# HTML Fast Track Tutorial.

Sign up to get your free newsletter at **http://www.htmlfasttrack.com/html/news.htm**

**Do it right now!!**

**Chapter 1: How to use html software.**

Using html software is rather easy.  All you need to do is open up a notepad file



You need to specify that you are making an html document by using <html></html> tags.

So the first thing you type on an html page is <html>

And the last thing you type on a page is </html>

When you save a notepad file with html, make sure you save it as a .htm file or a .html file.

For example, say you wrote a file in notepad.

```
<html>

<body>

This is a sample file

</body>

</html>
```

Then save it as



The rest is just adding tags like <B> **BOLD** </B> around lines of text and making hyperlinks.

There is a whole glossary inside the Black Label software which I suggest you print for handy reference.

There is also the support forum.

You basically just use different tags to specify what you are trying to code.

Personally, I like using Front Page by Microsoft.

However, the Black Label Software has many advanced features and scripts build in that Microsoft Front Page doesn't.

You can use these various snippets of code that Black Label produces to enhance your pages with features and more.

It's good to learn html.

You can find many html tutorials online that tell you the basics, the fundamentals of html.

Though honestly, I think anyone who hand codes all of their html is, well, to put it lightly, just plain crazy!

A what-you-see-is-what-you-get editor like Microsoft Front Page or Macromedia Dreamweaver does all of the coding behind the scenes for you.

When you have learned the basics of hand coding html you should definitely switch to a what-you-see-is-what-you-get editor.

Then, you can go into the html and make any corrections and you'll know what you're doing.


**Chapter 2: How to upload your web pages to a web server.**

To upload your pages to a web server, you have a few options.

The first is to use the built in FTP program that comes with a program like Front Page.

You simply click "Publish" then type in your domain name, your user name, and your password.

Then you can just drag and drop the files on to your web server.

If you are creating all of your own html files, you can use an FTP client such as Cute FTP located at www.cuteftp.com

You can also upload them from your browser at your webhosting site.

For example:

Here's a web hosting company that I highly recommend:

http://www.Host4Profit.com/cgi-bin/home.cgi?38457

This hosting company has more great feature than I can list here, including a support forum where you can find answers to your questions at all hours of the day, testimonials for your products, special offers, freebies and more.

I'm going to highly recommend Host4Profit.

Here's a screen shot of what it would look like if you were to upload your web pages from inside the **WEBePanel**:



You can select your html files and pictures to upload directly to your web-host from your internet browser.

Again, that's Host4Profit http://www.Host4Profit.com/cgi-bin/home.cgi?38457

This is really a great company

## Chapter 3: The Secret Truth You Must Know About Websites…

Here's what I've found to be the truth about websites:

Anybody can build a website!

There are thousands and thousands of amateur web site designers out there, scrapping for jobs.

The competition is huge, and lots of these designers have studied for years and gone to schools.

You could practice for years and try to learn how to do all of the fancy stuff with flash and super special effects.

But, you might not ever put it to good use!

At least as far as money-making is concerned.

All of the super high tech stuff in the world won't make a prospect buy your product…

Here is the secret key to making money with websites:

SALES COPY!

I repeat, SALES COPY is by **far far far** the **very most** important **key** to making money with your web sites.

If you already know even the most basic html, you can make money **as long as your sales copy is strong.**

I urge you to study everything you can on how to write sales copy!

If you want some instant sales letters, visit these 2 sites:

**InstantSalesLetters.com**

**PushButtonLetters.com**

Just click on them to visit.

I'm telling you, sales copy, communication of your offer is more important than **any and all** fancy web design skills!

In fact, you could learn everything you need to know about html in a few weeks, but it's the sales copy and copywriting techniques that will make you money.

I hope you aren't upset…

You thought this was a course all about html, which it is…

But the most effective use of html is to convey a strong sales message.

The html aspect of this is very easy!

All you need is a table with a few simple graphics (your graphics should be small in file size, say less than 200 kb per page)

Then an order link to your product.

There are some other things, such as adding pop-ups and code for mailing lists, but these are relatively easy too.

All you really need to do is cut and paste it to the correct part of your web page from the program that generates it.

So, if you're getting into web design, you should invest in copywriting too, more than anything.

## Even the richest gurus say this:

They don't keep volumes of books and tutorials about web design on their desk…

What they have is volumes about writing **effective sales copy!**

Keep this in mind…

I talk from experience!

I've been online practically everyday for more than 2 years (and these were very intense years of trying to make money)

My sites only became profitable when I really worked at writing good sales letters and learned all I could about it.

The rest is the most basic html coding you could imagine!

Ok, I'll stop ranting about sales copy…

Actually, I'm going to rant for one more sentence!

Learn solid copywriting skills if you want to make money from your websites.

Invest in copywriting skills, the dividends are huge!

Or, if you're starting out, get some instant sales letters which are and find a product to sell or create your own.

The salesletter for HTML Fast Track was from a template I bought at InstantSalesLetters.com and it works!

It only takes an hour or two or 3 to make a compelling sales letter from a good template.

And continue to learn.

I don't know even 1/20$^{th}$ as much as I should know about sales copy…but you can bet I'll read everything about it that I can get my hands on!


**Chapter 4:  Where to get tons of neat features to add to page absolutely FREE.**

These secret sources took me years to find.  It was only after being on line building web pages for a year that I found these fabulous sites!

One of my favorite sources is http://www.dynamicdrive.com they have some cools stuff.

The Warrior Forum.   You get free access to lots of good products.  There are a lot of entrepreneurs on there who give you free stuff or discounts for one reason or another.  Maybe they want testimonials, or maybe they just want their books and products to move quickly around the web.

In any case, the "Special Promotions" section of the Warrior forum is a great place to find products at steep discount or free.

You get access to the Warrior Forum free with Host4Profit.

I highly recommend this source, especially if you want to get testimonials for your products, or do joint ventures with other web masters.

If you don't want host4profit hosting or you have your own host already, there's another great way to get access to the forum:

Pick up a copy of InternetTycoon at **InternetTycoon.com**

This is one of those rare and awesome deals.

I couldn't recommend it more highly.

To get free advice about your websites, critiques etc… visit
www.ablake.net/forum

This is a great forum…but watch out! It's as addictive!

Free public domain material: http://www.gutenberg.net

**Chapter 5: How to <mark>accept payments online within 2 days!</mark>**

If you are considering a merchant account, think again!

Ok, you might want a merchant account at some point, when you get a little money going, but here was my experience:

I signed up for an expensive merchant account.

First, I talked with the sales guy on the phone.

Then he sent me this manila folder with all of these forms and fine print up the wazoo,

I signed all of this stuff and gave my credit card number to pay the monthly fees.

They sent me all of these complicated directions that would take a veteran web designer days to figure out.

I never ended up using it to process even one payment --except for the test payment☺

I was billed for more than 8 months.

Why?

Cause my product wasn't ready!

It takes a while to get going, so if you want a merchant account, you should already have a product that's selling well.

Also, it took me a while to figure out how to cancel everything.

Avoid complicated processes…

Instead, I use ClickBank and PayPal which are great.

Here's one thing about PayPal…

You can read the html code that tells where the "Thank-You" page is.

This product remedys it so pick up the PayPal encrypter at:

http://www.snazzypromotions.com/software/paypalfree/index.html

ClickBank is super simple and reasonable, plus there is a built in affiliate program.

However, it's only meant to be used for downloadable products.

Visit http://www.clickbank.com


**Chapter 6.  Where to register your domain name.**

You should get your own domain name!  I'll tell you where to get the best price, and how to adjust your domain name account so that it works with the web host you pick.  Most tutorials don't explain this, but I will!


To register your domain name, I like GoDaddy at http://www.godaddy.com

You can register domains for $8.95 per year.

To make it work with your webhost, you need to set the domain name servers to that webhost.

This is easy to do.

Just login to your domain name account and select "modify DNS"

For example, the DNS Servers for Host4Profit.com are:

| | |
|---|---|
| **Primary Name Server Name:** | **ns.my-ehost.com** |
| **Primary Name Server IP Address:** | **64.65.58.144** |
| **Secondary Name Server Name:** | **ns2.my-ehost.com** |
| **Secondary Name Server IP Address:** | **66.246.108.186** |

So, if you want to host your domains with host for profit, simply visit:

http://www.godaddy.com

Order a domain for a year or 2 for $8.95 per year.

Once you have your domain, login to your control panel at Godaddy and select:
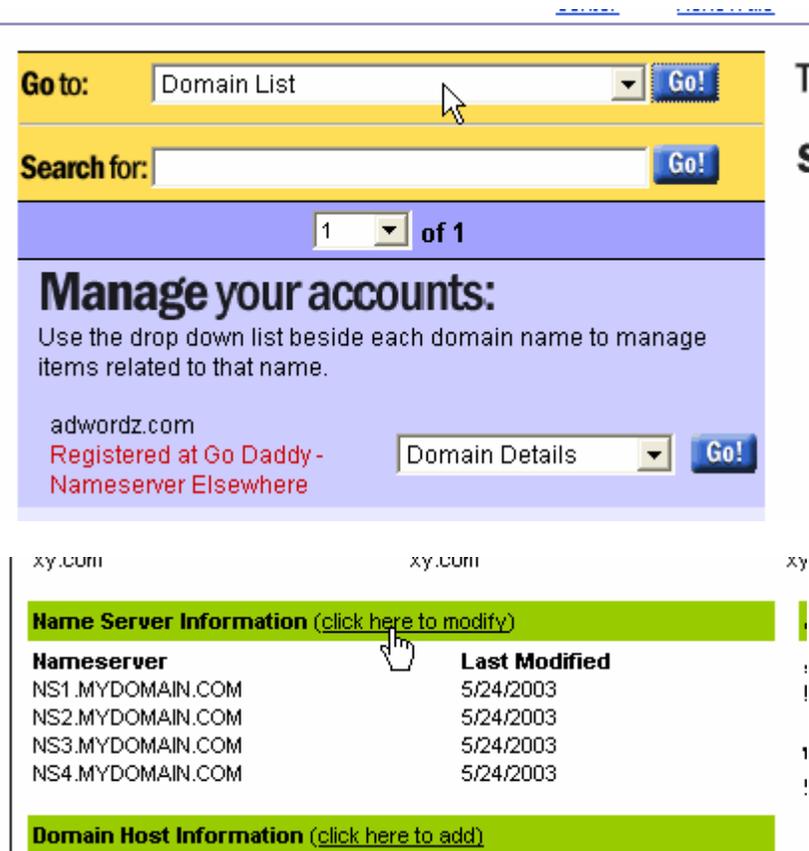


Then click to modify Name Server Information

Then enter the name servers for Host4Profit

(or the name servers for whatever company you host with)



Lastly, you just have to tell your web hosting company what your domain name is and it should all work!

**Chapter 7: How to code html.** This in depth tutorial tells you everything about coding html...you simply follow these simple directions and print them for handy reference.

**Chapter 8: Using html on eBay.**

eBay is a fabulous place to sell things...even better if you can use html.

This is a very good place to test out your product's salability without risking a lot of money.

It only costs about a buck to start an auction!

Make Stunning PDF's Without Spending A Dime On Software!
Visit **http://www.digishine.com** Today!

Here's a few tips:

USE ALL CAPITALS FOR YOUR LISTING!

For example, let's say you were selling a computer your listing might look like:

PC COMPUTER BRAND NEW $500 BARGAIN!!

Rather than:

PC computer. Brand new. $500

I also think it's good to select "Gallery Option" to have a picture, as this draws more attention.

Tip 2:

Download the eBay Turbo Lister!

Just visit: http://pages.ebay.com/sitemap.html

And look for "Turbo Lister"

Once you figure out how to use this, it's really great.

The only thing you really have to know to make great listings on eBay is how to reference pictures from other websites.

It's really pretty simple.

In the html coding for the auction listing, if you want a picture, you can upload it to your own website, then reference it in your auction listing.

I find this much easier and much more cost effective than hosting your pictures on eBay.

It gives you a lot of flexibility.

Here's how to reference a picture:

<img src="http://www.digishine.com/d/pdf_problem_solved_header.jpg" width="650" height="91">

<img src="http://www.yourdomain.com/picture.jpg">

Replace yourdomain.com with your domain name

And replace picture.jpg with the name of the jpeg file followed by .jpg

You should always try to include pictures in your auctions.

Make them neat, put in the extra effort to make a great listing, especially if you are selling a bunch of the same item.

You only have to create the listing once, then you can use it over and over again!

It takes a little work to master making good eBay listings, but it's worth it if you want to sell things on there.

You could make a fortune creating listings for people who want to sell but can't use html for their auctions!

Just find someone who is moving or someone who needs to unload some old junk.

Go to their house with a digital camera (I recommend a Kodak DX3500…these are great and you can find them for reasonable prices on eBay)

And really, you don't need more than 2.2 Megapixel camera.

I mean, unless you're taking close up pictures of diamonds under a jewelry light or something.

You see, the thing is, you have to optimize most pictures for web use anyways!

2.2 Megapixel is fine for 95% of people who need pictures online.

That's my opinion anyways.

**Chapter 9: The 10 things <u>you absolutely must avoid when using html</u>.**

1:  Avoid slow loading pages (duh)

well, you should keep your page graphics to a minimum.  Remember, sales copy is what makes a site profitable, and words don't take more than 1 second to load!

Graphics can enhance your pages, though people won't wait more than a few seconds.

2: Avoid any colored backgrounds behind the sales copy.  Just make your sales letter Black on a White background, or maybe at most a beige or light yellow background.  Anything else is just plain silly and totally amateur.

The background away from the text can be colorful or even have patterns, but don't make the text hard to read!

3: Avoid anything uncessary, anything frivolous.  Trim that baby down ruthlessly!

4: Complicated sales processes:

Make it easy to order…make your whole site progress towards one goal…let it flow like a river towards your order link, then make it as easy to order as possible!

5:



Make your pages fast loading, money producing machines!

6: Marquees, Scrolling Text Boxes and Animations.  These are

7. Anything that blinks

8.  Huge lists of links to other sites

9. Any cheap advertising

10.



I'll tell you the 10 major things you really shouldn't use in your html pages...believe me, I've made thousands and thousands of pages, so I know what to avoid.


**Chapter 10: Where to get huge discounts on html software.**  If you want Front Page for cheap, I tell you where to get it for less than $50.  You can also get a good discount on Dreamweaver.  The software we provide is great, but you might want one of these at some point.

To get Front Page at a huge discount (at least at the time of writing this in May 2003) you can visit http://www.BCentral.com

Here's what you do:

Order 1 month of web hosting from Microsoft for $28.00

When you order, ask if they are offering this deal.

Talk to an operator.

I'll tell you, I'm not a fan at all of their web hosting…it simply isn't really suited for small entrepreneurs.

However, I will say one thing…their customer service is FIRST RATE!

You can call and talk to an operator and ask questions at any hour!

So, make sure they are offering the deal where you get Front Page for free with the hosting.

Then, after a month or 2, or after you get your free software, you know what to do ☺

I could get in trouble, I guess, for suggesting that.

But it was so nice to get a free copy of Front Page (even though I already had a copy)

Who knows, you may like their web hosting.

You may end up keeping it for a few months.

But personally, I think **Host4Profit** is better for most people.

I do like most of Microsoft's products and their customer support, though their web hosting, well it…

One other way to find discounts is to look for student discounts in Google.

Visit http://www.google.com and search for "student" "Microsoft Front Page"

If you search thoroughly for 10-20 minutes, you should find a significant discount.

But only if you're a student ☺

Same goes for Macromedia Studio MX or Dreamweaver.

I really like Macromedia Fireworks which comes with the studio pack.

If you're serious about web design, Fireworks MX is a good investment.

Personally, I use Fireworks for my graphics and Front Page for most of my sites.

The Black Label software I use to add special features, like pop-ups and effects.

My point is, look for discounts because they are out there.

Do an extensive Google search and use parentheses arounf words like

"student discount" "Front Page 2002"

or "student discount" "Dreamweaver"

You might also want to check out eBay for these products.

Whatever the case may be, a good What-You-See-What-You-Get html editor is a sound investment for making money online.

This is what I would compare it to:

If you were mining for gold, would you use a garden trowel?

Of course you wouldn't…that would be overly tedious and silly.

Maybe when you need to chip away at some small detail or excavate a little nugget, you might want to go in and hand code the html.

That is why it's good to learn exactly how to code html.

Learn all of the tags or as much as you can.

But that doesn't mean you should do it all the time!

Wouldn't you rather have a bulldozer?

Or at least a big sturdy shovel?

That's what a good What-You-See-What-You-Get html editor is like.

Get one.

**Chapter 11: What the #1 most important factor of any web page is.** If you are trying to sell something online, I'll tell you the #1 thing you need to have on your page. For weeks I had only a few sales...but when I put this on my page, sales started almost immediately! <mark>This one thing is the difference between prosperity and bankruptcy!</mark>

One Word: Testimonials!

Get as many testimonials as you can for your product. If you need some, give it away to people in exchange for a testimonial. You don't say here's my product in exchange for testimonials, say here's my product, I really need testimonials. If you like it, please write a testimonial.

People are great about this, and you can get solid gold testimonials in a few days.

I'm going to very highly recommend that you join the warrior forum if for this reason only.

For one of my products I got like 10 testimonials in 2 days, just by offering it for free in the special offers section.

After I had all of the testimonials I needed, I simply edited my message to say "offer closed."

Be very liberal with your product at first.

Give it away to everyone and anyone.

Credibility is of the utmost importance and will help you increase sales dramatically.

You really can't succeed without at least 2-3 good testimonials…but I'd say 10, 15 or more, as many as you can get is better.

Sprinkle them throughout your sales letter, use them where appropriate.

Check out the hot testimonials I got for my tutorial at http://www.digishine.com

**Chapter 12: How to find products to sell online.** If you want to sell things on your site, I'll tell you where to find products that you can sell for commission.

This system makes it easy!  It takes less than 4 minutes to add a product to your site with this method!

If you want to sell products online, here's some good places to look:

Check out CBMall at http://www.cbmall.com/search/?storefront=llllllll

You can get 50% or more to promote thousands of digital products.

You should always look for products that pay at least 50%, and you should try them out before recommending them.

However, if you own a CBMall, you can always get your "affiliate discount" on any product you buy.

I recommend that you buy products from your own mall.

Some people think that it's unethical, but I don't.

First of all, people who sell eBooks are happy with any sale of any kind.

Secondly, if you are going to promote someone else's book for affiliate commission, you want to see if their system works, right?

You want to see if you are going to get paid!

So, you can order through your own affiliate link, if you remember.

Some people might find this unethical.

Personally, if I'm a vendor, and I'm selling a product, and someone who plans on promoting my product if they like it wants to take an affiliate discount, I'm not going to care so much…but that's just me.

Some people might be disturbed, but it's up to you.

As a friend of mine, and purchaser of one of my products, you can always take an affiliate discount on anything you buy from me if I have an affiliate program going.

Other products:

You can find resale rights to products.  Make sure the product isn't second rate or really outdated though.

But you can find really good products with resale rights and make money from them.

You should be able to charge at least $24.95 for the product (in my humble opinion)

Otherwise, it probably isn't worth promoting.

Some of the software programs with resell rights are really good too!

**Chapter 13: How to get other people to link to your site.** I'll give you a template message that you can send to other webmasters to get links for your site...just send a bunch of these and you'll help yourself to get traffic to your site.

To get other people to your site, you might want to start an affiliate program.

I recommend simply using ClickBank and then going to look for "affiliates" who will promote you for commission.

You can also send personalized email to sites asking for a link.

Here's a simple link exchange letter:

**Chapter 14: How to modify & work on your web sites from any computer in the world!** Whether you are at home, at an internet cafe, or simply have a laptop, you can work on your website from any location in the world, as long as you are connected to the internet.

One of the things I really like about **Host4Profit** is that it has a set of online tools that allows you to work on your site from anywhere!

Simply login to your control panel and use the tools provided to edit the html.

This is really great, and their system optimizes this.

All you really need is your login and password.