.com) or [info@mybiz.com](mailto:info@mybiz.com)), unless you explicitly forward these to a single email address, you'll have to check each mailbox separately.



**Catchall emails:** Some hosts can create catchall email accounts ([\\*@mybiz.com](mailto:*@mybiz.com)). Catchalls can be used to catch typos as well as providing the same functionality of multiple mailboxes.

---

## Using Web-Based Email Program

Your host provides a way to send and receive emails using a web-based program (you'll have to login to get your emails). While you might not want to use it regularly (it may be too cumbersome), learning how use their program means you can access you email when you're not at *your* computer.

After logging in to you (web-based) email program, try sending and receiving emails to/from another email address. Does your message arrive correctly? How long does it take to arrive?

## Using Your Own Mail Software

If you already use an email program (such as Microsoft Entourage™ or Outlook™), you can have these programs for your email using either: POP (Post Office Protocol) or IMAP (Internet Message Access Protocol). IMAP has the slight advantage of allowing you to access new messages quicker.

You'll need the following information from your newly created domain's email account:

- Account ID: your mailbox name
- IMAP server: also known as the incoming server
- Password: of your mailbox
- SMTP server: also known as the outgoing server



See example starting on page 57.






## Business Cards

Do you really need business cards if you're creating an online business? Yes. Cards are helpful to use as an introduction to others and are easy to carry.



**Capitalization:** Since the Internet ignores domain name capitalization, be sure to capitalize your domain name (and email address) so it reads well (to a human) on your business card and in correspondence (e.g., mybusiness -> MyBusiness).

What information goes on a business card?


- Your name
- (Optional: Your title)
- Business name
- Contact information (address, phone)
- Email address ( Email)
- Website ( Get Your Domain Name) (you probably don't need the www. prefix for your website) (MyBiz.com).
- A graphic or logo ( Find Graphics)
- What problem do you solve?





**Image:** A sharp image makes your company seem look bigger or more successful. Graphic artists know lots about appearance: colors, fonts, proportion, etc. Once your business is profitable, invest in professionally designed business cards. Even if you don't have the money to pay for the cards, consider interviewing graphic designers. They may provide

---

some free suggestions, knowing that once you have some money you may hire them.

 **Global Designers:** Instead of using a local person, you can try finding someone online (e.g., [www.designoutpost.com](http://www.designoutpost.com) or [www.elance.com](http://www.elance.com)).

 **Professional Business Cards:** [VistaPrint.com](http://VistaPrint.com) will print 250 cards for “free” (they charge five dollars for normal shipping and handling). The upside: the cards are four-color and are printed professionally. The downside: it normally takes 21 days to get the cards, there’s a small ad on the back of your card, the cards are cut slightly smaller than normal cards, and the text placement is limited. If you’re not in a hurry, I’d suggest waiting until after your website is done and you’ve had more time to think about your business (I’ve had to re-do my business cards three times). Bonus: you can earn affiliate fees when your referrals order business cards.

 **Do-It-Yourself:** Use your computer’s printer and word processing program to make business cards (if your computer printer can print out card stock), Your local printer can print out one-sided 4 color images onto card stock. 10 cards fit on an 8.5 x 11” sheet. Printers will often let you print out a proof sheet for free. This is important since the colors may vary from your computer to their printer.



See example on page 68.



## Website Look

Websites have similar layouts since people have been trained to expect certain things. If something is not immediately clear on your website, most people won't bother to try (and they'll leave your site).

### Website Layout Guidelines

- A banner across the top of the page with the name of your business and your business logo/graphic.
- A title that reflects the page contents.
- Familiar web page names: About, Home, Contact, etc.
- A menu, either horizontally below the banner or vertically down the left side.
- Important text is “above the fold” (no scrolling required to see it).
- Every web page should present one idea. Too much clutter overwhelms.
- Contact information is on every page of your website (as a minimum, at the bottom of the web page)
- One or two fonts (and sizes) used at most on a single page.
- A color palette with complementary colors.
- Graphics optimized for slower Internet connections.
- Avoid animation, frames, music, etc. until you know the implications.
- (Optional) Signup form on the right side of the page, immediately below the banner.

---

Look at other websites you like. What do you like? What bothers you? What colors are hard to read? What fonts? What font sizes? Consider how you want to present your business to the world.



**Image:** A sharp image makes your company seem look bigger or more successful”. Website designers know lots about appearance: layout, colors, fonts, proportion, etc. When you do your own website, it’s unlikely you’ll have the same “wow” feeling. Once your business is profitable consider getting your website rewritten by a pro.



**Global Designers:** Instead of using a local person, you can try finding someone online (e.g., [www.designoutpost.com](http://www.designoutpost.com) or [www.elance.com](http://www.elance.com)).





## Paper Website

Now that you have a general idea for the look of your website, *manually* create your website. Working offline to do design is very efficient.

- Grab a stack of blank 8.5 x 11” paper and a couple of colored pens.
- Think of each sheet as page on your website.
- Sketch out what each page on your site does.
- Title the pages.
- Figure how to navigate between pages.
- Ensure there’s a way to get from each page back to the home page.

### Website Suggestions

- Each page should convey a single message. Don’t make a “kitchen sink” page. Studies show that people, when confronted with lots of choices, don’t choose anything!
- If you’re offering a service, consider writing your common advice (so they can begin to trust you). What are the top 10 mistakes people make? Make the advice concrete, useful, personal, and non-obvious. You want your information to be memorable.
- If you’re offering a product, how will you convey the quality of your product? Pictures? Guarantees?
- Testimonials are great.

- 
- A list of past clients
  - If you're planning on selling directly from your website, use a shopping cart
- ( 26 Shopping Carts ) - a way for people to choose from a list of your offerings and pay for the order online.

Books that discuss website design:

- *Robin Williams Web Design Workshop* (by Robin Williams, John Tollett, and Dave Rohr)
- *The Design of Sites* (by Douglas K. Van Duyne, James A. Landay, and Jason I. Hong)

Websites that discuss website design:

- [webstyleguide.com](http://webstyleguide.com)
- [websitetips.com](http://websitetips.com)
- [www.WebsitesThatSuck.com](http://www.WebsitesThatSuck.com)



## Demo Your Paper Website

“Focus test” your website with people.

Describe to others what your paper website is. Show them your home page and then when they click on something, hand them the appropriate website page.

Record all comments (even if you disagree with them) – ideally with a tape recorder so you can focus on the presentation instead of stopping/starting to write down others’ comments.



## Rework Your Paper Website

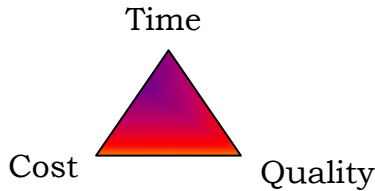
Using successive iteration, keep making small changes to improve your website. You'll eventually be doing this online, but until you are fluent with website manipulation, you'll better be served by doing it on paper.



## Start Online Website

A website is a collection of web pages. A web page is a description of what to display where in a web browser. The description is generally written using the HTML computer language. While you *can* write the description directly using HTML, most people instead choose to use a word processor-like web-authoring program (it creates the HTML based on what you manipulate on screen).

There is no one right way to create your own website. You'll be facing the traditional tradeoffs: Time vs. Cost vs. Quality. You can minimize time + cost, but you'll be sacrificing quality (etc.). Whatever option you choose (you can later change your mind) remember that a website will need regular maintenance (to keep the content fresh) and that you'll need to factor this on-going expense into your budget/calendar.



You'll probably create your first website from a template, a fill-in-the-blanks solution. You'll pick the page style, customize the colors, and fill in your content. Using a template, you can literally create a working website from scratch in a couple of hours with minimal computer skill. How well it looks is based on how well you can fit your needs into what the template provides.


<u>How Create?</u>	<u>Time</u>	<u>Cost</u>	<u>Quality</u>
Blog Software	Medium	Lowest	Variable
Part of Online Store	Medium	Variable	Variable
Web Authoring Software	Slowest	Variable	Highest

---

## Blog Software

A blog (“Web**Log**”) is more than an online diary; the diary software can also easily edit web pages. This has become a very popular improvement from using basic web authoring software. There is a large library of blog templates. With a blog, you don’t have to have special software on your computer (it’s installed on your website). This means that you can update your website from any computer (and also allow others to update your site as well).

Setting up blog software requires you to be fairly computer savvy. While there are a number of sites online that provide support, there’s still a learning curve to figure out the setup process. Once it’s installed, maintaining it is straightforward (and doesn’t require you to be computer-savvy).

 **Free Blog Software:** [wordpress.org/download](https://wordpress.org/download) has a powerful blog package to use on your domain. There are lots of free templates for WordPress as well (e.g., [wordpress.org/extend/themes](https://wordpress.org/extend/themes)).

---

## Part of an Online Store

If you have a product to sell, you can create an online store that's part of an existing online website. This has the advantage of leveraging another company's customer base to market your products to. You can create an online store as a substitute for your own website or in conjunction with it. Examples include (and are well-documented by each of the vendors offering this service):

- eBay Store  
[pages.ebay.com/storefronts/seller-landing.html](https://pages.ebay.com/storefronts/seller-landing.html)
- CafePress  
[cafepress.com/cp/info/sell/makemoney](https://cafepress.com/cp/info/sell/makemoney)
- Amazon  
[amazon.com/gp/help/customer/display.html?nodeId=1161232](https://amazon.com/gp/help/customer/display.html?nodeId=1161232)

---

## Web Authoring Software




There's a wide range of web authoring software – everything from beginner to professional solutions, simple programs that run in your browser to standalone programs that run on your computer, and simple to complex interfaces to finely tune your website. You'll learn such things as HTML, CSS, and how to optimize your page performance. There are lots of classes that will teach you how to write your own site from scratch. There are also a number of books with great step-by-step directions. However, it can feel quite maddening if you want to get the website up quickly.

Commercial software programs provide a nice interface (“WYSIWYG”) and generate web pages containing HTML. You can, if you're truly driven, create the HTML files manually (in a text editor) – but that's for the truly fanatical website designers. Commercial software also has the expectation that you'll be able to get support when you have difficulties.



[www.consumersearch.com/www/software/web-design-software/review.html](http://www.consumersearch.com/www/software/web-design-software/review.html) offers a great comparison of web design software (both commercial and free).



**HTML:** You'll eventually need a way to incorporate additional features to your website (e.g.,  Website Metrics and  Shopping Carts ). Fortunately, this is simply a matter of copying in

some HTML code into your web page. If your web authoring software doesn't support adding HTML, you'll be out of luck.



**\$ Free Web Page Templates:** There are many libraries of free web page templates (and tips) to use with website building software. For example:

- [www.oswd.org](http://www.oswd.org)
- [www.openwebdesign.org](http://www.openwebdesign.org)
- [www.freewebtemplates.com](http://www.freewebtemplates.com)

**\$ Free Web Authoring Software:** [www.nvu.com](http://www.nvu.com) offers a simple program to create a website. You can also find free (and commercial) templates that work with Nvu.

**\$ Professional Trade:** If you don't have the money, consider bartering (your product or service) with a website designer. A web design student may be willing to work on your site (for a discount) for their portfolio.



Compare the examples (starting on page 70) in  12 -  22 Website Creation to compare the effort and result of different ways to create a website.



## Website File Transfer

You'll eventually need a way to copy files to your web host (*uploading*) as well as copy files from your host (*downloading*). Your website authoring program may already have this feature built-in, but if not, you'll need another piece of software, a FTP (File Transfer Protocol) client program.

### **Free FTP Software:**

[sourceforge.net/projects/filezilla](http://sourceforge.net/projects/filezilla) has a free FTP Windows FTP client and [cyberduck.ch](http://cyberduck.ch) has a free Macintosh OS X FTP client, both well maintained and tested.

While each FTP client program is different, they all will need: your address (mydomain.com), your user name (from your FTP account in your website's control panel), and your user password.

After modifying your website, get into the habit of downloading (backing up) your site onto your computer (and don't forget to back up your computer as well!).

Delete files on your website with caution. Files that may look unnecessary may be vital for running your site (the files may be used by your hosting provider, for example).



Example starts on page 68.



## Website Creation

I've allocated 11 days to create your website. However, if you have a very clear goal (and final text and graphics), you may be able to create your site in a just few hours. The examples will be invaluable to show you how to create common page elements. Learning something new takes longer than you think it should. As you create your site, you'll have a better appreciation for the web professionals' who craft high-quality websites.

Test your website with different web browsers (e.g., [Internet Explorer](#), [Firefox](#), and [Netscape](#)). Surprisingly, each browser may display your website slightly differently. The website ([www.w3schools.com/browsers/browsers\\_stats.asp](http://www.w3schools.com/browsers/browsers_stats.asp)) compiles web browser statistics. Currently, Internet Explorer 6 is the most popular browser. This means that in your website testing, you should at least test Internet Explorer 6 (and if you also test Firefox, you'll be testing 80% of the browsers).

Test your website on a slow Internet connection (ideally, a dial-up or an older computer). Just because things look good and fast on *your* computer doesn't mean that others will have the same experience. People seldom complain about website's problems – they'll simply go to another website (unless they're very motivated).



See examples starting on page 70.




## Analyze Web Traffic

In a brick-and-mortar store, you can see how many people look in your window or come in your front door. Online, how do you know if people (“traffic”) are visiting your site (other than waiting for the phone to ring or for emails)? Knowing how many visitors you’re getting will allow you to fine tune your marketing efforts.

The process of counting visitors to your website is called “website analytics”. I was surprised to find out that when I visit a website, information about me is passed silently from my browser to the website: my IP address, what browser I’m using, the website I just visited, etc. The Internet is not the anonymous experience many people imagine.

<u>How Create?</u>	<u>Analytics?</u>
Blog Software	Yes
Part of Online Store	Maybe
Web Authoring Software	Maybe

 **Google Analytics:** [www.google.com/analytics](http://www.google.com/analytics) provides lots of website analysis for free. To use it, you’ll need a free Google account.

For a fee, some companies offer much more in-depth tracking information (e.g., [www.clicktracks.com](http://www.clicktracks.com) currently charges \$19+/month).



See examples starting on page 122.



## Website Feedback

How do you know if your website is good? Is the information on your site useful? The #1 goal of your website is to make it easy for people to find out (i.e., build trust) about your business. You do want to regularly update the website. Just as brick-and-mortar stores regularly rearrange their products (increasing product visibility), you should make minor changes to your site (new graphics, new offerings, etc.).

Ask people if your website is:

- Easy to read?
- Easy to navigate?
- Understandable?
- Contact information easy to find?
- Friendly?
- Quick to load (on their browser)?
- Missing any information?

You want to consider people's opinion, but you're also free to ignore their suggestions.



## Email Lists

The value of your business is your client list. With a client list, you can market to existing clients. With a great client list, the value to a potential investor (or buyer) of your company is much higher.

Compile a list of email addresses of people who are interested in your company. Don't assume that if you've emailed someone before (especially socially) that they'd be interested in your business. I suggest that you email them individually to ask permission (opt-in) for you to contact them about your new business. If they agree, then add them to your company email list. Otherwise, respect their wishes. Likewise, as you meet people, get permission to email them. Seth Godin's, *Permission Marketing* or Kim MacPherson's, *Permission Based E-mail Marketing* both offer more information on building your online client list.

For a new business, it might be very tempting to grab an existing email list from someone you know, or from a list that you find online. Email that you send without the receiver's permission is called spam (even if you have an honest intention to help) and is unlikely to result in a positive outcome. Your email address may be added to a list of spammers and your future emails may not go through. At worst, you could be fined up to \$11,000 per incident. Legal details can be found on the [Federal Trade Commission's Spam page](#).

---

Design your email “signature”. Most email programs allow you to automatically add some preformatted text to the end of your email. Your signature should contain your name and minimal business contact information. You might consider adding a (small) logo and/or tag line.



See example on page 133.



## Shopping Carts



To sell products you need to: list products, take orders, collect money, and send products. An online shopping cart is a way to take orders, collect money, and in some cases, send products online and automatically.

You need an easy way for people to use your store. Think of your local grocery store. Each aisle has a list of the kinds of products you can find there. Like the grocery store, if you have enough products, find common themes (e.g., “holiday gifts”, “for the beginner”, “audio”, or “for younger people”). People are looking to solve their problem – make it easy to identify what problem your products solve.

Some people want the satisfaction of ordering products from a person. Some prefer to fax in an order. Some don’t trust online shopping carts. Even if you create an online shopping cart, make it easy to do things the old-fashioned way. Some merchants will answer questions over the phone or via email, but require people to use the shopping cart instead of taking the order directly.

Before you get a shopping cart, you’ll need a bank account to collect the money. If you haven’t already established a business bank account, do so today (it can take up to a week to *link* your bank to your shopping cart).

After linking your shopping cart account to your bank account, create a price sheet for the shopping

---

cart to use. You will set up how you want your website to work with the shopping cart (should it simply handle the money collection or should it also take the order?). If your product is downloadable, you can even have the shopping cart send the order upon receiving the money.

**\$ Free Shopping Cart:** [www.PayPal.com](http://www.PayPal.com) provides a simple free shopping cart account. They charge a fee to process your order; their fee is comparable to other commercial shopping cart choices.

**\$ Free eCommerce:** If you want to have a professional-looking shopping cart, there are a number of free options. Such software requires computer skills: [zencart.com](http://zencart.com), [www.creloaded.com](http://www.creloaded.com), [www.oscommerce.com](http://www.oscommerce.com), and [www.instinct.co.nz](http://www.instinct.co.nz).

A number of companies (resellers) also sell their own version of a shopping cart based on [www.1ShoppingCart.com](http://www.1ShoppingCart.com) software (probably the most-used shopping cart solution on the Internet).




See example starting on page 134.




## One-Page Brochure


Before there were websites, there were brochures. Brochures detailed your products (services). They were easily read, and easily filed. Now that you have a website, do you still need a brochure? Yes.


When talking with someone, you have his or her undivided attention. If you tell them about your products and give them your card, they would have to be motivated to visit your website. Instead, handing them a brochure will give them a good business introduction.

Make your brochure downloadable from your website as a PDF file . This can be invaluable when you're traveling and need a copy in a pinch.

Your brochure should echo the look of your business card and your website (this is called *branding*). Eventually, you'd want to have your brochure professionally created. Until then create one using your favorite word processor.

 **Word Processor Templates:** Many word processors (including Microsoft Word™) come with built-in templates (including graphics) for creating catalogs, menus, and other brochures. Before you try to build your own brochure from scratch, look through the templates. You can sprinkle graphics from your website to your brochure for consistency.

 **Paper Matters:** Use a heavier weight paper (24lb.) rather than the common 20lb paper. Heavier paper subtly says, “This is important”.

 **Easy To Read:** Just like your website, the #1 purpose of the brochure is to make it easy for people to find out more about your business. Make sure that both your business name and contact information are prominently shown (and are correct).



## What's Next?

By now, you should have:

- Email correspondence
- Your functioning website
- Your shopping cart accepting payment
- Business cards and flyers

Congratulations, you've started your online business. However, your work is not done. It's just started. In the next book ("Growing Your Online Business"), I'll cover such topics as:

- Getting the word out
- Co-marketing
- Building a product funnel

---

 **Step-By-Step Examples**

Follow along with Karen as she starts her online business (selling soap). These concrete steps will help you quickly launch your online business.



## Physical Business Example

Karen has decided to sell her handmade soap bars online, since her friends love getting them as gifts. Her soaps are made from all-organic ingredients, are beautiful to look at, and as she knows, make great gifts. Her tagline will be “Handmade Organic Soap. Cleans Beautifully.”

She decides to name her company simply, “Karen’s Organic Soap”. She wanted to use “organic” in the name (since that’s a benefit), “soap” (since that’s the product), and decided to make it sound boutique-like (which it is) by adding her name.

She’ll be using a mailbox service (not a post office box), so it’ll sound like she has a business address. The mailbox service address is located at 123 Main Street, San Francisco, California.

Right now, she’s the only one doing the work (and she has no investors), so she decides on a sole proprietorship.



## Name Your Business Example

Karen investigates if her domain name is already used (KarensOrganicSoap.com). She enters her name into the WHOIS Lookup at [www.whois.net](http://www.whois.net), and sees the following message:

No match found for 'KarensOrganicSoap.com'.

This is great news, but she also wants to brainstorm other possible names for her website (she's willing to change her company name if something better comes along). Rather than enter possible names one-at-a-time into whois.net, she decides to use another free tool:

[domain-suggestions.domaintools.com](http://domain-suggestions.domaintools.com)

She first searches for “organic soap”, and sees the following results:

Domain	.com	.net	.org	.info	.biz	.us
- OrganicSoap	●	●	●	●	●	●
1. BiologicalSoap	○	○	○	○	○	○
2. NaturalCleanSource	○	○	○	○	○	○
3. OrganicSoapSite	○	○	○	○	○	○
4. NaturalWaySoap	○	○	○	○	○	○
5. OrganicSoapWorld	○	○	○	○	○	○
6. NaturalHairSoap	○	○	○	○	○	○
7. OrganicSoapOnline	○	○	○	○	○	○
8. TheNaturalClean	○	○	○	○	○	○
9. OrganicSoapDirect	○	○	○	○	○	○
10. OrganicSoapShop	○	○	○	○	○	○
11. BestSoapDish	○	○	○	○	○	○
12. NaturalEarthSoap	○	○	○	○	○	○
13. YourSoapCity	○	○	○	○	○	○
14. NaturalSoapGarden	○	○	○	○	○	○
15. YourSoapOpera	○	○	○	○	○	○
16. OmegaNaturalSoap	○	○	○	○	○	○
17. SuperSoapStar	○	○	○	○	○	○
18. OrganicMilkSoap	○	○	○	○	○	○
19. GreatSoapShop	○	○	○	○	○	○
20. SalemNaturalSoap	○	○	○	○	○	○

OrganicSoapDirect.com is interesting, but she’s concerned that if people forget the “Direct” part of the name, they’ll wind up at a competitor’s site (OrganicSoap.com), a realistic concern. Next she tries, “Karen organic soap”:

Domain	.com	.net	.org	.info	.biz	.us
- KarenOrganicSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1. KarenSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. KarenOrganic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. YourKarenOrganicSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. BestKarenOrganicSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. KarenOrganicSoapWorld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. KarenOrganicSoapGuide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. KarenOrganicSoapDirect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. KarenOrganicCleanser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. KarenOrganicWashSite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. KarenOrganicCleanOnline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. TheKarenWash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. YourKarenClean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. KarenWashSite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. KarenCleanWorld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. OrganicSoapSite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. KarenElementalSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. KarenWholesomeSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. KarenCarpenterOrganicSoap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. KarenScottOrganicOnline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. KarenFosterOrganicWorld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There are a lot of choices here that are interesting. She decides to stick with “[KarensOrganicSoap.com](http://KarensOrganicSoap.com)”, but realizes that she might also want to eventually purchase some of these secondary domain names (“KarenSoap.com”, “KarenOrganic.com”, and probably “KarensOrganicSoaps.com”).



## Get Your Domain Name And Host Example

Karen decides to purchase a 1&1 Beginner Plan (Linux Hosting). Clicking on Linux Hosting produces a detailed description of the 1&1 Plan.

**HOSTING**



**Your web hosting solution**

- **NEW** 1&1 Marketing Center
- Includes up to 5 FREE domains
- 1&1 Blog
- 1&1 WebsiteBuilder
- 1&1 WebMail
- 1&1 Photo Gallery

Limited time  
**Save 50%\***

from ~~\$2.99~~  
**\$1.50**  
per month

→ Linux Hosting

**1 domain name**  
**5 GB web space**  
**500 e-mail accounts**  
**250 GB traffic**

The perfect way to get started on the Internet. Includes e-mail, a free domain name and free phone support, so there are no additional costs.

**Also included:**

**NEW**  
**1 & 1 MARKETING CENTER**

**\$50 Voucher**  
Microsoft® adCenter

**\$25 Voucher**  
Google AdWords®\*

**\$25 Voucher**  
Citysearch

- **NEW** Search Engine Tools
- **NEW** Access to Google Webmaster Tools®
- **NEW** Marketing Manual
- 1&1 WebsiteBuilder
- 1&1 Blog
- 1&1 Photo Gallery
- Virus & Spam Guard
- Search Engine Tools

[Learn more...](#)

→ sign up

She confirms her choice.

## Confirm Your Package Selection

### Hosting : 1&1 Beginner

- 5 GB web space
- 500 e-mail accounts
- 250 GB monthly transfer volume
- Virus Scanner & Spam Filter
- Includes 1 domain name
- 10 MySQL databases
- 1&1 WebMail
- FTP access

 Continue

She declines the Symantec Offer (she doesn't need extra protection now).

### Symantec Special Offer!

Yes, I would like to order Symantec's Norton Internet Security™ Online. I hereby agree to accept the [Terms and Conditions of Symantec Norton Internet Security](#).

See for yourself just how effectively Symantec's Norton Internet Security can protect your valuable data. When you sign up, you'll get the software to try for 3 months at no charge. After that, pay just \$4.99 per month.



 Continue

She enters her domain name.

### Domain Check

Domain name

(Ex. domain-of-your-choice.com)

 Check Domain



She confirms that the name is still available. 1&1 is encouraging her to purchase other domain names (the same name, but with other suffices), which she declines (eventually, she may also purchase these secondary domain names, but for now, they're not needed).

**Domain Check Result**

<input checked="" type="checkbox"/> karensorganicsoap.com	available	only \$5.99/year (Min. 1 year) or INCLUDED if you order a hosting package
---	-----------	---

**Domain Suggestions**

<input type="checkbox"/> karensorganicsoap.name	available	only \$5.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.biz	available	only \$8.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.ws	available	only \$8.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.net	available	only \$5.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.us	available	only \$5.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.org	available	only \$5.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.tv	available	only \$29.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap.info	available	only \$5.99/year (Min. 1 year)
<input type="checkbox"/> karensorganicsoap-shop.biz	available	only \$8.99/year (Min. 1 year)

[+ Show more suggestions](#)

➔ Continue

1&1 confirms the purchase and notes the 12-month minimum term.

## Your Cart

	Costs
<b>Package</b> <a href="#">change</a>	
1&1 Beginner Package	
Billing cycle <b>Please note:</b> the minimum contract term is 12 months. <a href="#">Click here for no minimum contract and regular monthly rates.</a> <a href="#">select</a>	6 month(s) × \$1.50 = \$9.00
One-time setup fee	\$0.00
<b>Domain(s)</b> <a href="#">more domains</a>	
<input checked="" type="checkbox"/> karensorganicsoap.com	(included) \$0.00
<b>Total:</b>	<b>\$9.00</b>

➔ Refresh

➔ Continue

She enters her business information (and is careful to select the “Register your domain privately” button at the bottom to get a private domain registration). She uses her (free) Gmail account as her email (see Appendix 1). She omits the apostrophe from her company name (since 1&1 has a problem with it).

## Enter Address

Your personal information is kept confidential and secure by 1&1 and we will not share your personal information with any third parties. Please read our [Privacy Policy](#).

### User information

Are you already a 1&1 customer?  Yes  No

If you have trouble filling in your data, please send an e-mail to: [ordering@1and1.com](mailto:ordering@1and1.com).

### Address

Personal  Business

Company name \*

Company contact person

Title \*

First name \*

Last name \*

Address \*

Address 2  (Apt., Suite, etc.)

City \*

State or province \*

Zip or postal code \*

Country \*

E-mail \*

Area Code \* / Phone \*  -  (direct-dial line only)

Area Code / Fax  -

Use the above data to register your domain?

Create new contact data to register your domain?

Register your domain privately? [More Information](#)  
(not available with .us domain names)

\* denotes mandatory field.

 **Continue**



She chooses a password (and writes it down for safe keeping).

## Enter Password

Choose a password for your 1&1 Control Panel. After completing your order, you'll receive more information about the Control Panel via e-mail.

**Choose a password for your 1&1 Control Panel**

Customer ID	automatically assigned	
Password *	*****	7-18 characters ?
Repeat password *	*****	

\* denotes mandatory field.

**Continue**

She enters her credit card information.

## Credit Card

You can be confident that your credit card details are as safe and secure as possible with 1&1. Each transaction is encrypted with SSL (Secure Socket Layer).

**Credit or Debit Card Details**

Card Type*	--- please select ---	
Card number*		
Card verification code		
Expires month/year	01	2006

\* denotes mandatory field.

She authorizes the charge.

## Check out

Please review your order carefully before submitting your order. To make any changes, click on the left navigation bar to bring you to that section.

	Costs
<b>Package</b>	
1&1 Beginner Package	
Billing cycle	6 months × \$1.50 = \$9.00
Please note: the minimum contract term is 12 months.	
One-time setup fee	\$0.00
<b>Domain(s)</b>	
karensorganicsoap.com	(included) \$0.00
<b>Total</b>	<b>\$9.00</b>

She gets an order confirmation.

#### Information

Your registration has begun...

You will receive a confirmation e-mail within 24 hours. After you receive this e-mail please login to the Control Panel at <https://admin.1and1.com>.

The e-mail will contain your customer ID which you should use along with the password you chose to log on to the Control Panel. Alternatively, if you have ordered a domain name and once it is set up, you can use it to log in along with the password you chose.

Within 24 hours she sees in her Gmail account:

### Your order with 1&1 Internet [Inbox](#)



1&1 Internet Team <support@1and1.com>

Customer ID:

Contract ID:

Dear Karen,

Thank you for choosing 1&1 - your domains, web hosting, e-commerce, communication, and collaboration provider. Please find below information regarding your 1&1 package and the 1&1 Control Panel.

=====  
1&1 Control Panel  
=====

Please log in to your 1&1 Control Panel at <https://admin.1and1.com>. Use your customer ID and the password you chose during the order process. Once a domain name in your package is fully set up, you may log in with your domain name instead of your customer ID.



She logs into <https://admin.1and1.com>.

**Login**

Customer ID

or domain name

Password

[Forgot Your Password?](#)



## Domains

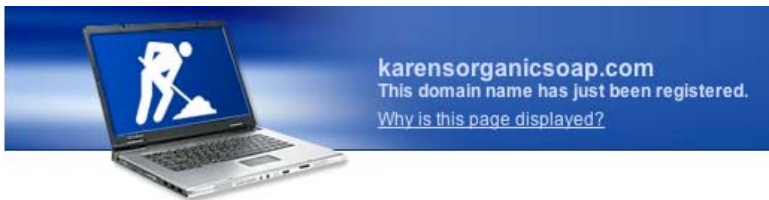
She clicks on [Domains](#) and sees that her domain status is “Ready”. This means that the website is ready for web pages.

### Domain Overview

Review and manage your domains - change settings, set security functions, or add on more domains to your package.

Name	Type	Destination	Registration	Status
<a href="#">karensorganicsoap.com</a>	1&1 Domain	Web space (/.)	Private	Ready
<a href="#">s191548166.onlinehome.us</a>	Subdomain	Web space (/.)	Public	Ready

She confirms that the website is setup by going to: [KarenOrganicSoap.com](https://KarenOrganicSoap.com) and seeing that 1&1 created a placeholder web page:





## Find Graphics Example


Since the biggest part of Karen's business is her soaps, she simply decides to take digital pictures of her individual soaps. She doesn't want to take very high-resolution pictures, because higher resolution means it takes more room to store and time to download.

She uses the software that came with her camera to crop the photos to show just the soaps and also takes a picture of a few bars artistically arranged on a sheet of colored paper:



 **Email Example**

Create Your Email Accounts

After she logs into her 1&1 Control Panel, she clicks on  **E-mail**. Note: The “proxy” email address is where 1&1 will send administrative emails (including invoices).

**E-mail Overview**

Create, edit, and delete e-mail addresses and e-mail forwarding. Use virus protection and filter spam.

Mailboxes:  0 of 500 in use



She clicks on “New” and chooses “Mailbox”, creating the main mailbox [Karen@KarensOrganicSoap.com](mailto:Karen@KarensOrganicSoap.com). Notice that she enables Virus & Spam protection and ensures that this email address is a “Mailbox”.

**E-mail Address**

Select and define where incoming e-mails should be delivered to.

E-mail address  @

---

**No.1**

Mailbox or forward

Name

Password \*  at least 7 characters

Repeat password \*  at least 7 characters

Virus protection  On

1&1 Anti-SPAM  Click here to activate or deactivate the spam protection settings you have chosen.

Add another mailbox or forward?

1&1 confirms the mailbox was setup. Now, email to [Karen@KarensOrganicSoap.com](mailto:Karen@KarensOrganicSoap.com) will get delivered, but to read it, she'll have to use the 1&1 Mail Program (WebMail). Since she wants to have the email delivered to her favorite desktop email program, she'll note these addresses for later.

### Process Finished

Your settings are being processed and will be available in approximately 5 minutes. Click on the e-mail address under **E-mail** to see the current settings.

**Please note:** A domain must be registered with 1&1 name servers for e-mail services.

**karen@karensorganicsoap.com**

---

#### No.1: Mailbox

Name	m43715035-1
Password	*****
Virus protection	On
Spam filtering	On
Disk space	Not available
Auto-responder	Off

---

#### Mail Server

Incoming server (IMAP)	imap.1and1.com	<a href="#">Info</a>
Incoming server (POP)	pop.1and1.com	<a href="#">Info</a>
Outgoing server (SMTP)	smtp.1and1.com	

**Please note:** To send e-mail using the SMTP-Server, activate SMTP Authentication. Please do not use the Secure Password Authentication (SPA) option. Optionally, port 587 can also be used in addition to the default port (25) RFC 2476.

If you would like help setting up your e-mail program with this address, please read [How to set up e-mail](#) when using 1&1 mail servers.

[Go To Overview](#)

She sets up a catchall email account (forwarding to Karen@KarensOrganicSoap.com).

**E-mail Address**

Select and define where incoming e-mails should be delivered to.

E-mail address  @

**No.1**

Mailbox or forward

Address

Add another mailbox or forward?

She sees her new list of email addresses.

**E-mail Overview**

Create, edit, and delete e-mail addresses and e-mail forwarding. Use virus protection and filter spam.

Mailboxes:  1 of 500 in use

New		Settings		Delete		Virus Protection		1&1 Anti-SPAM		WebMail	
<input type="checkbox"/>	Address	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	*@karensorganicsoap.com									Mailbox/Forward	
<input type="checkbox"/>	karen@karensorganicsoap.com									Forward: karen@karensorganicsoap.com	
<input type="checkbox"/>	proxy @land1-private-registration.com									( User: m43715035-1 )	
<input type="checkbox"/>										Forward: KarensOrganicSoap@gmail.com	

☠️ - virus protection, 
 ☹️ - 1&1 Anti-SPAM, 
 📧 - auto-responder

## Use Web-Based Email Program

Karen clicks on  to inspect her email ([Karen@KarensOrganicSoap.com](mailto:Karen@KarensOrganicSoap.com)).

### WebMail

Access your e-mail account from your Internet browser. You can set up or modify an e-mail account [here](#).

Address	Mailbox name	
<a href="mailto:karen@karensorganicsoap.com">karen@karensorganicsoap.com</a>	m43715035-1	<input type="button" value="Launch WebMail"/>

Karen uses her password to login.

### WebMail Login

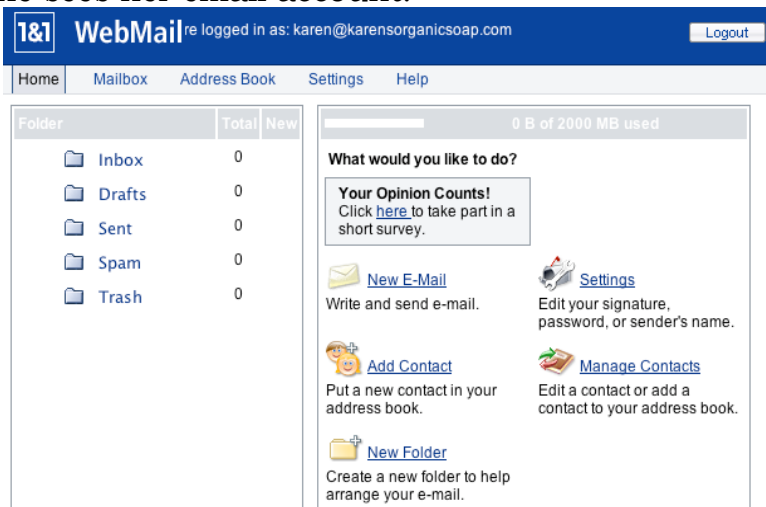
E-mail address karen@karensorganicsoap.com

Mailbox name m43715035-1

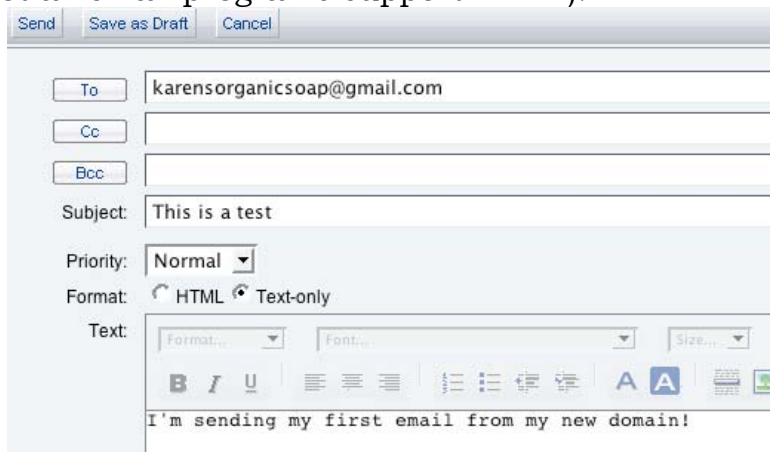
Password \*

(\* Denotes a mandatory field.)

She sees her email account.



She tries composing an email from her new email account to her Gmail account (and visa versa). She clicks on “New E-Mail” and chooses to send a text-only email (HTML emails contain formatting information such as color, bold, etc. – unfortunately, not all email programs support HTML).



It arrives soon after.

## This is a test [Inbox](#)

★ [karen@karensorganicsoap.com](mailto:karen@karensorganicsoap.com) [show details](#) :


I'm sending my first email from my new domain!







She tries sending an email to her new email box.

To:

[Add Cc](#) | [Add Bcc](#)

Subject:

 [Attach a file](#)

**B** *I* U *F* · *rT* · **T**      

It arrives soon after.

From: Karen Soap <karensorganicsoap@gmail.com>

Subject: **New email from Gmail**

Date: 12/26/2006 06:23 PM

To: karen@karensorganicsoap.com

Text:

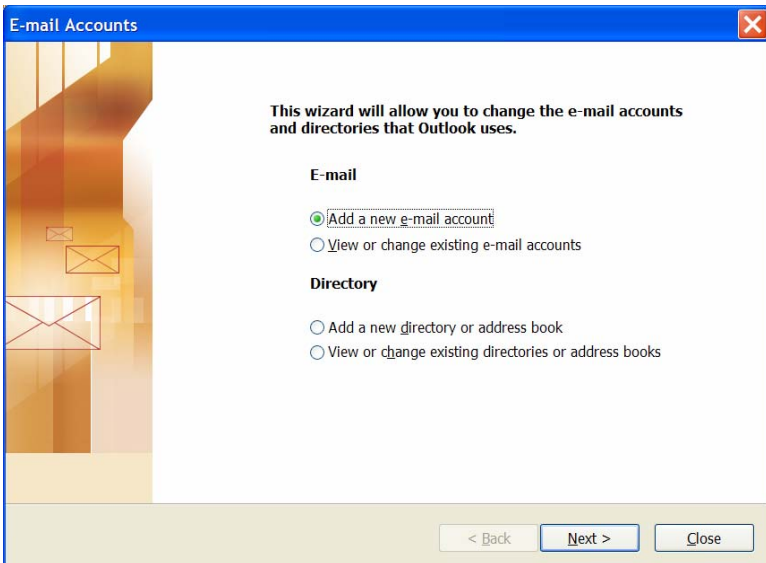
She tries sending an email from her Gmail account to [help@KarensOrganicSoap.com](mailto:help@KarensOrganicSoap.com) (to test her catchall account) Notice that the “To:” is [help@KarensOrganicSoap.com](mailto:help@KarensOrganicSoap.com) (rather than the [Karen@KarensOrganicSoap.com](mailto:Karen@KarensOrganicSoap.com) from her previous email).

From: Karen Soap <karensorganicsoap@gmail.com>  
Subject: **Testing catch-all**  
Date: 12/26/2006 06:29 PM  
To: [help@KarensOrganicSoap.com](mailto:help@KarensOrganicSoap.com)

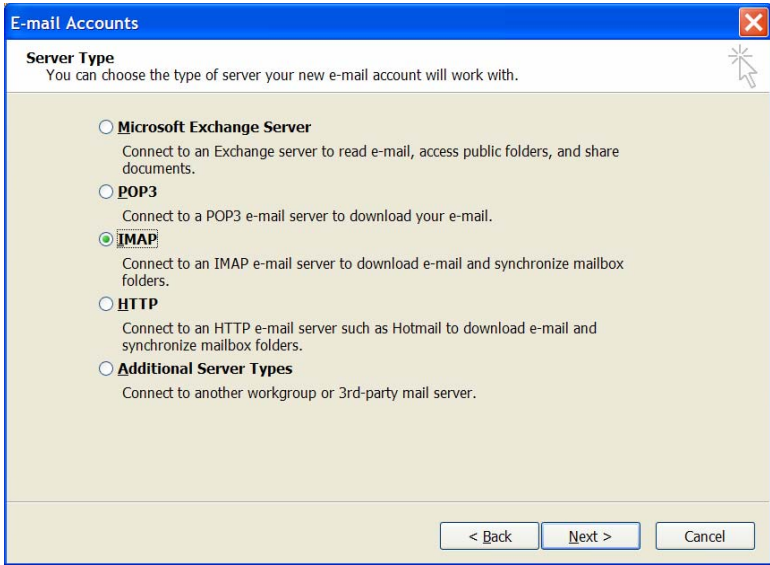
Text: This is an email to: [help@KarensOrganicSoap.com](mailto:help@KarensOrganicSoap.com)



## Use Your Own Mail Software

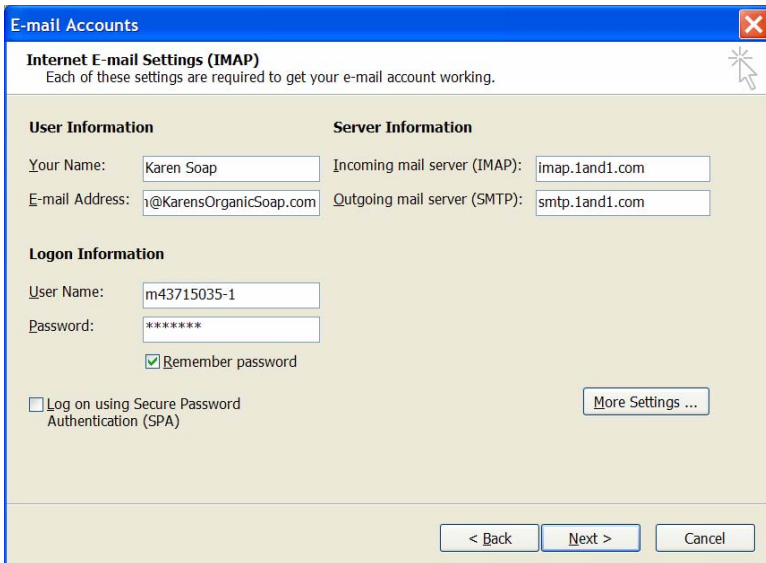
Karen uses Microsoft Outlook™ for emailing. She chooses “E-mail Accounts” from her Tools menu and sees the following window. She chooses “Add a new e-mail account”.





She opts for the IMAP protocol.



She provides her Internet E-mail settings using information when she created the mailbox (or, she could look it up using the  **E-mail** button, selecting [Karen@KarensOrganicSoap.com](mailto:Karen@KarensOrganicSoap.com) email address, and clicking the  button).



**E-mail Accounts** 

**Internet E-mail Settings (IMAP)**   
Each of these settings are required to get your e-mail account working.

User Information	Server Information
Your Name: <input type="text" value="Karen Soap"/>	Incoming mail server (IMAP): <input type="text" value="imap.1and1.com"/>
E-mail Address: <input type="text" value="n@KarensOrganicSoap.com"/>	Outgoing mail server (SMTP): <input type="text" value="smtp.1and1.com"/>

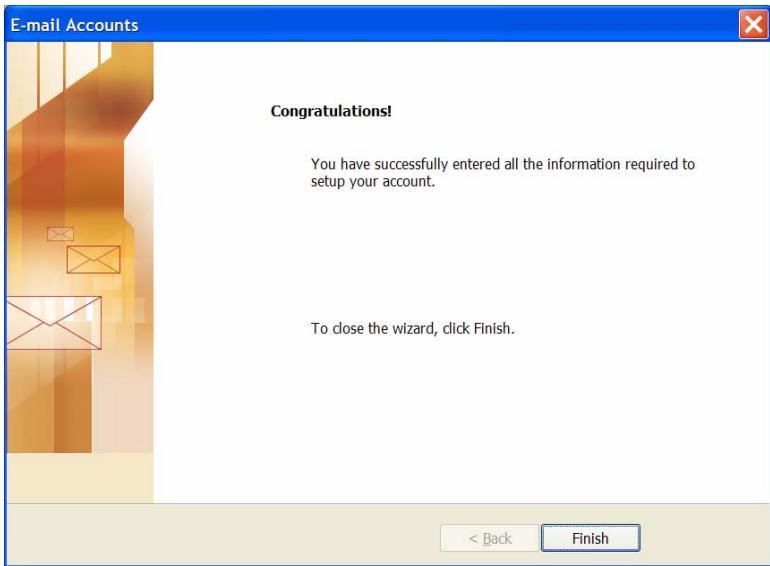
**Logon Information**

User Name:

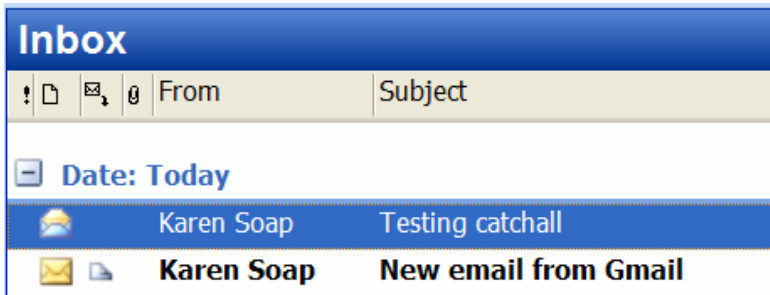
Password:

Remember password

Log on using Secure Password Authentication (SPA)



The new account is created. All emails that were on the 1&1 server have been transferred to her Outlook mailbox (and by default were deleted from the server).






## Business Cards Example

Karen prefers VistaPrint™ for her first set of business cards. She had a difficulty with the free card layout; her tagline “Handmade Organic Soap. Cleans Beautifully” didn’t fit. She removed the word organic, since it was repeated in her business name.





## Website File Transfer Example

Karen wants to backup her website to her computer. She creates a free 1&1 FTP (File Transfer Protocol) account clicking on  [FTP Account](#).

User name	Password	Description	Directory
u43715035	██████████		./

User name:

She clicks the Edit button and notes the password (or she could alter it).

### Edit FTP Account

**Settings**

User name

Password \*  at least 7 characters

Description

Directory

(\* Denotes a mandatory field.)

She downloads, installs, and launches the free Windows FTP Client FileZilla (from [sourceforge.net/projects/filezilla](http://sourceforge.net/projects/filezilla)).

FileZilla version 2.2.30

File Edit Transfer View Queue Server Help

Address:  User:  Password:  Port:






## Google Page Creator

A Free Web Host and Free Web Authoring Solution



**Caution:** The biggest downside to using Google Page Creator is that the name of the website will be [yoursite.googlepages.com](http://yoursite.googlepages.com). If you have no budget to create a website, this will suffice. In  [Get Your Domain Name](#), I show how to create a more professional website (named [yoursite.com](http://yoursite.com)) for less than \$40 a year.

After creating her Gmail account (Appendix 1), Karen navigates to [pages.google.com](http://pages.google.com)

She signs in to Google Page Creator.



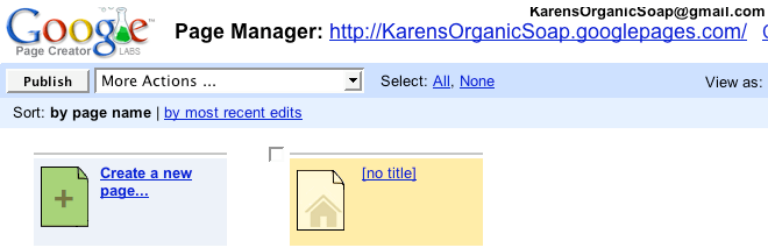
Welcome to Google Page Creator!

Create your own web pages, quickly and easily.

[I'm ready to create my pages](#)


Google Page Creator is a free online tool that finally makes it easy for

She sees the Page Manager.



She creates her new **home** page by clicking on the [no title] window (this will be the default page that shows up when you go to yoursite.googlepages.com)



 **Naming:** Name your new pages simply. It will make identifying between the pages helpful later.

She then creates the following website (in about two hours) using her existing digital pictures.

## Karen's Organic Soap (415) 555-1212

*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

I work in small batches to ensure that everything comes out perfectly. After mixing all the wonderful ingredients, it sets in my garage for six weeks, then I cut the batch into individual soap bars. I'm continually experimenting with new scents and additions.

I'm continually making new soap "flavors", so you may want to find out [what's cooking](#) in my soap kitchen. I also make seasonal soaps, which make wonderful gifts.

---

*Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)*

## Karen's Organic Soap Store (415) 555-1212

*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

**Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.**



**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



**Cinnamon, Clove (with Ground Oatmeal)** - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.

---

*Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)*

## New At Karen's Organic Soap

(415) 555-1212

*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.

*Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)*

## About Karen's Organic Soap

(415) 555-1212

*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

I started making small batches of soap for my friends and family in 1990 to give as Christmas gifts. During the year I kept hearing, "I just used your soap - I love it!". When my friends wanted to give my soap as gifts to *their* friends, I knew my soaps were special.

I started making soaps following some standard recipes. As I got more confident, I changed the formulations to better reflect my love of organic ingredients. I studied aromatherapy. I found out how scents affect different areas of our brains: how to make a body relax, wake-up, heal, dream, romanticize, and sleep. I studied art to find out how best to color the soap (organically!) and package it.

I hope you enjoy my soaps as much as I enjoy crafting it for you.

*Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)*

**Contact Karen's Organic Soap**  
(415) 555-1212  
*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

Karen The Soapmaker  
123 Main Street  
San Francisco, CA 94123  
(415) 555-1212  
[Email me](#)

If you have any questions about my soaps or if you want me to make you a custom soap blend let me know!

Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)

The completed website is at:  
[KarensOrganicSoap.googlepages.com](http://KarensOrganicSoap.googlepages.com)

---

### Summary of Using Google Page Creator

The pros:

1. Website was created in less than 2 hours.
2. Manipulating graphics are easy.
3. Images are optimized for quicker download.
4. Page layout is simple.
5. Footer control is good (e.g., can create a clickable email address).
6. HTML code is customizable.
7. It works.
8. It's free.

The cons:

1. Background graphics can't be created.
2. No central template - a change to the layout must be done manually on each page.
3. Limited layouts.
4. The menu navigation is simplistic.
5. Hard to rename pages after creation.
6. Backup of site is hard (can't use FTP).
7. Domain name is restricted to myname.googlepages.com.
8. Support is not guaranteed.



## 1&1 Website Builder

Free Web Authoring with your 1&1 Account

Website Builder is free for 1&1-hosted accounts. The basic 1&1 account allows you to use Website Builder to create an eight-page website. **Note:** Since there is no support for adding HTML code to your web pages, you won't be able to use website analytics nor shopping cart software.

Karen logs into her 1&1 account.

### Login

Customer ID  
or domain name

Password

[Forgot Your Password?](#)

She chooses “Create Website”.

### Create Website

Choose a name for your website and select the domain you would like to have the website on.

Website name

Put website online at  ▼

Your website will be online at this address after you publish it with WebsiteBuilder.

**Warning!**  
If a website is already online at the selected domain, it will be replaced with your WebsiteBuilder website. Please do not select any domain, if you would just like to try out this tool.

She clicks the “Website Builder” button  WebsiteBuilder

Websites:  1 of 1 projects in use

Website Name	Assigned Domain	WebsiteBuilder ID	
<a href="#">Karen's Organic Soap</a>	karensorganicsoap.com	wsb4371503501	<input type="button" value="Delete"/> <input type="button" value="Settings"/> <input type="button" value="Open"/>

She starts the Website Settings Wizard.

 Website Settings Wizard

Step 1 of 3

Welcome to WebsiteBuilder!  
Use the wizard to set up the basics of your website. In just 3 steps, you will be ready to add your text to your website.

Website Title, Slogan, and Footer

Give your website a title that will be used in the browser bar. Also you can include a slogan and a footer that will be added to website and shown on every page.



**Browser title**

**Slogan**

**Footer**

These settings can be changed as often as you like.

Karen chooses a template that connects with “nature” (rather than a business theme).


 Website Settings Wizard 

Step 2 of 3


Website Appearance

Select a template and decide which color you would like to use.


Select a template



Select a color



Preview





The wizard suggests page names based on the category of your website.

**Website Settings Wizard**

**Step 3 of 3**

**Website Pages**  
Select the pages you would like to use in your website. Click on the folders for suggestions.

Select Category	Suggested Pages	Current Pages
<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Private Websites</li><li><input type="checkbox"/> Business Websites</li><li><input type="checkbox"/> Cars and Transportation</li><li><input type="checkbox"/> Houses</li><li><input type="checkbox"/> Education</li><li><input type="checkbox"/> Electronics</li><li><input type="checkbox"/> Entertainment</li><li><input type="checkbox"/> Health</li><li><input type="checkbox"/> Shops and Services (General)</li><li><input type="checkbox"/> House and Garden</li><li><input type="checkbox"/> Travel</li><li><input type="checkbox"/> Culture</li><li><input type="checkbox"/> Fashion</li><li><input type="checkbox"/> Community</li><li><input type="checkbox"/> Sport and Well-being</li><li><input type="checkbox"/> Charities</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Home</li><li><input type="checkbox"/> Location</li><li><input checked="" type="checkbox"/> Plants and Flowers</li><li><input type="checkbox"/> Decoration Service</li><li><input type="checkbox"/> References</li><li><input type="checkbox"/> Contact</li><li><input checked="" type="checkbox"/> About Us</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Home</li><li><input checked="" type="checkbox"/> About Us</li><li><input type="checkbox"/> Products</li><li><input type="checkbox"/> News</li><li><input type="checkbox"/> Contact</li></ul>

The wizard creates the website.



### Website Settings Wizard

#### Your Website is Ready

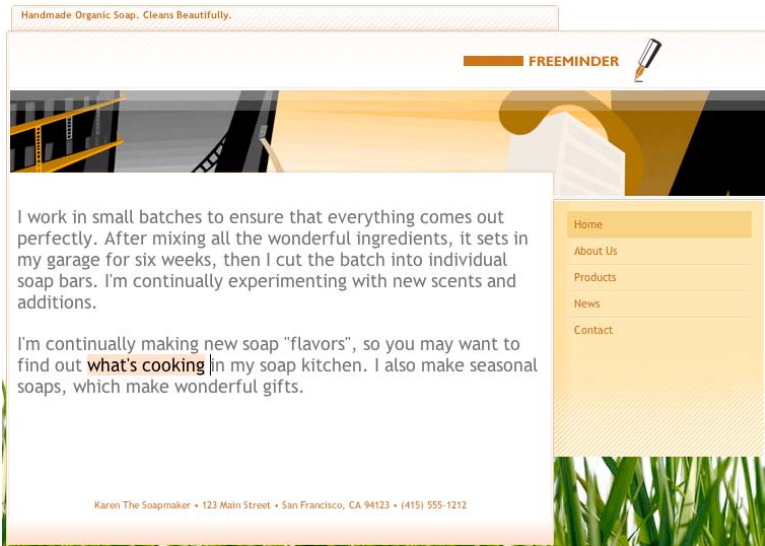
Now you can add your text to your website

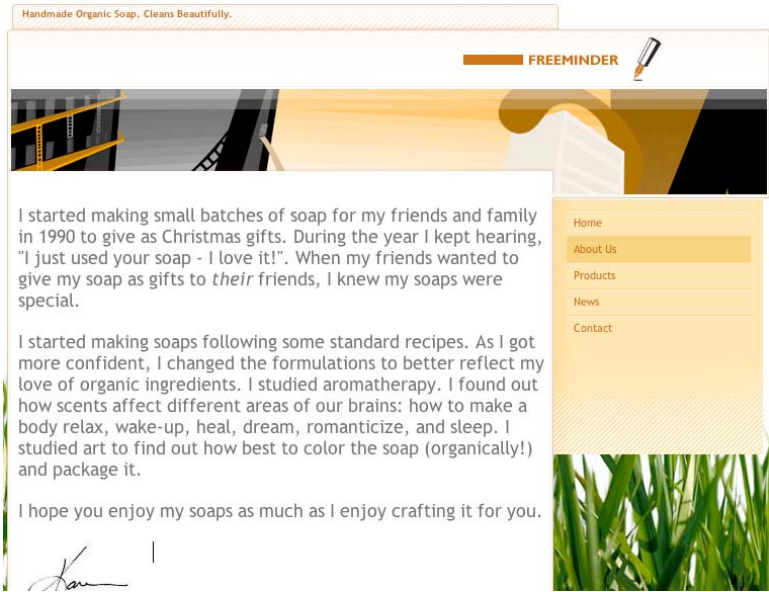
1. Click on **OK** and use the editor to fill in your text, as you would in any word processing program.
2. Customize your website, for example by adding your own pictures or logo, under **Design**.
3. Click on the **Preview** button to see how the finished product will look and to test any links you included in your text.
4. And finally, when you are satisfied with your website, click on **Publish** to put it online.

She types and pastes in the content. The “what’s cooking” text, a link to another page, is created with



the tool (selecting the text, clicking on the tool, and choosing the “News” page).





She changes “Each bar of soap” text to “Heading 3” using the text tool bar:



Handmade Organic Soap. Cleans Beautifully.

FREE



Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.



Freesia (with Raspberry Fiber) - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.



Fir Rosemary - Ideal for Christmas gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



Cinnamon, Clove (with Ground Oatmeal) - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.


Handmade Organic Soap. Cleans Beautifully.

FRE




Fir Rosemary - Ideal for Christmas gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



Karen converts “Email me” into a clickable email address using the  tool (selecting the text, clicking on the tool, choosing the “E-mail” tab, and entering [Karen@KarensOrganicSoap.com](mailto:Karen@KarensOrganicSoap.com)).

Handmade Organic Soap. Cleans Beautifully.

**FREE**




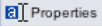
Karen The Soapmaker  
 123 Main Street  
 San Francisco, CA 94123  
 (415) 555-1212

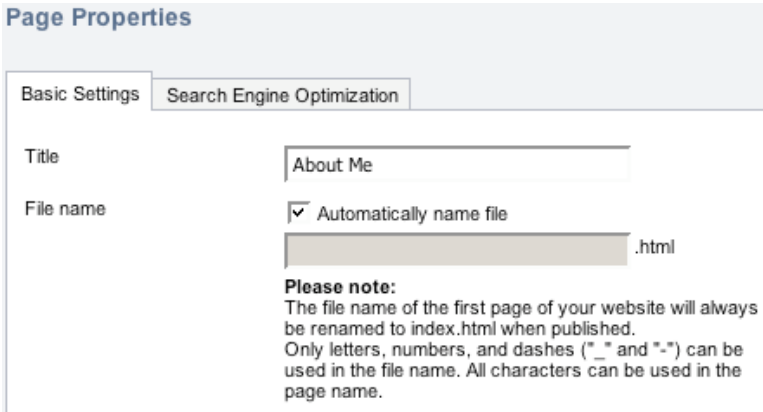
**Email me**

If you have any questions about my soaps or if you want me to make you a custom soap blend let me know!

#### Edit Link






Pages in Your Website	Other Web Pages	E-mail Address	Uploaded Files	Local Files
Karen@KarensOrganicSoap.com		E-mail address Karen@KarensOrganicSoap.com		

She changes the pages' names with the  control (selecting the page to rename and clicking on the "Properties"  button).

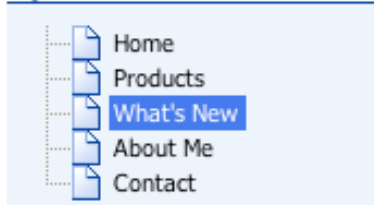


The screenshot shows the "Page Properties" dialog box with two tabs: "Basic Settings" and "Search Engine Optimization". The "Basic Settings" tab is active. It contains the following fields and options:

- Title:** A text input field containing "About Me".
- File name:** A text input field with a checked checkbox labeled "Automatically name file" and a suffix ".html".
- Please note:** A text block stating: "The file name of the first page of your website will always be renamed to index.html when published. Only letters, numbers, and dashes ("\_" and "-") can be used in the file name. All characters can be used in the page name."


She reorders the pages with the  control (selecting the page to reorder and clicking on the     buttons). The Up/Down buttons move the page up/down in the list, while the Left/Right buttons makes a page not appear at the top level of the list of page choices.

### My WebsiteBuilder Website



Using the Settings button, she completes the various fields, including the search engine data. This data is used to tell the search engines the keywords we'd like to be found under. These keywords are suggestions (since each search engine works differently).



Karen wants to change the graphics for the top of her website using the  Design button. Here's one of the main places she hits the limitations of templates – the graphics have to be exactly the right size/orientation or the website won't look consistent. It's important to find the right template with the graphics acceptably close to your vision to avoid spending your time trying to struggle through the graphic manipulation.



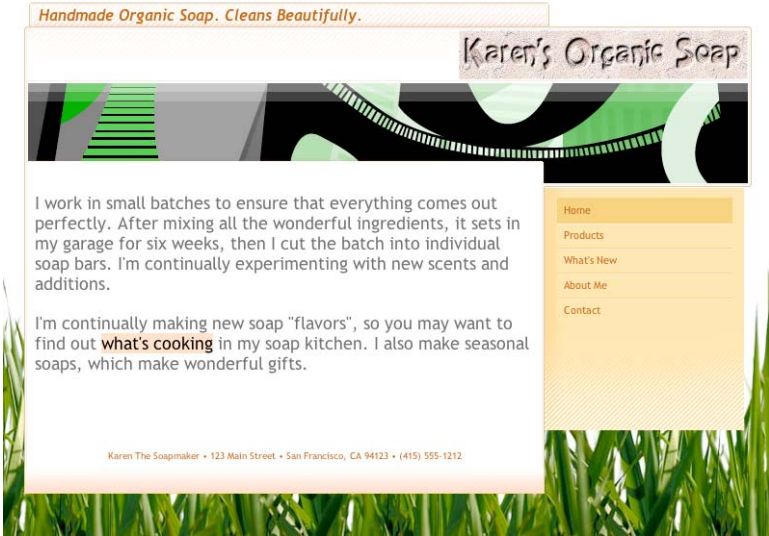
**Free Logos:** Many websites offer ways to create logos (search for “free logo design”). Here are a few:

- [cooltext.com](http://cooltext.com) generates a simple text logo in a number of effects.
- [www.templatesbox.com](http://www.templatesbox.com) provides Photoshop™ files that you can manipulate to create your logo.
- [www.aaa-logo.com](http://www.aaa-logo.com) provides trial software to generate logos on your Windows™ computer.

Karen uses [cooltext.com](http://cooltext.com) to create a simple logo. She chooses a style to reinforce her business – soap making.



This is her home page after publishing with



The completed Website Builder website is at:

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

### Summary of Using Website Builder

The pros:

1. Website was created in less than 2 hours.
2. Graphics are interesting.
3. Menu navigation looks good.
4. It works.

The cons:

1. Cannot add custom HTML code (for web analytics or shopping carts)
2. There is a lot of wasted white space to the left of the logo.
3. The main (abstract) graphic doesn't really mesh with the grass.
4. The logo that we chose has the wrong color palette.
5. There is no way to create a clickable email address on web page footers.
6. Tagline isn't in a great location.
7. Web pages are poorly named (e.g., 2.html).



## Nvu

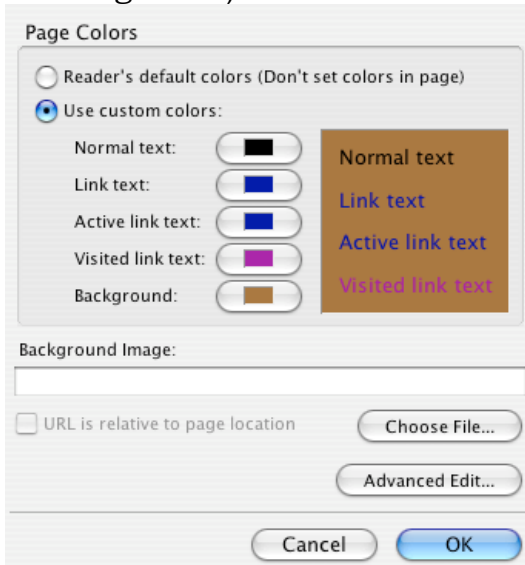
### Free Web Authoring Software

Nvu (“N-view”) is free software that works on your Macintosh, Windows, and Linux computers. The latest version is available at [nvu.com](http://nvu.com). The program claims to rival programs like Dreamweaver™. In my experience, Nvu is a basic editor missing a lot of power of its commercial brethren. However, it’s easier to learn to use and the price is great. There are both books and websites that have Nvu tutorials (e.g., [www.yourmachines.org/tutorials/nvu.html](http://www.yourmachines.org/tutorials/nvu.html)).

Karen downloads and installs the latest version of Nvu. To create this web page:



She sets the page background color (Format>Page Colors and Background).



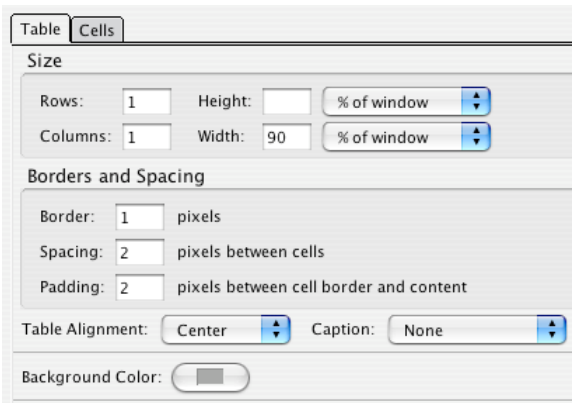
She inserts a 1 x 1 table (using Table>Insert...)



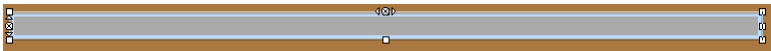
She sees on screen:



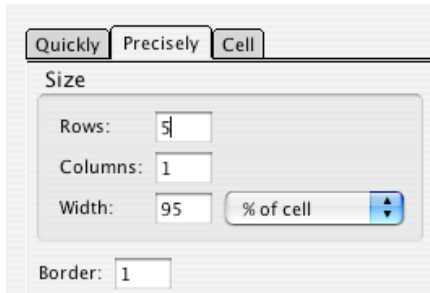
She double-clicks the cell, sets the background color of the table, and sets the table alignment to center.



She sees on screen:



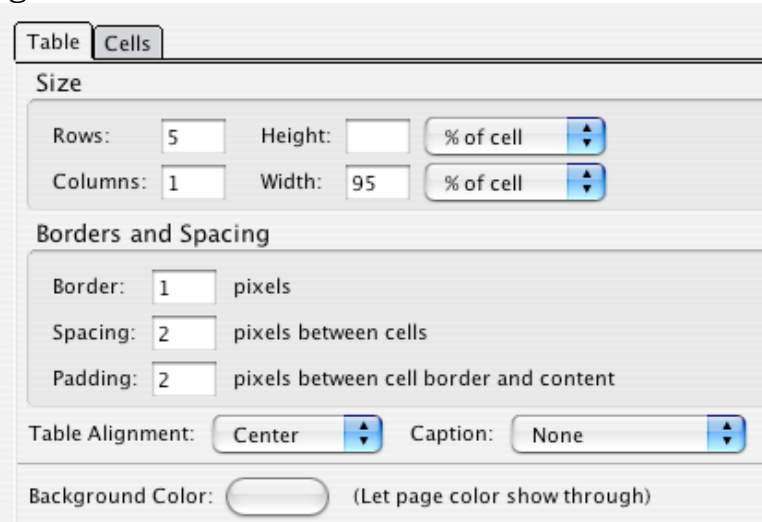
She clicks inside the table, chooses Table>Insert... and creates a table that will be inside the 1x1 table.



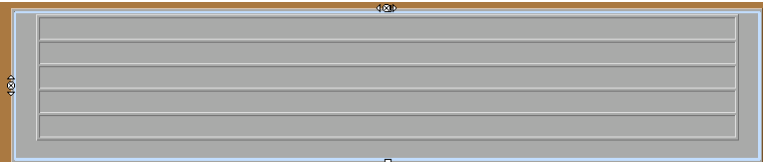
She sees on screen:



She double-clicks the table and changes the table alignment to center.



She sees on screen:



She enters the text into the topmost cell.



She selects the first line of her text. She changes the text from Body Text  to Heading 1 .




She centers the text using: .



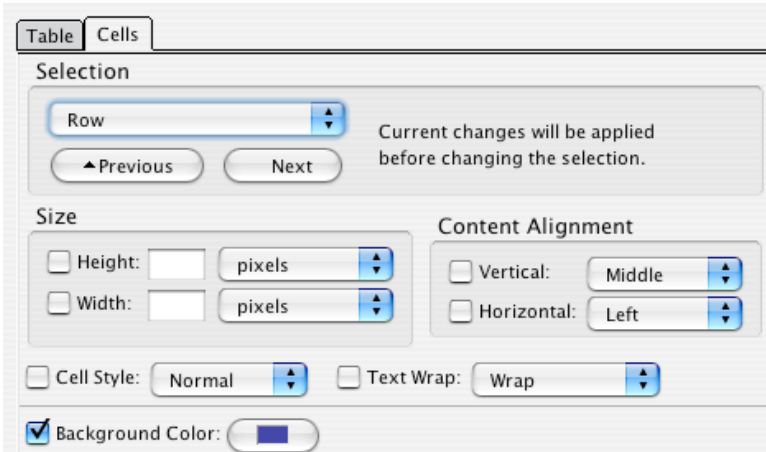
She selects the second line of text, centers, and italicizes it (using **B / U**). She increases the size of the text (using **A^A^**):



She selects both lines of text. She changes the font color from black to white (clicking on the black square of  and selecting white):



She changes the background color of the cell to blue using Format>Table Cell Properties.




She sees on screen:



On the last row of the table, she adds her contact information. She centers, italicizes, and reduces the size of the text.



She selects the (non-italicized) Email text and clicks on the link button (  ). She enters the email address that she wants to associate with the text.

**Link Text**

Email

---

**Link Location**

Enter a web page location, a local file, an email address, or select a Named Anchor or Heading from the popup list:

Karen@KarensOrganicSoap.com ▼

The above is an email address

URL is relative to page location

[Choose File...](#)

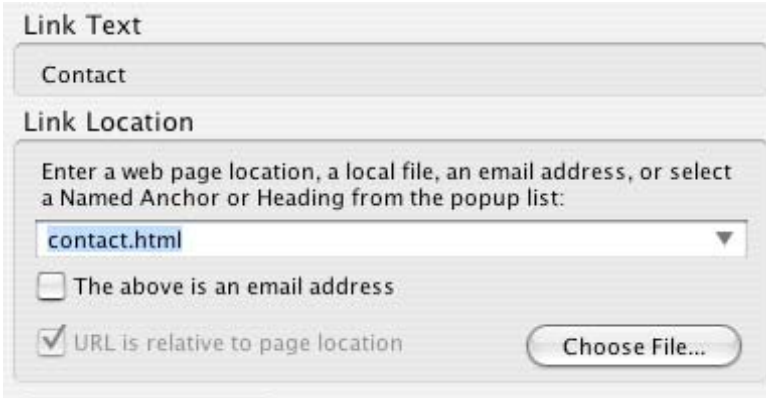
She sees on screen:



In the second row of the table she enters the menu of pages in her website. She centers and enlarges the text. She changes the background color of the cell:



One by one, she selects each page name, clicks on the link tool, and sets the link location. She knows that she'll have pages named: index.html (the home page), store.html, new.html, about.html, and contact.html.



Link Text

Contact

Link Location

Enter a web page location, a local file, an email address, or select a Named Anchor or Heading from the popup list:

contact.html

The above is an email address

URL is relative to page location

Choose File...

She changes the 3<sup>rd</sup> row to have a white background.





She saves her “template”. She then continues to create all her content using this template (changing the name of the file and title as she goes):

## Karen's Organic Soap (415) 555-1212

*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

I work in small batches to ensure that everything comes out perfectly. After mixing all the wonderful ingredients, it sets in my garage for six weeks, then I cut the batch into individual soap bars. I'm continually experimenting with new scents and additions.

I'm continually making new soap "flavors", so you may want to find out [what's cooking](#) in my soap kitchen. I also make seasonal soaps, which make wonderful gifts.

Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)

## Karen's Organic Soap (415) 555-1212

*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.



**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



**Cinnamon, Clove (with Ground Oatmeal)** - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.

Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)

## Karen's Organic Soap (415) 555-1212

Handmade Organic Soap. Cleans Beautifully.

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.

Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)

## Karen's Organic Soap (415) 555-1212

Handmade Organic Soap. Cleans Beautifully.

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

I started making small batches of soap for my friends and family in 1990 to give as Christmas gifts. During the years I kept hearing, "I just used your soap - I love it!". When my friends wanted to give my soap as gifts to *their* friends, I knew my soaps were special.

I started making soaps following some standard recipes. As I got more confident, I changed the formulations to better reflect my love of organic ingredients. I studied aromatherapy. I found out how scents affect different areas of our brains: how to make a body relax, wake-up, heal, dream, romanticize, and sleep. I studied art to find out how best to color the soap (organically!) and package it.

I hope you enjoy my soaps as much as I enjoy crafting it for you.



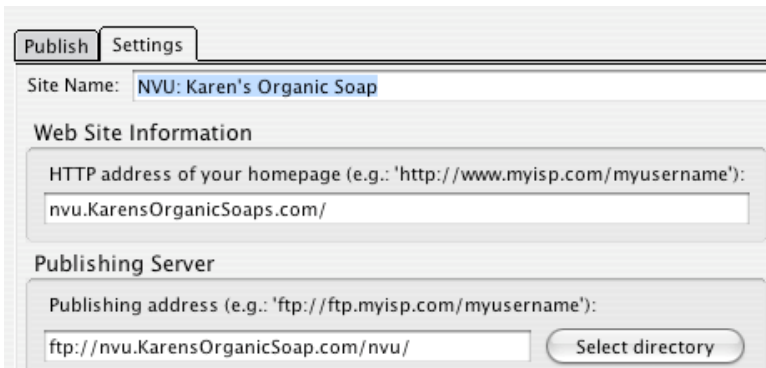
Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)



She publishes each page of her website using the



Publish button.



The completed Nvu website is at:  
[Nvu.KarensOrganicSoap.com](http://Nvu.KarensOrganicSoap.com)

---

### Summary of Using NVu

The pros:

1. Website was created in less than 2 hours.
2. Site has the same basic functionality as Google Page Creator.
3. Can add custom HTML code.
4. It works.
5. It's free.

The cons:


1. No way to create a nice background graphic.
2. No included Nvu templates.
3. Menu navigation is simplistic.
4. Support is not guaranteed.



## WordPress

### Free Blogging Software

WordPress™ is free software for creating your own blog. There are actually two ways you can use WordPress: create ([www.WordPress.com](http://www.WordPress.com)) your own free-hosted WordPress blog site (*named*: youname.wordpress.com) or use their software ([www.WordPress.org](http://www.WordPress.org)) on your hosted website.

Karen decides to install WordPress on her 1&1 website. She downloads (clicking on ) the latest version of WordPress onto her computer (from [wordpress.org/download](http://wordpress.org/download)). The *zip file* is actually a package of files, so she opens the package (wordpress-2.0.5.zip) by double-clicking on it (launching the free StuffIt Expander program on her computer). Alternatively, by right clicking on the package, she could choose another program to open the package. A new folder (wordpress) was created on her computer containing a number of files and folders:

```
index.php
license.txt
readme.html
wp-admin
wp-atom.php
wp-blog-header.php
wp-comments-post.php
wp-commentsrss2.php
wp-config-sample.php
wp-content
...
```

She navigates to her 1&1 Control Panel and clicks



**MySQL Administration**

to setup a free MySQL account (MySQL is a database program that WordPress uses to store the website information). She clicks the New

Database button ( **New Database** ), carefully noting the important information from the setup process:

**MySQL Database Setup**

Your MySQL database details are shown in the lower overview.

```

Database name db192273801
Host name db619.perfora.net
Port 3306 (standard port)
User name dbo192273801
Password FPK4BPBP
Description WPBlog
Status setup started
    
```

She edits the wp-config-sample.php file from the wordpress folder in a text editor and sees:

```

define('DB_NAME', 'wordpress'); // The name of the
database
define('DB_USER', 'username'); // Your MySQL username
define('DB_PASSWORD', 'password'); // ...and password
define('DB_HOST', 'localhost'); // 99% chance you
won't need to change this
    
```


She inserts from the MySQL Database Setup.

```

define('DB_NAME', 'db192273801'); // The name of the
database
define('DB_USER', 'dbo192273801'); // Your MySQL
username
define('DB_PASSWORD', 'FPK4BPBP'); // ...and password
define('DB_HOST', 'db619.perfora.net'); // 99%
chance you won't need
    
```

## 104 START YOUR ONLINE BUSINESS IN DAYS

---

She saves this file as: wp-config.php (in the same folder as wp-config-sample.php). She uploads her wordpress folder ( Website File Transfer) to her host server. She types into her browser:

[www.KarensOrganicSoap.com/wp-admin/install.php](http://www.KarensOrganicSoap.com/wp-admin/install.php)



Welcome to WordPress installation. We're now going to go through a few steps to get you up and running with the latest in personal publishing platforms. You may want to peruse the [ReadMe documentation](#) at your leisure.

### [First Step »](#)

---

*[WordPress](#), personal publishing platform.*



#### First Step

Before we begin we need a little bit of information. Don't worry, you can always change these later.

Weblog title:	<input type="text" value="Karen's Organic Soap"/>
Your e-mail:	<input type="text" value="Karen@KarensOrganicSoap.com"/>

*Double-check that email address before continuing.*

[Continue to Second Step »](#)

---

*[WordPress](#), personal publishing platform.*



Second Step

Now we're going to create the database tables and fill them with some default data.

*Finished!*

Now you can [log in](#) with the **username** "admin" and **password** "admin".

**Note that password** carefully! It is a *random* password that was generated just for you. If you lose it, you will have to delete the tables from the database yourself, and re-install WordPress. So to review:

Username  
admin  
Password  
admin  
Login address  
[wp-login.php](#)

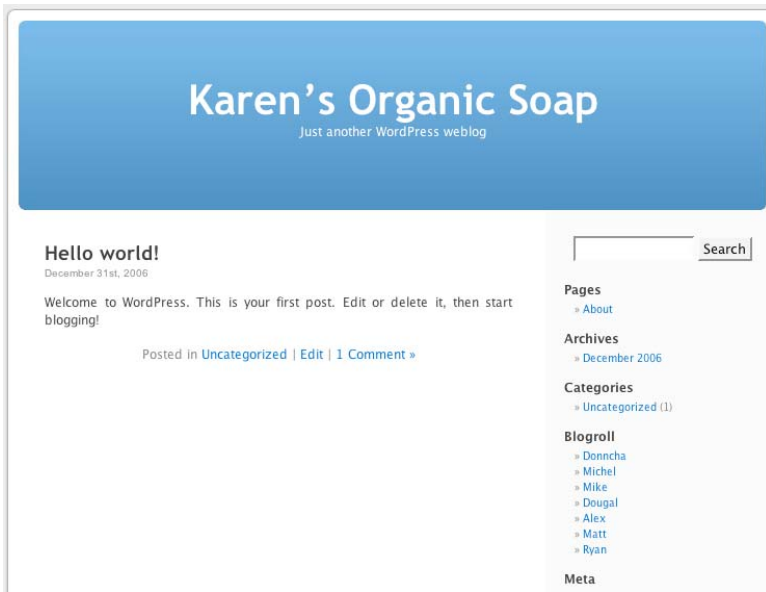
Were you expecting more steps? Sorry to disappoint. All done! :)

*[WordPress](#), personal publishing platform.*

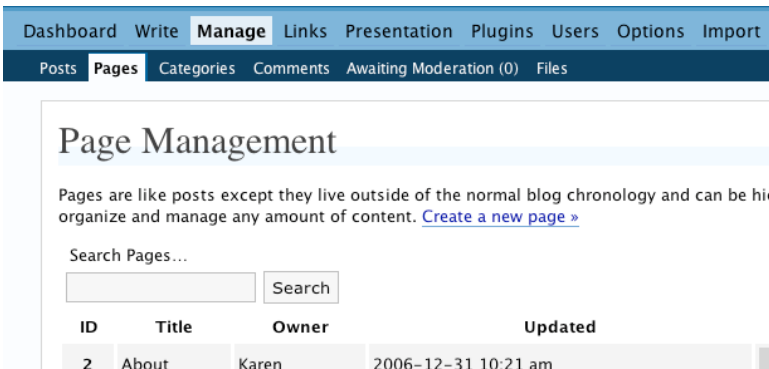
She logs in.



She clicks on “View site”.



She creates all the pages using the Manage>Pages screen (clicking on “Create a new page” for each new page).



She deletes the default “About” page, and creates the following pages. **Note:** Ensure allow comments/pings checkboxes (unchecked), the name of the post slug (page name), and the page order are correct.

Write Page preview ↓

Page Title  
Home

Page Content

**B** / I ABC [Rich Text Editor Icons]

I work in small batches to ensure that everything comes out perfectly. After mixing all the wonderful ingredients, it sets in my garage for six weeks, then I cut the batch into individual soap bars. I'm continually experimenting with new scents and additions. I'm continually making new soap "flavors", so you may want to find out what's cooking in my soap kitchen. I also make seasonal soaps, which make wonderful gifts.

Path:

Save and Continue Editing Save »

Upload

File:  Browse...

Title:

Description:

Discussion  Allow Comments  Allow Pings

Password-Protect Post +

Page Parent +

Post slug home

Post author: +

Page Order 1


Write Page preview ↓

Page Title  
Store

Page Content

**B** / I ABC [Rich Text Editor Icons]

**Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.**

 **Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.

Path:

Save and Continue Editing Save »

Upload

File:  Browse...

Title:

Description:

Discussion  Allow Comments  Allow Pings

Password-Protect Post +

Page Parent +

Post slug store

Post author: +

Page Order 2

### Write Page


[preview ↓](#)

Page Title

What's New

Page Content

**B** *I* ABC [bullets] [numbered] [align left] [align center] [align right] [link] [unlink] [HTML] [undo] [redo]



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.

Path:

Save and Continue Editing Save »

Upload

File:  Browse...  
Title:

Discussion -

- Allow Comments
- Allow Pings

Password-Protect Post +

Page Parent +

Post slug -

new

Post author: +

Page Order -

3

### Write Page

[preview ↓](#)

Page Title

About Me

Page Content

**B** *I* ABC [bullets] [numbered] [align left] [align center] [align right] [link] [unlink] [HTML] [undo] [redo]

I started making small batches of soap for my friends and family in 1990 to give as Christmas gifts. During the year I kept hearing, "I just used your soap - I love it!". When my friends wanted to give my soap as gifts to *their* friends, I knew my soaps were special.

I started making soaps following some standard recipes. As I got more confident. I changed the formulations to better

Path:

Save and Continue Editing Save »

Upload

File:  Browse...  
Title:   
Description:

Discussion -

- Allow Comments
- Allow Pings

Password-Protect Post +

Page Parent +

Post slug -

about

Post author: +

Page Order -

4

Write Page preview ↓

Page Title

Page Content

**B** *I* ABC

Karen The Soapmaker  
 123 Main Street  
 San Francisco, CA 94123  
 (415) 555-1212  
[Email me](#)  
 If you have any questions about my soaps or if you want me to make you a custom soap blend, let me know!

Path:

Save and Continue Editing Save »

Upload

File:

Title:

Description:

Discussion -

Allow Comments

Allow Pings


Password-Protect Post +

Page Parent +

Post slug -

Post author: +

Page Order -

She links the “Email me” to her email address (selecting the text, clicking on the link button , and filling in the link URL).

**Insert/edit link**

Link URL:

Target:

Title:

On her home page she links the “what’s cooking” using the link button, filling in the link URL.



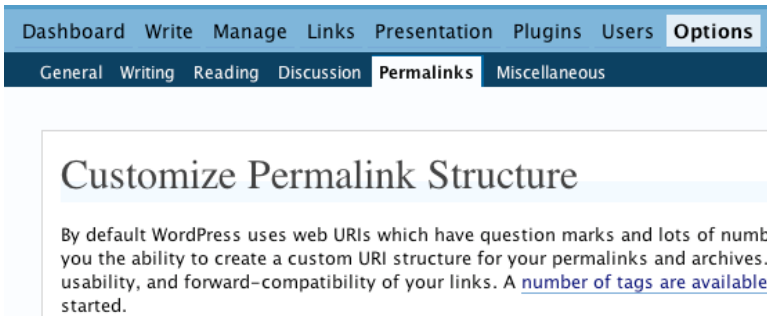
**Insert/edit link**

Link URL:

Target:

Title:

Since WordPress (by default) names pages as <http://karensorganicsoap.com/?p=123> (not good for web browsers), she modifies to “Date and name based” using the Options>Permalinks menu (since she’s using it to create a website, the “date” isn’t used).



Dashboard Write Manage Links Presentation Plugins Users **Options**

General Writing Reading Discussion **Permalinks** Miscellaneous

## Customize Permalink Structure

By default WordPress uses web URIs which have question marks and lots of numbers. You have the ability to create a custom URI structure for your permalinks and archives. This is useful for readability, and forward-compatibility of your links. A [number of tags are available](#), and you can start with any of them.

She deletes the default posts in Manage>Posts.

Karen's Organic Soap (View site ») Howdy, Karen. [Sign Out, M...]

Dashboard Write **Manage** Links Presentation Plugins Users Options Import

Posts Pages Categories Comments Awaiting Moderation (0) Files

### Last 15 Posts

Search Posts... Browse Month...  
 December 2006 ▾ Show Month

Search

ID	When	Title	Categories	Comments	Author			
1	2006-12-31 10:21:19 am	Hello world!	<a href="#">Uncategorized</a>	<a href="#">1</a>	Karen	<a href="#">View</a>	<a href="#">Edit</a>	<a href="#">Delete</a>

Her website now looks like:

# Karen's Organic Soap

Handmade Organic Soap. Cleans Beautifully.

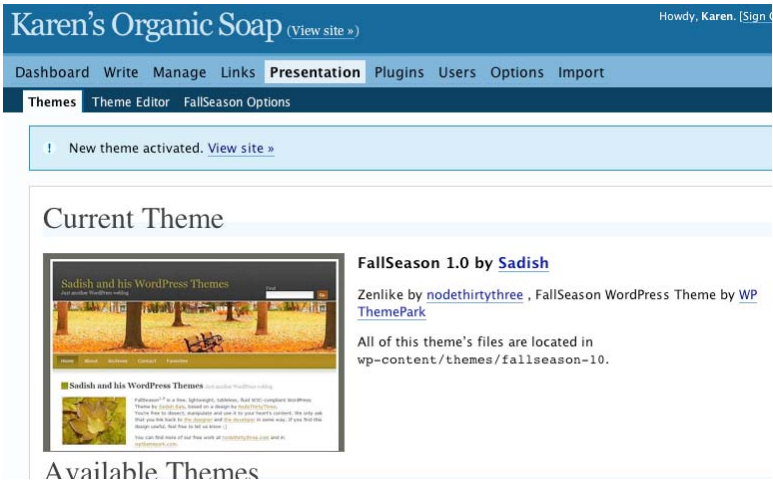
December 30th, 2006

Posted in [Uncategorized](#) | [Edit](#) | [No Comments](#) »

Search

- Pages**
  - » [About Me](#)
  - » [Contact](#)
  - » [Home](#)
  - » [Store](#)
  - » [What's New](#)
- Archives**
  - » [December 2006](#)
- Categories**
  - » [Uncategorized \(1\)](#)
- Blogroll**
  - » [Donncha](#)
  - » [Alex](#)
- Meta**
  - » [Site Admin](#)
  - » [Logout](#)
  - » [Valid XHTML](#)
  - » [XFN](#)
  - » [WordPress](#)

She decides to change the look of her website using a new theme. She looks on [themes.wordpress.net](http://themes.wordpress.net). She narrows down the choices by clicking 1 column (she doesn't want to have a column that shows the normal blogging information) and sorts by rating (looking for a theme that others have voted for). She chooses the “fallseason” theme. She downloads it to her computer, unzips the fallseason-10.zip package, and uses FTP to upload it to her site's wp-content/themes folder. She chooses the theme from Presentation>Themes.



The screenshot shows the WordPress admin dashboard for 'Karen's Organic Soap'. The top navigation bar includes 'Dashboard', 'Write', 'Manage', 'Links', 'Presentation', 'Plugins', 'Users', 'Options', and 'Import'. The 'Presentation' menu is active, showing sub-items: 'Themes', 'Theme Editor', and 'FallSeason Options'. A notification banner states 'New theme activated. View site »'. The 'Current Theme' section displays 'FallSeason 1.0 by Sadish'. It includes a preview image of the theme, the author 'Sadish and his WordPress Themes', and a description: 'FallSeason 1.0 is a free, lightweight, submission. Real WP2 complete wordpress Theme by Sadish and his WordPress Themes. You're free to share, replicate and use it to your heart's content. We only ask that you be kind to this designer and to thousands of theme users if you include proper credits, but that's up to you. Thank you! You can find more of our free work at wordpress.org and at wordpress.com.' Below this, the 'Available Themes' section is partially visible.

Her website now looks like:



She then spends some time tweaking the theme. She modifies a number of the theme's .php files (editing files on her computer, FTPing them to the themes/fallseason-10 folder, verifying the changes, etc.) **Note:** The following changes work for this theme, but other themes may require different changes.

She changes the footer.php to have her contact information. The `&#8226` is a HTML code (from [www.ascii.cl/htmlcodes.htm](http://www.ascii.cl/htmlcodes.htm)) for the bullet (•) character. Text between the `<i>` and `</i>` is *italicized*. The `<a href>` is how HTML makes text linked to an action. In this case, clicking on Email will “do the right thing”.

```
</div>
<div id="footer">
    <div align="center"><i>Karen The Soapmaker
&#8226; 123 Main Street &#8226; San Francisco, CA 94123
&#8226; (415) 555-1212</i> <a
href="mailto:Karen@KarensOrganicSoap.com">Email</a></div>
    <?php wp_footer(); ?>
</div>

</body>
</html>
```

She edits page.php to modify the web page display (eliminating the comments area and the blogging information on the right side).

```
<?php get_header(); ?>
<div id="normalcontent">
    <!-- Primary content: Stuff that goes in the
primary content column (by default, the left column) -->
    <div id="contentarea"><!-- Primary content
area start -->
        <?php if ($posts) {
            foreach($posts as $post)
            {
                start_wp();
            }
            <div class="post" id="post-<?php
the_ID(); ?>">
                <h4><a href="<?php the_permalink()
?>" rel="bookmark" title="Permanent Link to <?php
the_title(); ?>"><?php the_title(); ?></a></h4>
                <div class="contentarea">
                    <?php the_content('Continue
Reading &raquo;'); ?>
                </div>
            </div>
            <?php comments_template();?>
            <?php
        } /* end for "for-each" */
    } /* end for "if posts" */
    else
    {
        echo '<p>Sorry, No Posts matched your
criteria.</p>';
    }
    ?>
    <p align="center"><?php posts_nav_link(' -
','&#171; Prev','Next &#187;') ?></p>
    </div><!--content end -->
<?php get_footer();?>
```

She changes the [header.php](#) to display the web pages in page order (by default it displays the pages in alphabetical order) and to remove the default Home page (which is a blog page):

```

...
<div id="menu">
  <ul>
    <?php wp_list_pages('
sort_column=menu_order&title_li=&depth=1&' . $page_sort . '&'
.$pages_to_exclude)?>
  </ul>
</div>
<div id="menubottom"></div>

```

She also removes the search box from the site by deleting the following text from [header.php](#).

```

<div id="search">

  <form id="searchform" method="get" action="<?php
bloginfo('siteurl')?>/index.php">

    <label for="s" id="lblSearch"><?php _e('Find');
?></label><br/>

    <input type="text" name="s" id="s" class="text"
value="<?php echo wp_specialchars($s, 1); ?>" size="15"
/>

    <input type="submit" id="searchsubmit"
value="Go" class="submit" name="searchsubmit"/>

  </form>

</div>

```

Since she doesn't want to display a sidebar (the blogging info), she deletes the contents of sidebar.php (but not the file itself).

Although she likes the images of the fall leaves, it doesn't match her site's content. She decides to use her digital picture. She uploads it to [snipshot.com](http://snipshot.com), downloads a cropped image of 140 pixels tall, and names the file "soap.jpg". The file is uploaded to the images folder in fallseason-10. She changes the relevant part of style.css.

```
...
#headerpic
{
position: relative;
height: 140px;
background: #fff url(images/soap.jpg) repeat-x bottom
left;
margin-bottom: 2px;
}
...
```

Finally, she creates the file "home.php" (with the following contents) and uploads it to her fallseason-10 theme folder.

```
<?php
$homepage = get_settings('siteurl')."/home/";
wp_redirect($homepage);
exit();
?>
```

This file causes her "home" page (the page's post slug must be named "home") to be shown when someone goes to her site.

Here's the result of her work:



The screenshot shows a website for "Karen's Organic Soap". The header features the brand name in a gold serif font, with the tagline "Handmade Organic Soap. Cleans Beautifully." below it. A central image displays several bars of soap in various colors and shapes against a green background. Below the image is a gold navigation bar with links for "Home", "Store", "What's New", "About Me", and "Contact". The main content area has a green square icon followed by the word "Home". The text describes the soap-making process, mentioning small batches, six-week curing, and experimentation with scents. A link for "what's cooking" is highlighted in gold. At the bottom, contact information for Karen The Soapmaker in San Francisco is provided, with an "Email" link in gold.

**Karen's Organic Soap**  
Handmade Organic Soap. Cleans Beautifully.

Home Store What's New About Me Contact

■ **Home**

I work in small batches to ensure that everything comes out perfectly. After mixing all the wonderful ingredients, it sets in my garage for six weeks, then I cut the batch into individual soap bars. I'm continually experimenting with new scents and additions. I'm continually making new soap "flavors", so you may want to find out [what's cooking](#) in my soap kitchen. I also make seasonal soaps, which make wonderful gifts.

*Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)*

**Karen's Organic Soap**  
Handmade Organic Soap. Cleans Beautifully.



Home Store What's New About Me Contact

**Store**

Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.

 **Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.

 **Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm

**Karen's Organic Soap**  
Handmade Organic Soap. Cleans Beautifully.



Home Store What's New About Me Contact

**What's New**

 **Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



### ■ About Me

I started making small batches of soap for my friends and family in 1990 to give as Christmas gifts. During the year I kept hearing, "I just used your soap - I love it!". When my friends wanted to give my soap as gifts to *their* friends, I knew my soaps were special.

I started making soaps following some standard recipes. As I got more confident, I changed the formulations to better reflect my love of organic ingredients. I studied aromatherapy. I found out how scents affect different areas of our brains: how to make



### ■ Contact

Karen The Soapmaker  
123 Main Street  
San Francisco, CA 94123  
(415) 555-1212  
[Email me](#)

If you have any questions about my soaps or if you want me to make you a custom soap blend, let me know!

---

## Summary of Using WordPress

The pros:

1. Website was created in less than 10 hours.
2. Large number of nice-looking (free) templates.
3. Can add custom HTML code.
4. It works.
5. It's free.

The cons:

1. Computer savvy is needed to install and customize.
2. Support is not guaranteed. There is a large group of devoted users that have an active discussion area where you may be able to get help for your problem.

The completed WordPress website is at:

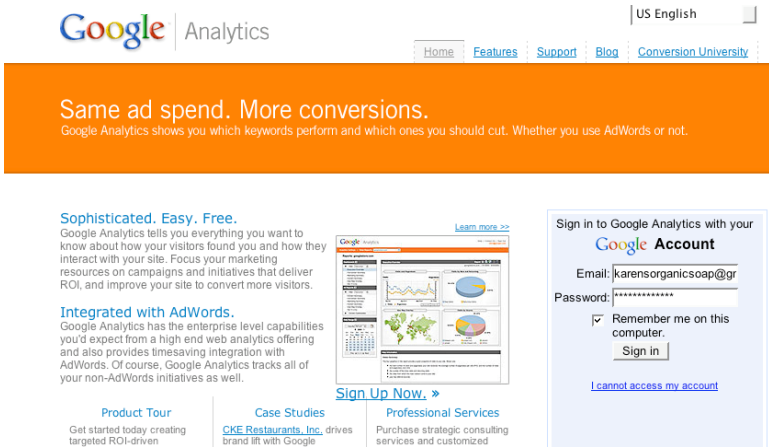
[WordPress.KarensOrganicSoap.com](http://WordPress.KarensOrganicSoap.com)



## Google Analytics

### Creation of Google Analytics Account

Using her Gmail account, Karen creates her Google Analytics account ([www.google.com/analytics](http://www.google.com/analytics)).



Google Analytics | US English

Home Features Support Blog Conversion University

**Same ad spend. More conversions.**  
Google Analytics shows you which keywords perform and which ones you should cut. Whether you use AdWords or not.

**Sophisticated. Easy. Free.**  
Google Analytics tells you everything you want to know about how your visitors found you and how they interact with your site. Focus your marketing resources on campaigns and initiatives that deliver ROI, and improve your site to convert more visitors.

**Integrated with AdWords.**  
Google Analytics has the enterprise level capabilities you'd expect from a high end web analytics offering and also provides timesaving integration with AdWords. Of course, Google Analytics tracks all of your non-AdWords initiatives as well.

[Learn more >>](#)

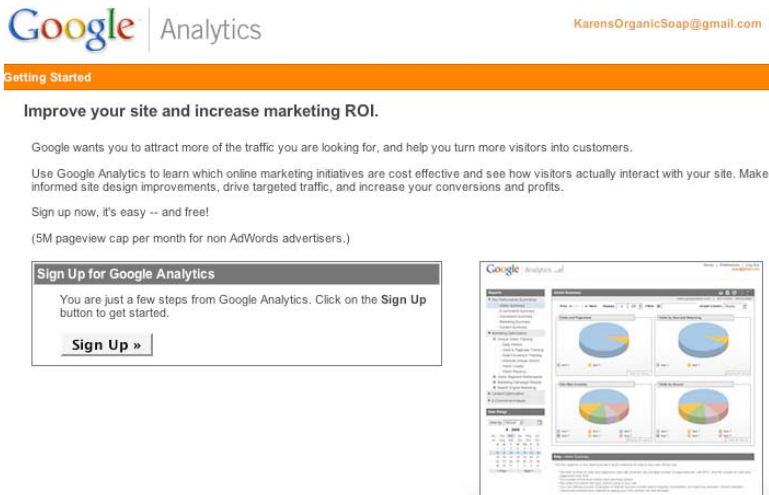
[Sign Up Now. >](#)

**Sign in to Google Analytics with your Google Account**  
Email:   
Password:   
 Remember me on this computer.  
  
[I cannot access my account](#)

**Product Tour**  
Get started today creating targeted ROI-driven

**Case Studies**  
[CKE Restaurants, Inc.](#) drives brand lift with Google

**Professional Services**  
Purchase strategic consulting services and customized



Google Analytics | KarensOrganicSoap@gmail.com

**Getting Started**


**Improve your site and increase marketing ROI.**

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!  
(5M pageview cap per month for non AdWords advertisers.)

**Sign Up for Google Analytics**  
You are just a few steps from Google Analytics. Click on the **Sign Up** button to get started.



She types the URL (domain name) of her website.



KarensOrganicSoap@gm

Getting Started

**Analytics: New Account Signup**

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL:  (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone:

She enters her account information:



KarensOrganicSoap@gms

Getting Started

**Analytics: New Account Signup**

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Last Name:

First Name:

Phone Number:  (e.g. 123-123-1234)

Country or territory:

## Setting Started

## Analytics: New Account Signup

General Information > Contact Information > **Accept User Agreement** > Add Tracking

Please carefully read the following terms and conditions, then select the checkbox to accept.

## GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

She gets new HTML code to add to her website.

## Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > **Add Tracking**

Copy the following code block into every webpage you want to track.

Click in the box below to select all code. Copy and paste the code segment into the bottom of your content, immediately before the </body> tag of each page you are planning to track. If you use a common include or template, you can enter it there.

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-1150735-1";
urchinTracker();
</script>
```

She looks at her settings ("control panel").



**Drive targeted traffic to your site.**  
Use AdWords with your Google Analytics Account.  
[Tell me more about AdWords](#), | [How can I use AdWords and Analytics together?](#)



**Tracking for your website has not yet been validated: karensorganicsoup.googlepages.com**  
Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home page. Click instructions for adding tracking to your website.

[Check Status](#)

Analytics Settings - karensorganicsoup.googlepages.com ([Edit Analytics Account](#))

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles					<a href="#">+ Add Website Profile</a>
<a href="#">« Prev</a> 1 - 1 / 1 <a href="#">Next »</a>			Show <input type="text" value="10"/>	Search <input type="text"/>	<a href="#">+</a> <a href="#">-</a>
Name	Reports	Settings	Delete	Status	
1. karensorganicsoup.googlepages.com	<a href="#">View Reports</a>	<a href="#">Edit</a>	Delete	⚠ Tracking Unknown - <a href="#">Check Status</a> ⚠ Conversion Goals (0)	

How the HTML code is used differs depending on her web authoring choice (see following pages).

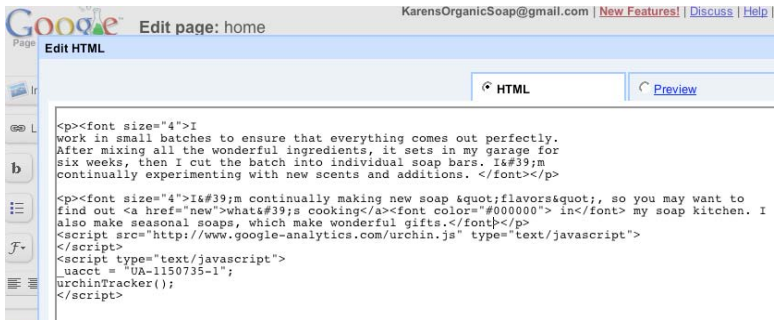


## Google Analytics with Google Page Creator

After creating her Google Analytics account (with KarensOrganicSoap.googlepages.com), she sees the following code:

```
<script src="http://www.google-
analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-1150735-1";
urchinTracker();
</script>
```

She logs in to her Page Creator account, clicks on her web pages one-by-one. On each page, she selects the content (middle of the page), clicks the [\[edit html\]](#) button (in the bottom right of the page) and pastes the above code at the end.




She publishes each page. She returns to her Google Analytics account to confirm the tracking code was installed correctly (clicking [Check Status](#)).

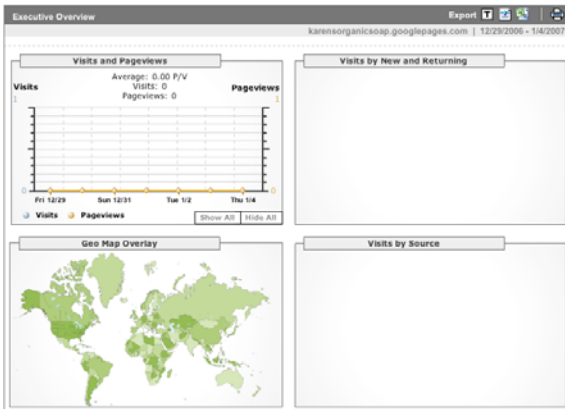
## Tracking Status

### Tracking Status Information

Profile Name: karensorganicsoap.googlepages.com  
Website URL: karensorganicsoap.googlepages.com

 **Waiting for Data**  
Analytics has been successfully installed and data is being gathered now.

She clicks [View Reports](#) button to see her statistics (nothing to show...yet).





## Google Analytics with 1&1 Website Builder

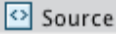
Website Builder doesn't support adding HTML code to her site. Therefore, Karen cannot use metrics.



## Google Analytics with Nvu

After creating her Google Analytics account (and specifying her URL as `nvu.KarensOrganicSoap.com`), she sees the following code:

```
<script src="http://www.google-  
analytics.com/urchin.js" type="text/javascript">  
</script>  
<script type="text/javascript">  
_uacct = "UA-1150735-2";  
urchinTracker();  
</script>
```

She launches Nvu, opening her web pages one-by-one. On each page, she clicks on the  button, scrolling down to the end of her HTML page source:

```
...  
<br>  
</body>  
</html>
```

Just before the `</body>` she pastes the above code:

```
...  
<br>  
<script src="http://www.google-  
analytics.com/urchin.js" type="text/javascript">  
</script>  
<script type="text/javascript">  
_uacct = "UA-1150735-2";  
urchinTracker();  
</script>  
</body>  
</html>
```

She publishes each page, being careful to make sure that the check box “Include images and other files” is **not** checked (this is a technical problem):

Page Title:  e.g.: "My Web Page"


Filename:  e.g.: "mypage.html"

Site subdirectory for this page:

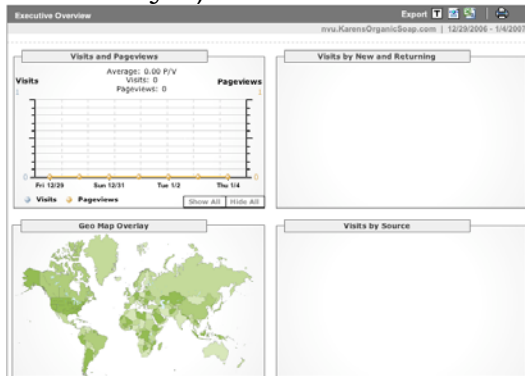
Include images and other files

She returns to her Google Analytics account to confirm the tracking code was installed correctly by clicking [Check Status](#).

Profile Name: nvu.KarensOrganicSoap.com  
 Website URL: http://nvu.KarensOrganicSoap.com

 **Waiting for Data**  
 Analytics has been successfully installed and data is being gathered now.

She clicks **View Reports** button to see her statistics (nothing to show...yet).





## Google Analytics with WordPress

After creating her Google Analytics account (with [wordpress.KarensOrganicSoap.com](http://wordpress.KarensOrganicSoap.com)), she sees the following code:

```
<script src="http://www.google-  
analytics.com/urchin.js" type="text/javascript">  
</script>  
<script type="text/javascript">  
_uacct = "UA-1150735-3";  
urchinTracker();  
</script>
```

She downloads the free Google Analytics Plugin [www.semiologic.com/software/google-analytics](http://www.semiologic.com/software/google-analytics). She follows the directions, unzipping the “sem-google-analytics.zip” package and uploading it to the wp-content/plugins folder. She logs into her site (wp-admin.php), and clicks the **Plugins** button.

She activates the plugin (using the [Activate](#) button). She clicks the [Options](#) button and then clicks the [Google Analytics](#) button. She pastes in the Google Analytics code into the window.

## Google Analytics Options

### Google analytics script

Paste the [Google analytics](#) script into the following textarea:

```
<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-1150735-3";
urchinTracker();
</script>
```

She returns to her Google Analytics account to confirm that the tracking code was installed correctly (clicking [Check Status](#)).

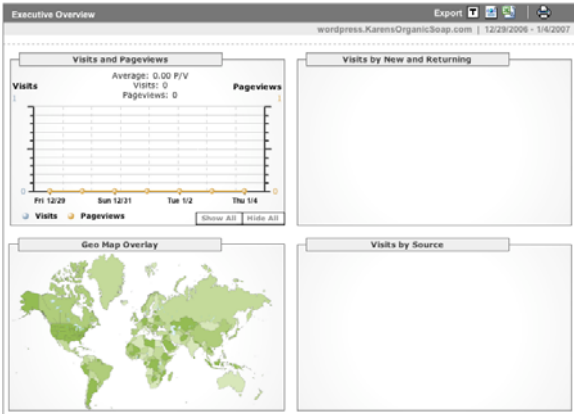
Profile Name:       wordpress.KarensOrganicSoap.com  
 Website URL:       http://wordpress.KarensOrganicSoap.com

✨ **Waiting for Data**

Analytics has been successfully installed and data is being gathered now.

# 132 START YOUR ONLINE BUSINESS IN DAYS

She clicks on [View Reports](#) button to see her statistics (nothing to show...yet).





## Email Lists

Karen decides to echo her website's tag line in her signature. She adds enough contact information to make it easy for customers to contact her.

Karen The Soap Maker

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

*Handmade Organic Soap. Cleans Beautifully.*

(415) 555-1212

 PayPal 

Karen selects PayPal to take orders. She can later switch to a fancier shopping cart should the need arise.

**Note:** Adding Shopping Cart Support to a website is quite similar to adding website analytics. In both cases you need to add HTML to your web pages. This means that 1&1 Website Builder could not be used with PayPal.

She goes to [www.PayPal.com](http://www.PayPal.com) and requests a new business account.

### Sign Up for a PayPal Account

---


Anyone with an email address can use PayPal to send and receive money online. [What is PayPal?](#)

 **Personal Account**

Ideal for online shopping. Send and receive payments through PayPal's secure network. Personal accounts cannot accept debit or credit card payments. [Learn more](#)

 **Premier Account**

Perfect for buying and selling on eBay or merchant websites. Accept all payment types for [low fees](#). Do business under your own name. [Learn more](#)

 **Business Account**

The right choice for your online business. Accept all payment types for [low fees](#). Do business under a company or group name. [Learn more](#)

She creates the account.

**1 Sign up for a Business Account.**

<b>Sign up now</b>	<ul style="list-style-type: none"> <li>• Account/business owner's name, address, and email</li> <li>• Business name and address</li> <li>• Customer service information</li> </ul>	5-10 minutes	<a href="#" style="background-color: #0070c0; color: white; padding: 2px 5px; border-radius: 3px;">Go</a>
--------------------	--	--------------	---

She provides information about her business.

### Business Account Setup

\* indicates required fields [Secure Transaction](#)

#### Business Information

\*Business Type:

\*Business Name:

\*Address 1:

Address 2:

\*City:

\*State:

\*ZIP Code:  (5 or 9 digits)

\*Country:

\*Work Phone:  ext.

\*Business Category:

\*Subcategory:

\*Average Transaction Price:

\*Average Monthly Volume:

\*Sales Venue(s):  eBay  
 Other Marketplace  
 My Own Website:   
 Other  
 Please describe your business below:

\*Percentage of annual revenue from online sales:

\*Date Business Established:  /   
Month Year

#### Customer Service Contact Information

\*Customer Service Email:

Customer Service Phone:

She enters her business contact information.

## Business Account Setup

\* indicates required fields [Secure Transaction](#)

### Business Owner Contact Information

Salutation	<input type="text" value="Ms."/>
*First Name:	<input type="text" value="Karen"/>
Middle Initial:	<input type="text"/>
*Last Name:	<input type="text" value="Soap"/>
Suffix:	<input type="text" value="-- Choose a Value --"/>
Home Phone:	<input type="text"/>
Mobile Phone:	<input type="text"/>
*Address 1:	<input type="text" value="123 Main Street"/>
Address 2:	<input type="text"/>
*City:	<input type="text" value="San Francisco"/>
*State:	<input type="text" value="CA"/>
*ZIP Code:	<input type="text" value="94123"/> (5 or 9 digits)
*Country:	<input type="text" value="United States"/>

### PayPal Account Login

To access your PayPal Business account, enter your email address and create a password.

*Email Address:	<input type="text" value="paypal@KarensOrganicSoap.com"/> (e.g. name@domain.com)
*Re-enter Email Address:	<input type="text" value="paypal@KarensOrganicSoap.com"/>
*Password:	<input type="text" value="*****"/>
*Retype Password:	<input type="text" value="*****"/>


She provides her business account information.


### Enter a U.S. Bank Account


To safely and quickly transfer money from your PayPal account into your bank account, enter your bank account information below.


**\*Bank Name:**


**Account Type:**  Checking  
 Savings

**\*Routing Number:**  

Is usually located between the  symbols on your check.

**\*Account Number:**  

Typically comes before the  symbol. Its exact location and number of digits varies from bank to bank.

**\*Re-enter Account Number:**  

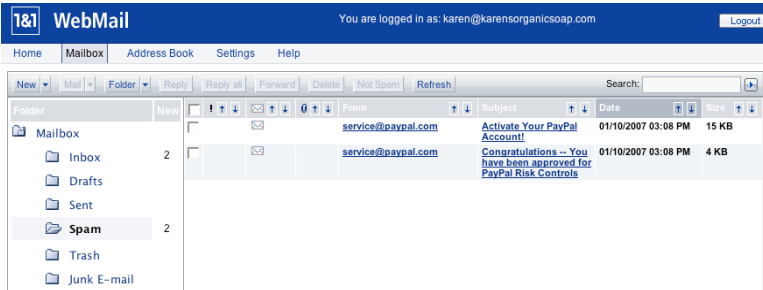
She confirms her email address:

 <b>Confirm email address (required)</b>	The email address you used to sign up	2 minutes	
---	---------------------------------------	-----------	---

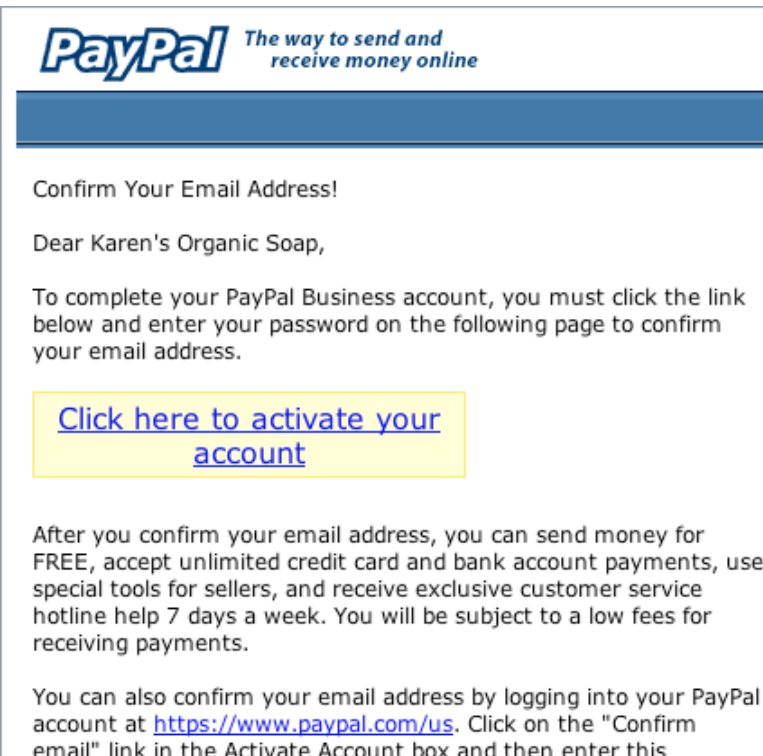
138

START YOUR ONLINE BUSINESS IN  DAYS

The email from PayPal was placed in her “Spam” folder.



She opens the “Activate Your PayPal Account” email.



She clicks on “Click here to activate your account”.

### Enter Password

Please enter your PayPal password to confirm your email address.

**Password:**  [Forget your password?](#)  
**NEW!** [For your security](#)

Her email address is confirmed.

### Email Confirmed

You have confirmed **paypal@KarensOrganicSoap.com**.

This is your primary email address.

A few days later, she contacts her bank. PayPal had made two small deposits into her account to verify that the account is valid. She confirms her bank account.

**Confirm your bank account** Access to your bank statement Up to 3-5 business days [Go](#)

She enters the two deposits.

### Complete Bank Confirmation for Your Security

PayPal made two small deposits to your bank account. Now that you've looked up the deposit amounts exactly as they appear on your bank statement. This process ensure account.

**Bank Account:**  Deposits Sent January 6, 2007 ▾

**Deposit Amounts:** \$0. USD (two digits)  
\$0. USD (two digits)

Her account is confirmed.

### Bank Account Confirmed – Ready to Transfer from Your Bank

Thank you for proving that you are the owner of this bank account. By doing this, you are helping PayPal to maintain a secure payment service.

- **Make instant payments**

Your bank account is now the default payment method and allows you to make instant PayPal payments. Please ensure that there are sufficient funds in your bank account before you send a payment with PayPal.

- **More funding options**

If you would like to use an alternative method (e.g. Debit, Credit card, PayPal Balance), click more funding options on PayPal's payment pages.

[Continue](#)

She finds a payment solution.

3 Set up your payment solution			
Step	Info Required	Time to Complete	Action
▶ Find a solution			<a href="#">Go</a>

Karen doesn't have a merchant account and simply wants to process orders via PayPal on her website.

### Find Your Payment Solution

Answer the following questions about your business needs. We'll recommend the best PayPal payment solution for you.

Do you have a merchant account?	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Sure
Do you want to accept credit card payments by phone, fax, or in person?	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Sure
Do you want to process credit card payments on your website?	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
Do you want to send invoices by email?	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Sure

[Continue](#)

Based on her choices, PayPal recommends the Website Payments Standard.

**Your Recommended Solution**

Based on your business needs, we recommend the following solution:

**Website Payments Standard**

The easy way to get paid

- Start accepting payments today: no additional application or shopping cart is required.
- Customers shop on your website and pay you on PayPal; even without a PayPal account.
- No annual contract is required.

She implements the solution.

3 Set up your payment solution			
Step	Info Required	Time to Complete	Action
Implement Website Payments Standard			<a href="#">Go</a>

She reads the overview and watches the demo. She wants her customers to click the payment button and complete the order form on PayPal.

**Website Payments Standard: Overview**

**The easy way to get paid.**

Accept credit cards online, plus bank transfers, PayPal, and more. Website Payments Standard is:

- **Fast.** There's no lengthy approval process and no shopping cart needed. Start accepting payments today.
- **Easy.** Customers shop on your website and pay you on PayPal. They don't even need a PayPal account.
- **Low-cost.** No monthly, start-up, or cancellation fees – and no annual commitment.

**How it works. [See demo](#)**

Customers shop on your website and pay on PayPal.



She clicks on “Learn how to use Website Payments Standard” and reads the technical overview.

### Website Payments Standard: Technical Overview

#### Steps for integration.

This page will point you to resources that will help you learn how to:

- **Select** the features that fit your business needs.
- **Integrate** the solution into your website.

#### What technical skills do I have a preintegrated shop

[Basic HTML](#)

[Scripting Languages](#)

[API Programming](#)

**Need help?** [Choose a developer](#) to help you integrate PayPal on your website.

The following scenarios demonstrate how Website Payments Standard features can meet your business needs. We've also included our recommendations for the best ways to accept payments with PayPal.

#### Scenario 1. I already have a shopping cart.

##### PayPal-compatible shopping cart

[Integrate Now](#)

or

##### Custom shopping cart

[Integrate Now](#)

#### Scenario 2. I need a shopping cart.

##### PayPal-compatible shopping cart

[Integrate Now](#)

or

##### PayPal Shopping Cart

[Integrate now](#)

She clicks “PayPal Shopping Cart – Integrate now.”

**Website Payments Standard: Need PayPal Shopping Cart**

**Need a shopping cart?**

When you use PayPal's free shopping cart, your customers can browse your entire selection, purchase multiple items per order, and view a list of their items before purchasing. Plus, you can accept credit card and bank account payments via PayPal. PayPal's shopping cart can be fully integrated with your website in minutes.

To use Website Payments Standard, you will need a Business account.

**Step 1: Integrate the PayPal Shopping Cart**

PayPal's free shopping cart is easy to add to your website. To integrate the PayPal Shopping Cart, follow these steps:

- After logging into PayPal, go to the [PayPal Shopping Cart](#) page.
- Enter your product details.
- Copy and paste the HTML code automatically generated by PayPal into your website.

**More Information**

- [Datashheet \(PDF\)](#)
- [Features](#)
- [Website Payments Standard Integrati](#)  
[Guide \(PDF\)](#)

**Need help?** [Choose a developer](#) to integrate PayPal on your website

She clicks “PayPal Shopping Cart”

**PayPal Shopping Cart**

Introduction

[Technical Overview](#)

[Manual](#)

[Techniques](#)

[Examples](#)

**Get Started!**

Use this feature now!

**Related Links**

[Website Payments Standard: Features](#)

[Website Payments Pro: Features](#)

**PayPal Shopping Cart**

[See Demo](#)

**What is it?**

When you use PayPal's free Shopping Cart on your website, your customers can purchase multiple items with a single payment, browse your entire selection, and view a consolidated list of all their items before purchasing. The PayPal Shopping Cart is a low-cost way for you to accept credit card and bank account payments, and can be fully integrated with your website in a few easy steps.

**What are the benefits?**

Save time and money with PayPal's hassle-free Shopping Cart:

- Easy to implement - no CGI scripting necessary
- No up-front costs - you'll have the same low fee schedule used when you receive other PayPal payments
- Sell with ease - PayPal maintains detailed transaction records on our website
- Improve buyer experience - with customizable buttons and secure payments, happy customers become repeat customers

She creates her first catalog item.

## PayPal Shopping Cart

[See Demo](#)

Add a PayPal Shopping Cart to your website so your buyers can browse your entire site, then make their purchases quickly and securely on PayPal-hosted payment pages.

[More Resources](#)  
Techniques, examples,  
demos & more.

### Enter the details of the item you wish to sell

Item Name/Service:

Item ID/Number:   
(optional)

Price of Item/Service you want to sell:  (\$2,000.00 USD limit for new buyers) ?

Currency:  ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country:  ?  
(Optional)

### Select an Add to Cart button

The image you select below will be used by your customers to add items to their shopping cart.

[Add to Cart](#) [Choose a different button](#)

She clicks [Create Button Now](#)

## Add a button to your website

### Copy your custom HTML code

The HTML code below contains your "Add to Cart" button. Copy the code and paste it into onto your webpage. When your customers press the buttons they will be taken to a webpage listing the items they have added to their cart.

Add to Cart Button code

```
<form target="paypal"
action="https://www.paypal.com/cgi-bin/w
method="post">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/
border="0" name="submit" alt="Make
```

She adds the button to her website. The process differs depending on her web page authoring program (see following pages).



PayPal



Google Page Creator

Karen adds the HTML code for each PayPal button by first clicking on the [\[edit html\]](#) button. She finds where in the web page she wants to add the button.

```

<p style="text-align: center; clear: both;" class="separator"></p>
<p><a style="border: 0pt none ; background-color: transparent; clear: left; margin-bottom:
1em; float: left; margin-right: 1em;" href="freesia.png/freesia-full.jpg"
imageanchor="1"></a><span style="font-weight: bold;">Freesia (with Raspberry
Fiber)</span> - The smell of freesia immediately reminds <span style="font-weight:
bold;"></span> me of a warm spring day. The fiber adds a slight texture - not
abrasive.<br></p>

```

After the “not abrasive.<br></p>” she pastes in the PayPal HTML code.

```

<p><a style="border: 0pt none ; background-color: transparent; clear: left; margin-bottom:
1em; float: left; margin-right: 1em;" href="freesia.png/freesia-full.jpg"
imageanchor="1"></a><span style="font-weight: bold;">Freesia (with Raspberry
Fiber)</span> - The smell of freesia immediately reminds <span style="font-weight:
bold;"></span> me of a warm spring day. The fiber adds a slight texture - not
abrasive.<br></p>
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but22.gif" border="0"
name="submit" alt="Make payments with PayPal - it's fast, free and secure!">

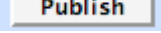
<input type="hidden" name="add" value="1">
<input type="hidden" name="cmd" value="cart">
<input type="hidden" name="business" value="paypal@KarensOrganicSoap.com">
<input type="hidden" name="item_name" value="Freesia (with Raspberry Fiber) Soap">
<input type="hidden" name="amount" value="5.00">
<input type="hidden" name="no_shipping" value="2">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code" value="USD">
<input type="hidden" name="lc" value="US">
<input type="hidden" name="bn" value="PP-ShopCartBF">
</form>
<p style="text-align: center; clear: both;" class=""><a style="border: 0pt none ;
background-color: transparent; clear: left; margin-bottom: 1em; margin-right: 1em; float:

```

She clicks on the [Save Changes](#) button.

**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.

[Add to Cart](#)

She clicks the  button. She checks her site and sees:

## Karen's Organic Soap Store

(415) 555-1212  
*Handmade Organic Soap. Cleans Beautifully.*

[Home](#) | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

**Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.**



**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.

[Add to Cart](#)



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



**Cinnamon, Clove (with Ground Oatmeal)** - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.

*Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)*



She clicks on  to test the site.

### Karen's Organic Soap



#### Your Shopping Cart

[Secure Transaction](#) 

Item	Options	Quantity	Remove	Amount
Freesia (with Raspberry Fiber) Soap		1	 	\$5.00 USD
<a href="#">Update Cart</a>				
Subtotal:				\$5.00 USD
Shipping & Handling:				\$0.00 USD

[Continue Shopping](#)


[Proceed to Checkout](#)



## PayPal 📄 1&1 Website Builder

Because she cannot add HTML code to her 1&1 Website Builder template, Karen cannot use PayPal buttons.

PayPal  Nvu

Karen adds the HTML code for the PayPal button by clicking the  **Source** button. She finds where in the web page she wants to add the button.

```
67. style="border: 0pt none ;" height="96" width="89"></a><span
68. style="font-weight: bold;">Freesia (with Raspberry Fiber)</
69. - The smell of freesia immediately reminds <span
70. style="font-weight: bold;"></span> me of a warm spring
71. day. The fiber adds a slight texture - not abrasive.<br>
```

After the “not abrasive.<br>” she pastes in the PayPal HTML code.

```
70. style="font-weight: bold;"></span> me of a warm spring
71. day. The fiber adds a slight texture - not abrasive.<br>
72. <form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post">
73. <input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but22.gif" border="0" name="su
74. 
75. <input type="hidden" name="add" value="1">
76. <input type="hidden" name="cmd" value="_cart">
77. <input type="hidden" name="business" value="paypal@KarensOrganicSoap.com">
78. <input type="hidden" name="item_name" value="Freesia (with Raspberry Fiber) Soap">
79. <input type="hidden" name="amount" value="5.00">
80. <input type="hidden" name="no_shipping" value="2">
81. <input type="hidden" name="no_note" value="1">
82. <input type="hidden" name="currency_code" value="USD">
83. <input type="hidden" name="lc" value="US">
84. <input type="hidden" name="bn" value="PP-ShopCartBF">
85. </form>
```

She clicks on the  **Preview** button.

**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.

**Add to Cart**

She saves and publishes her web page. She checks the live site and sees:

## Karen's Organic Soap (415) 555-1212

Handmade Organic Soap. Cleans Beautifully.

Home | [Store](#) | [What's New](#) | [About Me](#) | [Contact](#)

**Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.**



**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.

[Add to Cart](#)



**Fir Rosemary** - Ideal for **Christmas** gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



**Cinnamon, Clove (with Ground Oatmeal)** - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.

Karen The Soapmaker • 123 Main Street • San Francisco, CA 94123 • (415) 555-1212 [Email](#)

She clicks on [Add to Cart](#) to test the site.

### Karen's Organic Soap



#### Your Shopping Cart

Secure Transaction

Item	Options	Quantity	Remove	Amount
Freesia (with Raspberry Fiber) Soap		<input type="text" value="1"/>	<input type="checkbox"/>	\$5.00 USD
		<a href="#">Update Cart</a>		
			Subtotal:	\$5.00 USD
			Shipping & Handling:	\$0.00 USD

[Continue Shopping](#)

[Proceed to Checkout](#)



## PayPal Wordpress

**Go Slowly:** Adding a PayPal button to Wordpress is quite detailed.

Starting with the PayPal HTML button code:

```
<form target="paypal"
action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/x-click-
but22.gif" border="0" name="submit" alt="Make
payments with PayPal - it's fast, free and
secure!">

<input type="hidden" name="add" value="1">
<input type="hidden" name="cmd" value="_cart">
<input type="hidden" name="business"
value="paypal@KarensOrganicSoap.com">
<input type="hidden" name="item_name"
value="Freesia">
<input type="hidden" name="amount" value="5.00">
<input type="hidden" name="no_shipping" value="2">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code"
value="USD">
<input type="hidden" name="lc" value="US">
<input type="hidden" name="bn" value="PP-
ShopCartBF">
</form>
```

Karen converts the PayPal button text into a format that WordPress can use in her favorite text editor. She changes each of the *input type* lines.

```
<form target="paypal"
action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/x-click-
but22.gif" border="0" name="submit" alt="Make
payments with PayPal - it's fast, free and
secure!">

add=1&
cmd=_cart&
business=paypal@KarensOrganicSoap.com&
item_name=Freesia&
amount=5&
no_shipping=2&
no_note=1&
currency_code=USD&
lc=US&
bn=PP-ShopCartBF&
</form>
```

---

She replaces the <form> and </form> text.

```
<a href="https://www.paypal.com/cgi-bin/webscr?"  
<input type="image"  
src="https://www.paypal.com/en_US/i/btn/x-click-  
but22.gif" border="0" name="submit" alt="Make  
payments with PayPal - it's fast, free and  
secure!">  
  
add=1&  
cmd=_cart&  
business=paypal@KarensOrganicSoap.com&  
item_name=Freesia&  
amount=5&  
no_shipping=2&  
no_note=1&  
currency_code=USD&  
lc=US&  
bn=PP-ShopCartBF&  
</a>
```

She replaces the `<input type = "image">` text.

```

<a href="https://www.paypal.com/cgi-bin/webscr?
add=1&
cmd=_cart&
business=paypal@KarensOrganicSoap.com&
item_name=Freesia&
amount=5&
no_shipping=2&
no_note=1&
currency_code=USD&
lc=US&
bn=PP-ShopCartBF&

</a>

```

She replaces the “@” with %40, the “.” with %2e, and the “-” with %2d

```

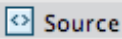
<a href="https://www.paypal.com/cgi-bin/webscr?
add=1&
cmd=_cart&
business=paypal%40KarensOrganicSoap%2e.com&
item_name=Freesia&
amount=5&
no_shipping=2&
no_note=1&
currency_code=USD&
lc=US&
bn=PP%2dShopCartBF&

</a>

```

She joins the separate lines into a single line.

```
<a href="https://www.paypal.com/cgi-bin/webscr?add=1&amp;cmd=_cart&amp;business=paypal%40KarensOrganicSoap%2ecom&amp;item_name=Freesia&amp;amount=5&amp;no_shipping=2&amp;no_note=1&amp;currency_code=USD&amp;lc=US&amp;bn=PP%2dShopCartBF&amp;" </a>
```

Karen adds this **new** HTML code for the PayPal button by first clicking on the  button. She finds where in the web page she wants to add the button.

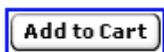
HTML Source Editor

```
<h2 style="text-align: center"><span style="font-weight: bold">Each bar of soap is approximately 3 inches x 2 inches. Bars are $5/each or 5 bars for $20. Shipping extra.</span></h2>
<p><a style="border: 0pt none ; background-color: transparent; clear: left; margin-bottom: 1em; float: left; margin-right: 1em" href="http://karensorganicsoap.googlepages.com/freesia.png/freesia-full.jpg"></a><span style="font-weight: bold">Freesia (with Raspberry Fiber)</span> - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.</p>
<p><a href="https://www.paypal.com/cgi-bin/webscr?add=1&amp;cmd=_cart&amp;business=paypal%40KarensOrganicSoap" width="86" height="23" class="center" title="Add To Cart" alt="Add To Cart" src="http://images.paypal.com/en_US/i/btn/x-click-but22.gif" /></a></p>
<p style="text-align: center; clear: both"><a style="border: 0pt none ; background-color: transparent; clear: left; margin-bottom: 1em; margin-right: 1em; float: left" href="http://karensorganicsoap.googlepages.com/fir.png/fir-full.jpg"></a></p>
<p><span style="font-weight: bold">Fir Rosemary</span> - Ideal for <span style="color: #ff0000">Christmas</span> gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.</p>
<p style="text-align: center; clear: both"><a style="border: 0pt none ; background-color: transparent; clear: left; margin-bottom: 1em; margin-right: 1em; float: left" href="http://karensorganicsoap.googlepages.com/cinnamon.png/cinnamon-full.jpg"></a></p>
<p><strong>Cinnamon, Clove (with Ground Oatmeal)</strong> - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.</p>
```

Update Cancel

She clicks the  button.

**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.



She clicks on the  button. She checks the live site.



■ Store

Each bar of soap is approximately 3 inches x 2 inches. Bars are \$5/each or 5 bars for \$20. Shipping extra.



**Freesia (with Raspberry Fiber)** - The smell of freesia immediately reminds me of a warm spring day. The fiber adds a slight texture - not abrasive.



**Fir Rosemary** - Ideal for Christmas gifts. What could be better but bringing in the smell of winter into your warm bath? The rosemary scent adds a subtle lushness.



**Cinnamon, Clove (with Ground Oatmeal)** - Great for waking you up in the morning! The cinnamon and clove wake up your nose and the oatmeal gently exfoliates.

She clicks on [Add to Cart](#) to test the site.

## Karen's Organic Soap



### Your Shopping Cart

[Secure Transaction](#) 

Item	Options	Quantity	Remove	Amount
Freesia (with Raspberry Fiber) Soap		<input type="text" value="1"/>	<input type="checkbox"/>	\$5.00 USD
<a href="#">Update Cart</a>				
Subtotal:				\$5.00 USD
Shipping & Handling:				\$0.00 USD

[Continue Shopping](#)

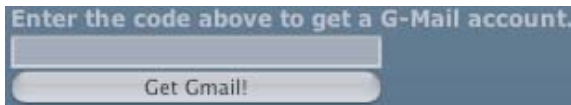
[Proceed to Checkout](#)



## \$ Appendix 1: Free Gmail Account

If you don't already have an email account, you may want to create a free Gmail (Google email) account.

1. Since Gmail accounts are currently by invitation-only, get your invitation from [www.bytetest.com](http://www.bytetest.com). Visit the site and enter the code to get the free account:



2. Register your Gmail account:

<b>First name:</b>	<input type="text" value="Karen"/>
<b>Last name:</b>	<input type="text" value="Soap"/>
<b>Desired Login Name:</b>	<input type="text" value="KarensOrganicSoap"/> @gmail.com Examples: JSmith, John.Smith
	<input type="button" value="check availability!"/>

You can now receive email at [name@gmail.com](mailto:KarensOrganicSoap@gmail.com)

---

## Credits

While the idea for this book is mine, I depended upon a number of sources, including:

- For icons (  ,  , and  ):  
<http://www.famfamfam.com/lab/icons/silk/>
- For WordPress: <http://wordpress.org/support/>
- For General Info: Google and Google Images
- For Nvu: <http://www.nvu.com/index.php>

If you have any corrections, suggestions, or questions please contact me: [lyob@ManyGoodIdeas.com](mailto:lyob@ManyGoodIdeas.com).

# Glossary

**Blog.** (“web log”) Online articles, like a diary, managed by software that also easily edit web pages.

**Domain Name.** Unique name for a computer on a network ([mywebsite.com](http://mywebsite.com)). The prefix for a domain name is called a hostname (or subdomain), e.g., [help.mywebsite.com](http://help.mywebsite.com))

**Email.** (“Electronic mail”) An Internet postal system that sends and receives messages. Email addressed to one email address can be forwarded to another email address (just like US Mail). Email addresses generally have the format: [name@domain](mailto:name@domain) (e.g., [mary@mywebsite.com](mailto:mary@mywebsite.com))


**Gmail.** Google’s free email program.

**Home Page.** The (default) page shown when navigating to a domain address. The home page is usually named index.htm or index.html.

**Hosting.** The service of storing a website and allowing others to view pages of it.

**HTML.** (“Hypertext Markup Language”) A computer language that describe to a web browser how, what, and where to display information on screen.

**Internet Provider.** A company whose service allows connection to the Internet (either by dial-up, DSL, cable modem, satellite, etc.).

**PDF.**  (“Portable Document Format”) A file format permitting people (using different types of computers) to see the same images and text.

**Provider.** See Internet Provider.

**Search Engine.** A service that finds websites that match your entered keywords (e.g., Google or Yahoo)

**Shopping Cart.** A way of displaying goods/services online for purchase

**Spam.** Unwanted email.

**URL.** (“Uniform Resource Locator”) A name (generally starting with http), containing a domain name and any optional subdirectories (e.g., <http://www.mywebsite.com/store>)

**Web Host.** See Host.

**Web Page.** A HTML file (usually ending in .htm or .html)

**Website.** A collection of (related) web pages for a domain.

**Web Server.** A computer program that sends (HTML) web pages to a user’s browser.

Start Your Online Business in  Days  
Without a Lot of Money:  
An Easy Step-By-Step Guide


Do you need more help with your online business?

- Other Books
- Speaking/Seminars
- Consulting
- CDs
- DVDs

Contact me:

Jay Hamilton-Roth  
c/o MGI Publishing  
16 Juanita Avenue  
Mill Valley, CA 94941-2109  
[www.ManyGoodIdeas.com](http://www.ManyGoodIdeas.com)

(415) 389-8920  
[lyob@ManyGoodIdeas.com](mailto:lyob@ManyGoodIdeas.com)

Start Your Online Business in  Days  
Without a Lot of Money:  
An Easy Step-By-Step Guide

Do you need more help with your online business?

- Other Books
- Speaking/Seminars
- Consulting
- CDs
- DVDs

Contact me:

Jay Hamilton-Roth  
c/o MGI Publishing  
16 Juanita Avenue  
Mill Valley, CA 94941-2109  
[www.ManyGoodIdeas.com](http://www.ManyGoodIdeas.com)

(415) 389-8920  
[lyob@ManyGoodIdeas.com](mailto:lyob@ManyGoodIdeas.com)