

How To Start A Website For Beginners



http://www@

Bonnie Martin

How To Start A Website – For Beginners

by Bonnie Martin

Copyright © 2009 Bonnie Martin

No part of this book may be copied or distributed
without written permission of the author.

All rights reserved.

How To Start A Website For Beginners

by Bonnie Martin

Table of Contents

Introduction	5
Basic Terms	6
Signing Up For Website Hosting	8
Fully Host Your Website.....	14
How To Register A New Domain	19
Create An Email Address.....	22
Use Your Email Address In Outlook.....	26
Web Pages Are Simple	35
How To Use FTP.....	45
Web Design Software	54
Getting Support.....	55
About the Author	56

Introduction

This is a guide for those who would like to learn how to start a website. Since you're reading this, you probably already know how important it is for any company or self employed contractor to have a web presence. When you know how to create your own website, you can make a personal website showcasing your hobbies, family photos, selling your own products, or anything else you can dream up.

However, that is getting far ahead of ourselves. This guide is not about how to sell products, get more traffic to your site, or even how to design a website. This guide is only about how to *start* a website – how to register a domain name, sign up with a hosting company, create simple web pages with HTML, and get them on the internet.

Since this is for the complete novice, the first section is an overview of basic terms, explained in a way that's easy to understand. If you truly are a novice at website creation, you may have already read some terms here that you aren't familiar with. Not to worry. Everything that you need to understand will be explained.

Each step is illustrated with diagrams so that you can follow along easily. When diagrams are not possible, you will have to forge ahead on your own a little. For that reason, you should feel fairly comfortable with using a computer and the internet. But again, prior knowledge about how to create a website is not necessary.

After you've gone through this process once, you'll wonder why it seemed so mysterious and difficult before.

Let's jump right in.

Basic Terms

Domain

A website's domain is the "something.com". For example, howtostartawebsite-forbeginners.com or google.com or yahoo.com. The same goes for .org or .net sites, such as craigslist.org.

Domain Registration

In order for you to own a domain, you have to register it. The process for this will be explained in the next chapter. Once you register a domain it is reserved for you and nobody else can register it.

FTP

FTP stands for File Transfer Protocol. It is a common method used for transferring your web page files from your computer to your hosting company's server. This is what allows the web pages you created on your computer to show up on the internet. It's simple and easy, and accomplished by using a small, free program. Instructions for this will be provided later on.

Hosting Company

Every website has to be hosted on a server. You can do this yourself but it's far easier and inexpensive to pay for hosting services at a hosting company. The hosting company has servers that store your web pages. When you or anyone else views your website, you're seeing files that are being stored on those servers.

HTML

HTML stands for Hypertext Transfer Markup Language. It is the most basic programming language in which websites are created. There are many other languages that can be used for website creation, but they are not required in order to create useable designs. You don't even have to know

HTML in order to create a web page because you can use website creation software to do it for you. More about that will be explained later.

Notepad

Notepad is a simple text editor found on all Windows computers. Similar programs are on Mac and Linux-based computers. You can actually create web pages in a program like this, and you're going to learn how in the pages ahead.

Server

A server is like a specialized computer that is set up specifically for storing web pages and other files for use on the internet.

Web Design Software

There are many different programs that you can use to create your web pages. Many of them operate similarly to a word processing program, such as Microsoft Word. Some web design programs have to be purchased and some are free. These programs allow you to create websites as easily as creating a document in Microsoft Word because they generate the HTML in the background for you.

WYSIWYG

WYSIWYG stands for What You See Is What You Get. This is a common acronym used to describe programs that allow you create web pages visually. *What you see* as you create the web page is *what you get* when it's live on the internet.

URL

URL stands for Uniform Resource Locator. In simpler language, it's a website address, such as www.google.com or news.google.com or www.google.com/news

Signing Up For Website Hosting

Over the years I have used many different hosting companies, and my favorite, by far, is [DreamHost](#). You can certainly use a different company, but since I use them myself and I'm recommending them to you, all of the instructions and diagrams in this book refer to the usage of [DreamHost](#).

[DreamHost](#) has allowed me to offer you **two special discounts!**

When you sign up with [DreamHost](#), you'll get 15% off hosting fees. This applies whether you choose to pay monthly, yearly, or for two years in advance.

You'll also get one FREE domain registration! This is a \$10 value.

To get these two awesome discounts, all you have to do is enter the promo code **STARTASITE** when you sign up with [DreamHost](#).

Follow the instructions below to get started.

Step 1: Go to DreamHost.com and click on “Sign Up Now” (the yellow starburst image)

The screenshot shows the DreamHost website homepage. At the top, the DreamHost logo is on the left, and navigation links for "Hosting", "Domains", "About Us", "Support", "Jobs", and "Contact Us" are in the center. On the right, there's a "Current Customers Login" section with links for "Panel", "Webmail", and "WebFTP", and a "Google Site Search" bar. Below the navigation bar, the main content area is split. On the left, a woman's face is shown next to the text "HOST AS MANY DOMAINS AS YOU WANT!". Below this, there's a "FREE TRIAL" starburst and a list of features: "24/7 technical support", "WordPress optimized", and "Cancel anytime!". On the right, the "Start Your Free Trial" section has input fields for "Email", "Confirm Email", "Password", and "Confirm Password", followed by a "Continue" button. Below this, there are two promotional banners. The left banner is for "Celebrate 11 Years of Hosting!" and lists features: "UNLIMITED Storage", "UNLIMITED Bandwidth", "Plus many more features!", and "All for just \$8.95/mo!". It also includes a "Sign Up NOW!" starburst and a small image of a DreamHost product box. The right banner is for "DreamHost P.S. Your own virtual server!" and lists features: "Full root access", "Unique IP address", "Protected CPU and RAM in a VPS", "Fully burstable system resources", "On-the-fly resize / reboot / reset", and "Just \$15.00/mo extra!".

DreamHost Current Customers Login: [Panel](#) | [Webmail](#) | [WebFTP](#)

Hosting Domains About Us Support Jobs Contact Us Google™ Site Search Search

HOST AS MANY DOMAINS AS YOU WANT!

FREE TRIAL

24/7 technical support
WordPress optimized
Cancel anytime!

Start Your Free Trial

Email
Confirm Email
Password
Confirm Password
Continue

Celebrate 11 Years of Hosting!

- **UNLIMITED** Storage
- **UNLIMITED** Bandwidth
- Plus many more features!
- All for just **\$8.95/mo!**

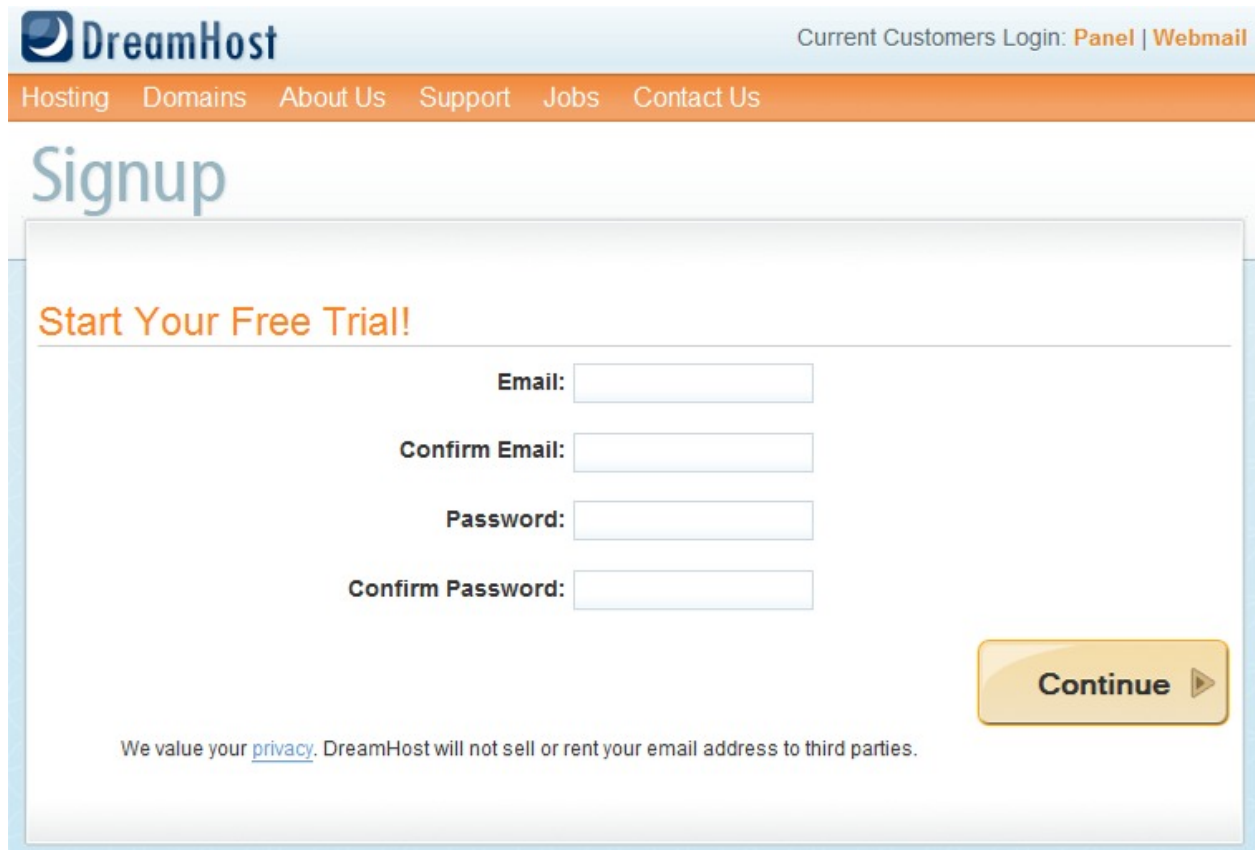
Sign Up NOW!

*depending on pre-payment

DreamHost P.S.
Your own virtual server!

- Full root access
- Unique IP address
- Protected CPU and RAM in a VPS
- Fully burstable system resources
- On-the-fly resize / reboot / reset
- Just \$15.00/mo extra!

Step 2: Begin the signup process. Just enter the information requested on the form with your current email address and any password that you would like to use.



The image shows the DreamHost website's signup page. At the top, the DreamHost logo is on the left, and a link for 'Current Customers Login: Panel | Webmail' is on the right. Below this is a navigation bar with links for 'Hosting', 'Domains', 'About Us', 'Support', 'Jobs', and 'Contact Us'. The main heading is 'Signup'. Below the heading is a section titled 'Start Your Free Trial!'. This section contains a form with four input fields: 'Email:', 'Confirm Email:', 'Password:', and 'Confirm Password:'. To the right of the form is a yellow 'Continue' button with a right-pointing arrow. At the bottom of the form area, there is a privacy statement: 'We value your [privacy](#). DreamHost will not sell or rent your email address to third parties.'

DreamHost Current Customers Login: [Panel](#) | [Webmail](#)

[Hosting](#) [Domains](#) [About Us](#) [Support](#) [Jobs](#) [Contact Us](#)

Signup

Start Your Free Trial!

Email:

Confirm Email:

Password:

Confirm Password:

[Continue](#)

We value your [privacy](#). DreamHost will not sell or rent your email address to third parties.

Step 3: Pick a Domain

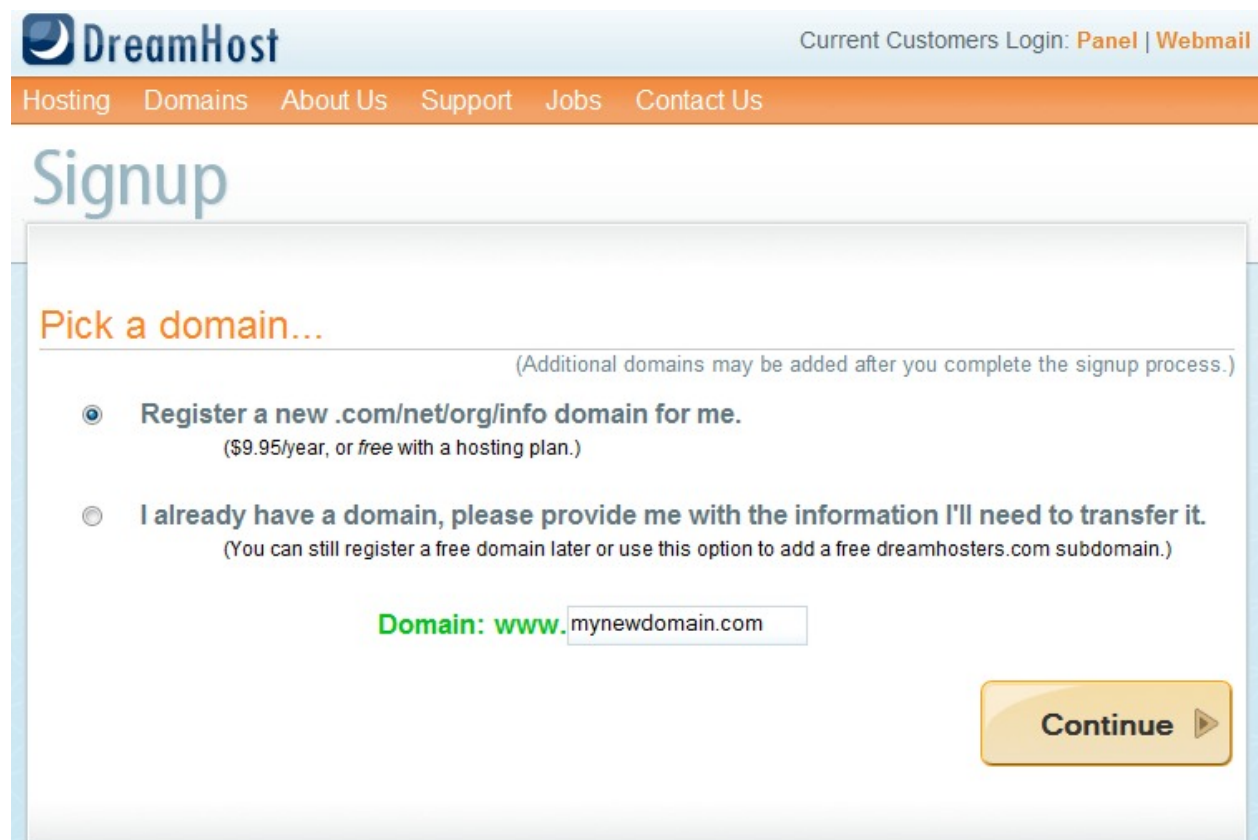
You already get to choose your own domain! Select the first option for **“Register a new .com/net/org/info domain for me.”**

After **Domain: www** type in whatever you want your domain to be.

The domain you type in might be already be in use on the internet. If that is the case, DreamHost will notify you and allow you to choose a different one.

Three important tips for domain names:

- Choose something original
- Choose something that succinctly sums up your website
- Try to choose something easy to type and remember



The screenshot shows the DreamHost website's 'Signup' page. At the top, the DreamHost logo is on the left, and 'Current Customers Login: [Panel](#) | [Webmail](#)' is on the right. Below this is a navigation bar with links: 'Hosting', 'Domains', 'About Us', 'Support', 'Jobs', and 'Contact Us'. The main heading is 'Signup'. The section is titled 'Pick a domain...' with a subtext '(Additional domains may be added after you complete the signup process.)'. There are two radio button options: 1. 'Register a new .com/net/org/info domain for me.' with a note '(\$9.95/year, or free with a hosting plan.)'. 2. 'I already have a domain, please provide me with the information I'll need to transfer it.' with a note '(You can still register a free domain later or use this option to add a free dreamhosters.com subdomain.)'. Below the second option, there is a text input field with 'Domain: www.' in green and 'mynewdomain.com' in the input box. A yellow 'Continue' button with a right-pointing arrow is at the bottom right.

Step 4: Just a little more ...

Pick First Server Username: This can be any username that you'd like. It's nothing magical.

In what city were you born? The answer to this will be requested from you if you later forget your password, so be honest and type something that you'll remember.

How did you first hear about us? If you like, you can put `howtostartawebsite-forbeginners.com`

Promotional code: Type **STARTASITE** to get your free domain registration and 15% off hosting fees.

Signup

Just a little more...


Pick First Server Username:
(We'll generate a password later.)

In what city were you born?

How did you first hear about us? (optional)

Promotional code or email address (optional)
that referred you :

☐ I agree to abide by DreamHost's [Terms of Service](#) and [Anti-Spam Policy](#). I also accept the terms of the [domain registration agreement](#). I am also opting-in to receive the monthly DreamHost newsletter via email and may unsubscribe myself at any time.

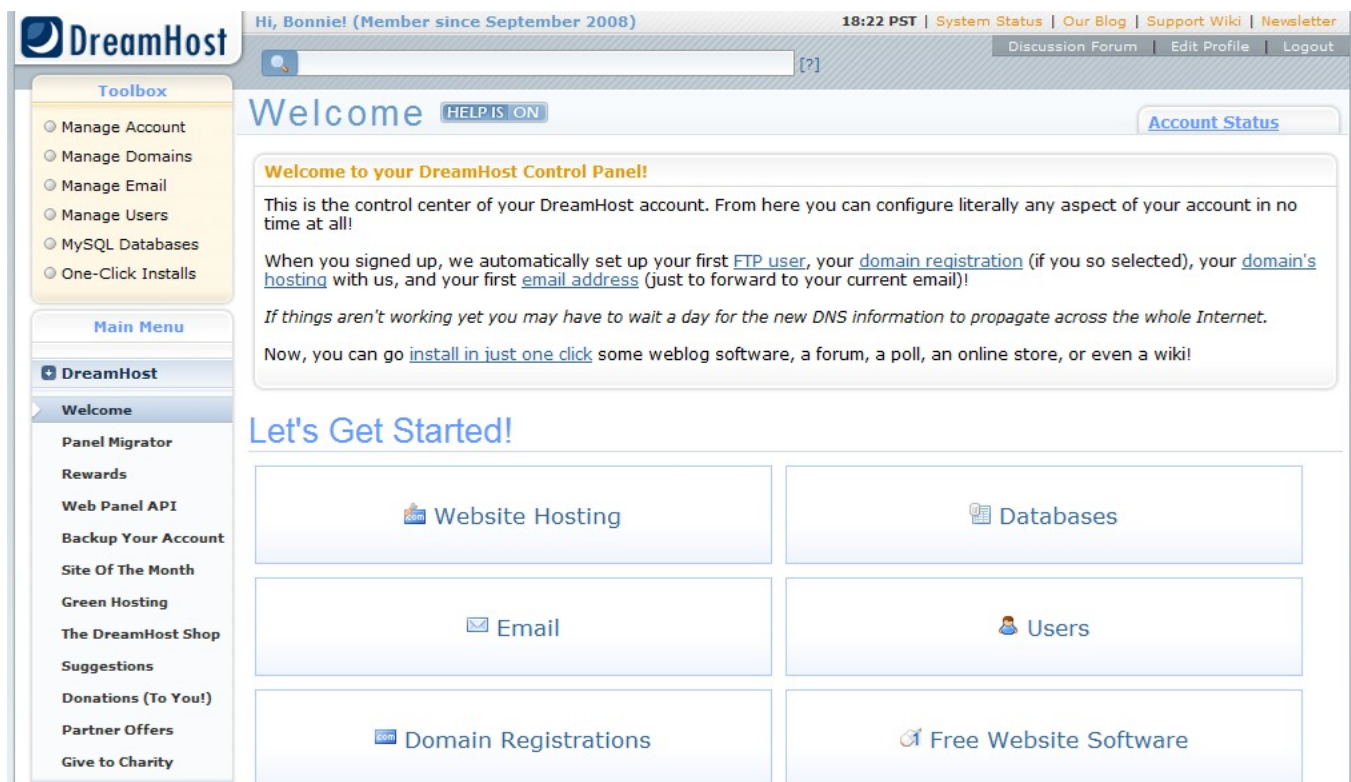
Continue 

Next Steps: On Your Own

I can't give you any images farther than this because I already have an account with them. In a nutshell, you'll be asked to choose whether you want to pay for hosting monthly or yearly (I recommend yearly). Then you'll be asked for payment information. Just follow the on-screen instructions and it will be self-explanatory enough.

Once you've completed your signup process, you'll get a welcome email from DreamHost with more information about your account.

When you sign in to your DreamHost account, you should see a screen that looks like:



This is the main DreamHost Control Panel page. You can do just about anything you need from here, including: manage your website hosting account, add email addresses, manage users, and register more domain names.

Fully Host Your Website

When you signed up at DreamHost, or if you register a domain later, you can choose to “Park” your domain, or you can choose to “Fully Host” it.

In order to start creating your website, it has to be fully hosted. You can do this now or later. It doesn’t have to be done immediately, but it has to be done before you can post any web pages online.

If you already chose to Fully Host your website, then you can skip this step. If you chose to Park it, follow along. If you’re not sure, go ahead and follow along and you’ll find out where you stand.

Step 1: Go to the main DreamHost page and click on Website Hosting (right under “Let’s Get Started!”)

The screenshot shows the DreamHost control panel interface. At the top, there's a header with the DreamHost logo, user information "Hi, Bonnie! (Member since September 2008)", and a timestamp "18:22 PST". Navigation links include "System Status", "Our Blog", "Support Wiki", and "Newsletter". A search bar and links for "Discussion Forum", "Edit Profile", and "Logout" are also present.

On the left is a sidebar with a "Toolbox" containing links like "Manage Account", "Manage Domains", "Manage Email", "Manage Users", "MySQL Databases", and "One-Click Installs". Below this is a "Main Menu" with a "DreamHost" section containing links for "Welcome", "Panel Migrator", "Rewards", "Web Panel API", "Backup Your Account", "Site Of The Month", "Green Hosting", "The DreamHost Shop", "Suggestions", "Donations (To You!)", "Partner Offers", and "Give to Charity".

The main content area starts with a "Welcome" message and a "HELP IS ON" button. It includes a "Welcome to your DreamHost Control Panel!" message, explaining that this is the control center for the account. It mentions that upon signing up, a first FTP user, domain registration (if selected), domain's hosting, and a first email address were set up. It also notes that if things aren't working, a day might be needed for DNS information to propagate. A link to "install in just one click" some weblog software, a forum, a poll, an online store, or even a wiki is provided.

Below this is a "Let's Get Started!" section with a grid of six buttons: "Website Hosting", "Databases", "Email", "Users", "Domain Registrations", and "Free Website Software". The "Website Hosting" button is the one highlighted in the original image.

Step 2: Find your domain and see if it is parked or hosted.

If it looks like this, then it is Parked:

[+ Add New Domain / Sub-Domain](#)

All hosted domains on this account

Domain	Registration	Web Hosting	Secure Hosting	Email	Actions
howtostartawebsite-forbeginners.com DNS Visit Add IP	11 mons+ left.	<div>parked</div> <div>Edit</div> <div>Deactivate parked</div>	<div>none</div> <div>Add</div>	1 Address	Delete

Note the “parked” under “Web Hosting”.

Web Hosting

parked

[Edit](#)

[Deactivate parked](#)

When you’re ready to have your site fully hosted, click on **Edit**.

Step 3: For “Do you want the www in your URL?” I recommend choosing the second option.

You don’t have to change anything else on this page.

Manage Domains

[Return to domain listing](#)[Account Status](#)

Fully Hosted

(Upload your site to our servers and we'll serve it up!)

Domain name

Domain to host:

howtostartawebsite-forbeginners.com

sub-domains are okay!

Do you want the www in your URL?

☐ Leave it alone: Both `http://www.howtostartawebsite-forbeginners.com/` and `http://howtostartawebsite-forbeginners.com/` will work.

☒ Add WWW: Make `http://howtostartawebsite-forbeginners.com/` redirect to `http://www.howtostartawebsite-forbeginners.com/`

☐ Remove WWW: Make `http://www.howtostartawebsite-forbeginners.com/` redirect to `http://howtostartawebsite-forbeginners.com/`

Users, Files, and Paths

Run this domain under the user:

aragornrain (on bonanno) ▼

This affects which FTP account will have access to the domain, as well as what user PHP and CGI scripts will run as.

Web directory:

/home/username/ howtostartawebsite-forbeginners.com

Logs directory:

/home/username/logs/howtostartawebsite-forbeginners.com/http

(can't be changed)

Scroll down until you see the information shown on the next page.

Step 4: Here you have the option of setting up a couple services with Google.


Extra Web Security? ☒
(highly recommended - [what's this?](#))


PHP XCache Support: ☐ requires DreamHost PS
([what's this?](#))

Passenger (Ruby/Python apps only): ☐
([what's this?](#))

Google Hosted Services

You'll need to [set your domain up with Google](#) to use these services, if you haven't already.

 ☐
Use [Gmail](#) for your email at this domain,
totally free!

 ☐
Set up [calendar.howtostartawebsite-forbeginners.com](#) and
[docs.howtostartawebsite-forbeginners.com](#) free!

Fully host this domain

You can use Gmail for your primary email account at this domain. I like to use the actual domain name in my email address, such as bonnie@howtostartawebsite-forbeginners.com, and I'll show you how to do that later.

You can also set up a Google calendar if you wish. I don't usually do this, but if you think it would be useful for your particular website, go right ahead.

When you're finished with that, click "**Fully Host This Domain**".

On the next page you should get something like this:

✓ **Success!**

<http://howtostartawebsite-forbeginners.com/> has been edited as you have requested!

Your changes should take effect within 5-10 minutes.

Thanks for choosing us,
The Happy DreamHost Domain Editing Robot!

Your domain is now Fully Hosted and ready for action.

How To Register A New Domain

If you followed the steps above, you should already have a registered domain name. If you're interested in registering an additional domain name, now or later, DreamHost makes it easy.

Go to the [Registrations](#) page and you'll see a screen that looks like this:

Registrations

HELP IS ONAccount Status

Domain Registrations

Register new domains, renew existing domains, even set your domain names to expire. If it has to do with registration, you're in the right place!

Please understand that domain **registration** is entirely different from domain **hosting**. They are two different functions and are configured and *billed separately*.

Each domain registered through DreamHost costs **\$9.95 per year**, unless of course you have any free registrations left on a hosting plan.


Note, even if you **host** a domain with us, if you **registered** it elsewhere, you must go **there** to renew or modify registration info.

Register a new domain (.com, .org, .net, .info)

Domain to Register:

mynewdomain.com

Check Availability...

 Prices listed on this page are for **domain registration only** and **do NOT include web hosting charges**.

Web hosting plans *automatically* renew until you [end them here](#).

Where it says “**Domain to Register:**” type in the domain name that you’d like to register, then click “**Check Availability**”. DreamHost will check on whether the domain is available for use. If it is not available you’ll be notified and you can try a different name.

If the domain name is available, you'll be taken to a page that looks like this:

Registrations

[Return to domain listing](#)

[Account Status](#)

Congratulations, howtostartawebsite-forbeginners2.com is available! Let's register it!

Whois preference:

☒ **Use DreamHost's free WHOIS privacy service:**

Email will be **forwarded to you**, paper mail will not.
This is so spammers/scammers/crazies don't see your personal info in the public WHOIS database!

Name: howtostartawebsite-forbeginners2.com Private Registrant
Org: DreamHost Web Hosting
Address: 417 Associated Rd #324, Brea CA 92821
Phone: +1.2139471032
Email: howtostartawebsite-forbeginners2.com@proxy.dreamhost.com
Forward email to:

☐ **Or, use your own contact info:**

Name:	<input type="text" value="Bonnie Martin"/>
Organization:	<input type="text"/>
Address:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>

It should automatically fill everything in for you. You don't have to change anything at all on this page.

At the bottom, click the **Continue** button.

Address:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Zip/Postal Code:	<input type="text"/>
Country:	<input type="text" value="United States"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>
Fax:	<input type="text"/>
optional	
Nameserver 1:	<input type="text" value="ns1.dreamhost.com"/>
Nameserver 2:	<input type="text" value="ns2.dreamhost.com"/>
Nameserver 3:	<input type="text" value="ns3.dreamhost.com"/>
(optional)	
Nameserver 4:	<input type="text"/>
(optional)	
NOTE: Registration of domains requires acceptance of our Registration Terms.	<input type="button" value="Continue..."/>

The rest of the process involves paying for the registration. It's usually \$9.95 per year.

New domains can take up to 48 hours to become active, no matter where you register them. I have always seen them become active within a couple hours, though.

Create An Email Address

Now that you have your own domain name, you might want to set up an email address for that domain. For example, if your domain name is [whatever.com](#) you might like an email address such as [john@whatever.com](#).

In DreamHost, go to the [Email](#) page and you'll see a screen like this:

Manage Email [HELP IS ON](#) [Account Status](#)

Email Management

Create, edit, or delete any email addresses hosted on your DreamHost account.
Note: You should always have a valid `postmaster@yourdomain.com` address or some domains may not accept email from you.

Email addresses

[+ Create New Email Address](#) [+ Bulk-Edit Forwarding-Only Addresses](#)

Show these domains:
Control-click for multiple
[enlarge select box](#)
[shrink select box](#)

beginners-website-creation-book.com
bonniemartinseo.com
howtodraw-forkids.com
howtostartawebsite-forbeginners.com

[Show Selected Domains](#)

You currently have no email addresses set up!

This particular screen shows some of the domain names that I have registered with DreamHost. At this point, I have no email addresses set up for the domain [howtostartawebsite-forbeginners.com](#).

Click **“Create New Email Address”**.

Fully Hosted Email

(Traditional Email Hosting)

Email Address:

(Use "catch-all" to catch any address not specifically set-up.)

You will get lots of spam with a catch-all!

Mailbox Login:

just use the full email address!

Mailbox "Name"

e.g. John Doe

Pick a password for me

☐

revealed on next page

Password

Must be at least 6 characters

New Password Again:

Limit total disk usage

☒

to 200 MB.

Messages will bounce if full!(Account max is unlimited MB)

Email me daily warnings

☒

if my usage is within 10% of my limit (or 100MB whichever is smaller)

Email Address: if you want to create john@whatever.com, then you'd enter [john](mailto:john@whatever.com) in this box. If you have more than one domain name, select the domain you want to use in the box directly to the right.

Mailbox "Name": Type your full name, such as John Brown, or the name of your company/website, such as John Brown's Happy Teddy Bears.

Pick a password for me: If you want DreamHost to generate a password for you, click this box. If you want to choose your own password, leave this box empty.

Password: If you're choosing your own password, type it in here.

Leave the rest of this screen as it is and scroll down.

Email me daily warnings ☒

if my usage is within 10% of my limit (or
100MB, whichever is smaller)

List all email addresses to forward to,
one per line:

(Note: "catch-all" may only forward to
DreamHost-hosted email addresses)

(Tidy inboxes keep mail servers happy!)

Remove read messages when inbox messages.
reaches

Remove read messages from inbox days.
older than

Even remove unread messages ☐

Save removed messages ☒ in a folder named
(otherwise deleted)

Email me when messages are ☒
removed

Create Address

You can pretty much leave all of this exactly how it already is, unless you personally want to adjust something.

When you're finished, click "**Create Address**".

If everything was successful with the creation of your new email address, you'll see a screen like this:

Manage Email

HELP IS ONAccount Status

Email Management

Create, edit, or delete any email addresses hosted on your DreamHost account.

Note: You should always have a valid `postmaster@yourdomain.com` address or some domains may not accept email from you.

✓ **Successfully added `bonnie@howtostartawebsite-forbeginners.com!`**

Mailbox Login: **`bonnie@howtostartawebsite-forbeginners.com`** (use the *whole thing!*)

Password:

Note: It will take a few minutes for this new address to become active.

Email addresses

Create New Email AddressBulk-Edit Forwarding-Only Addresses

Show these domains:

Control-click for multiple

[enlarge select box](#)

[shrink select box](#)

beginners-website-creation-book.com

bonniemartinseo.com

howtodraw-forkids.com

howtostartawebsite-forbeginners.com

Show Selected Domains

Mailbox	Also forwards to:	Actions
bonnie@howtostartawebsite-forbeginners.com 🔔 "Bonnie Martin" mailbox manager <10 MB / 200 MB (0%)	<i>There are no additional forwards; messages are only delivered to this mailbox.</i>	Edit Disable Delete

You can use your new email address in any email program like Outlook or Outlook Express.

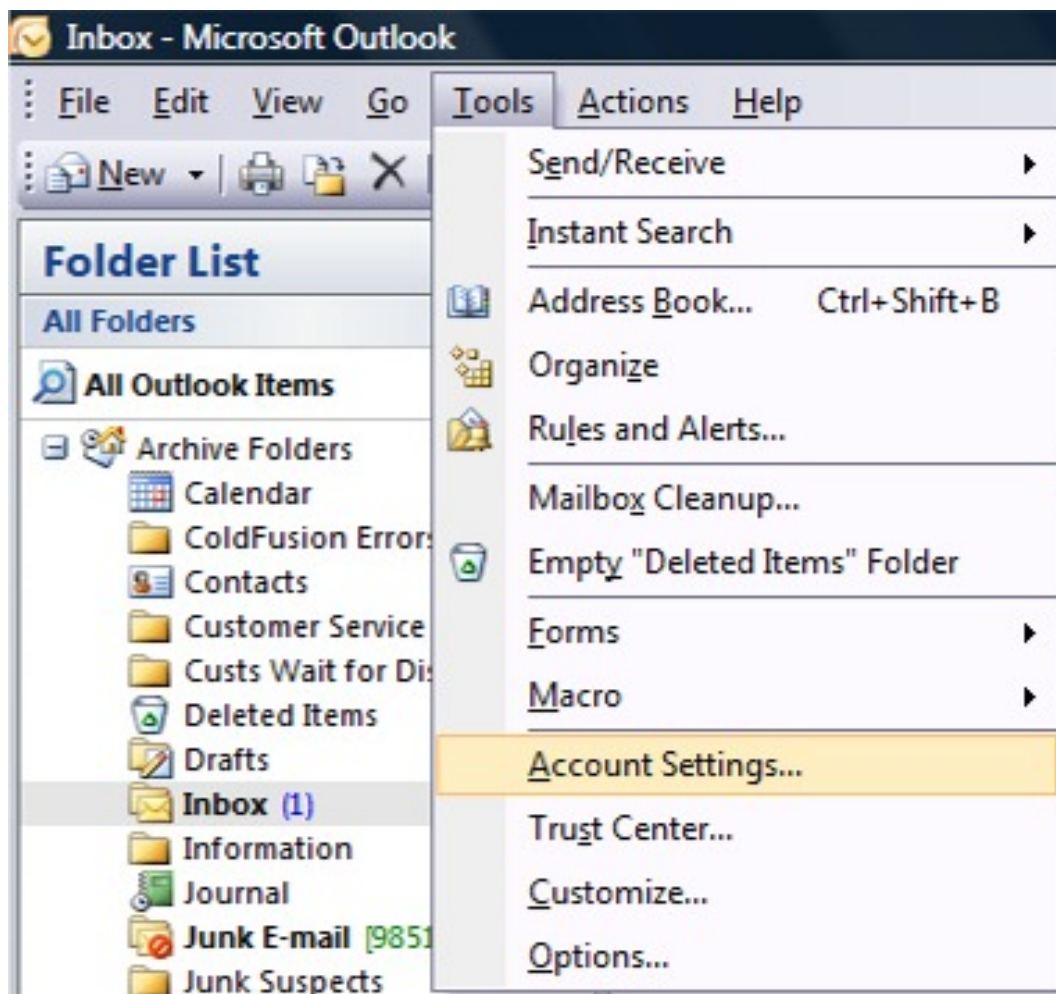
I will take you through the process of setting up your email address in Outlook. You can also get a ton of extra information in DreamHost's [support Wiki](#).

Use Your Email Address In Outlook

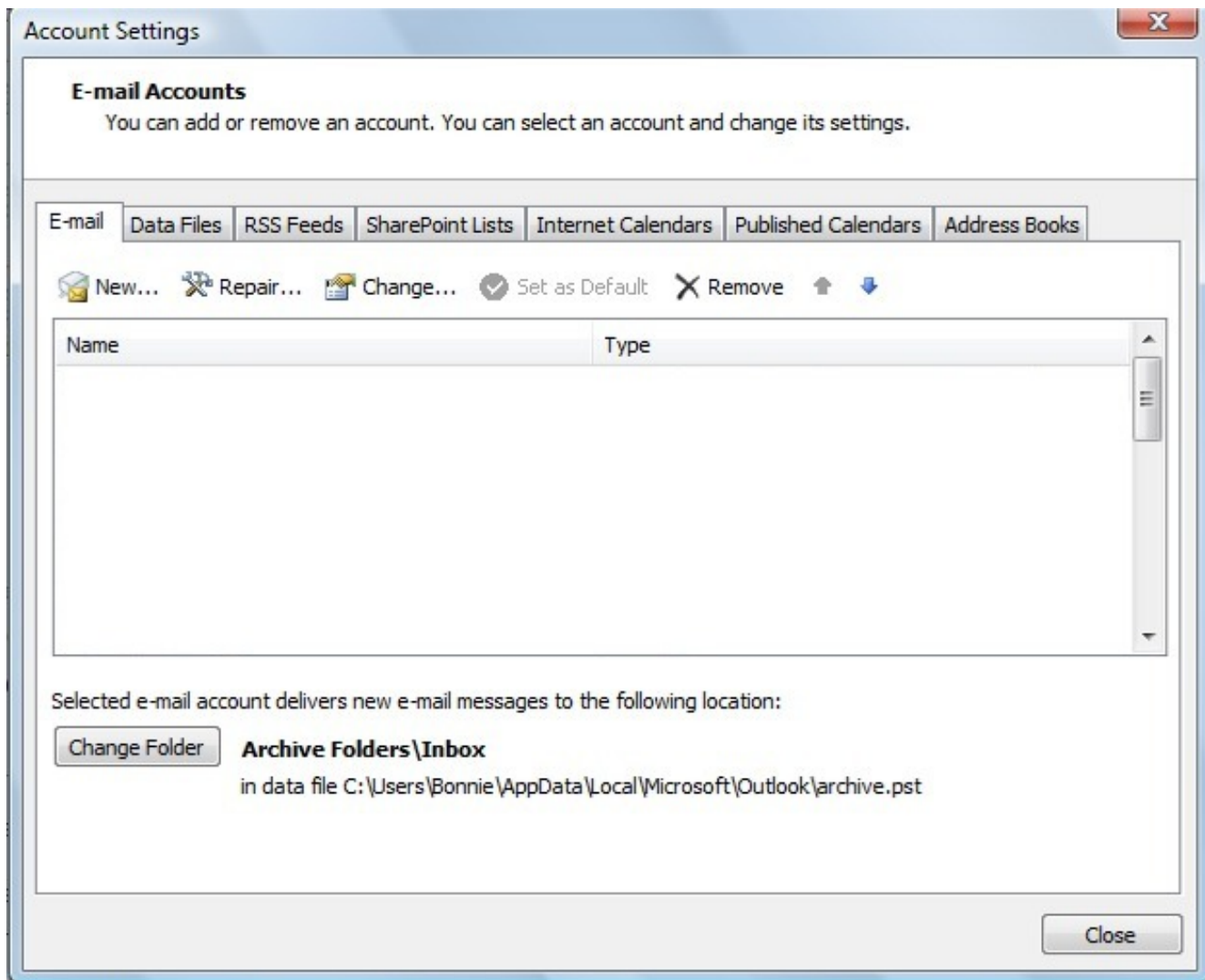
The email address you created can be used in any email program. Since Outlook is a very commonly used email program and I use it myself, that's what these instructions will be for. If you use a different program you can probably learn enough here to set up your email address in that program too.

I'm using Outlook 2007. Any other version will be similar but not exactly the same.

Step 1: Open Outlook and go to Tools > Account Settings

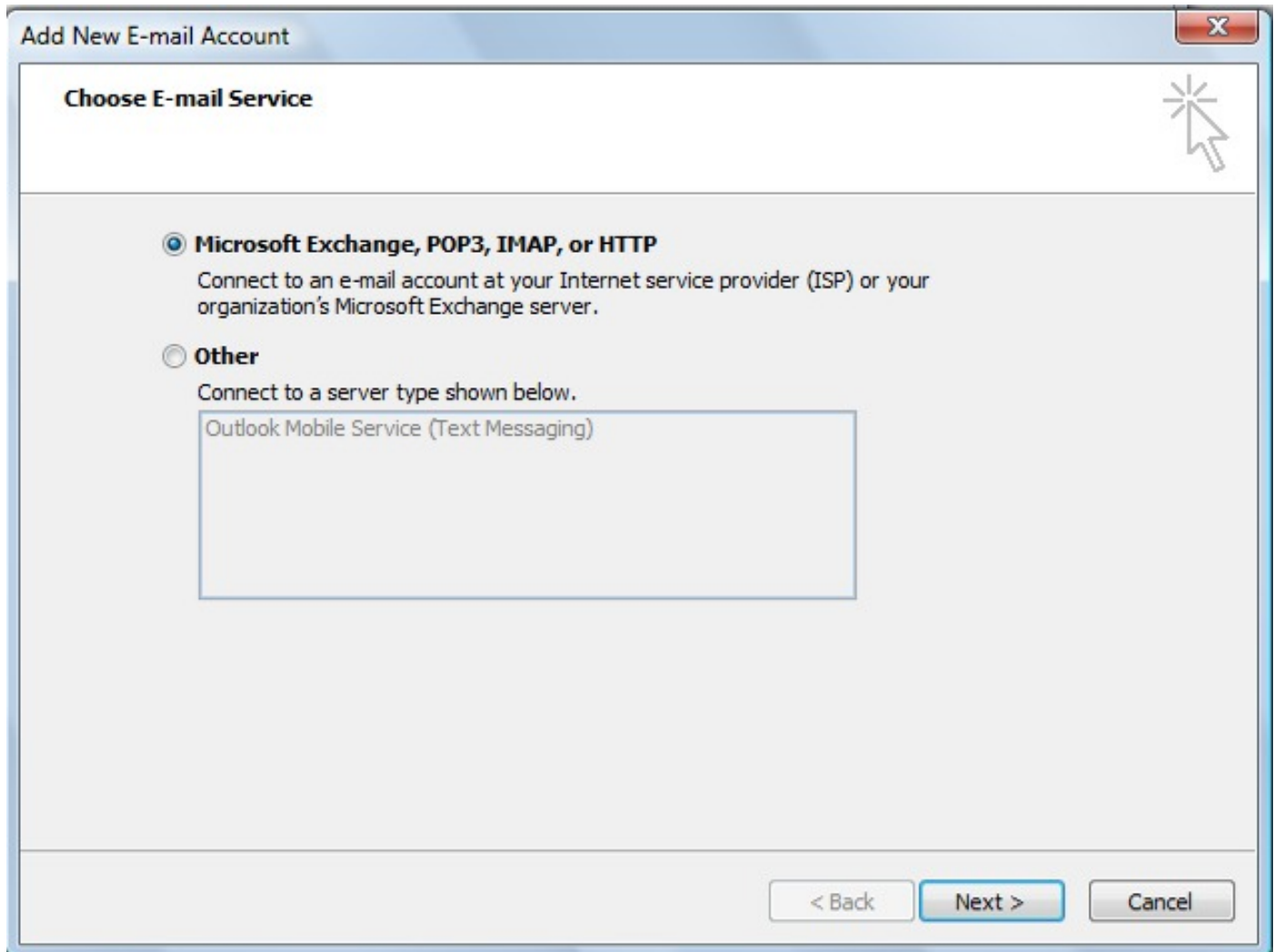


Step 2: On the Email tab, click **New ...**



Step 3: Choose Email Service.

Select the top option and click **Next**.



Step 4: Add New Email Account

Don't fill anything in. Check the box near the bottom for "Manually select server settings or additional server types" and click **Next**.

Add New E-mail Account

Auto Account Setup

Your Name:
Example: Barbara Sankovic

E-mail Address:
Example: barbara@contoso.com

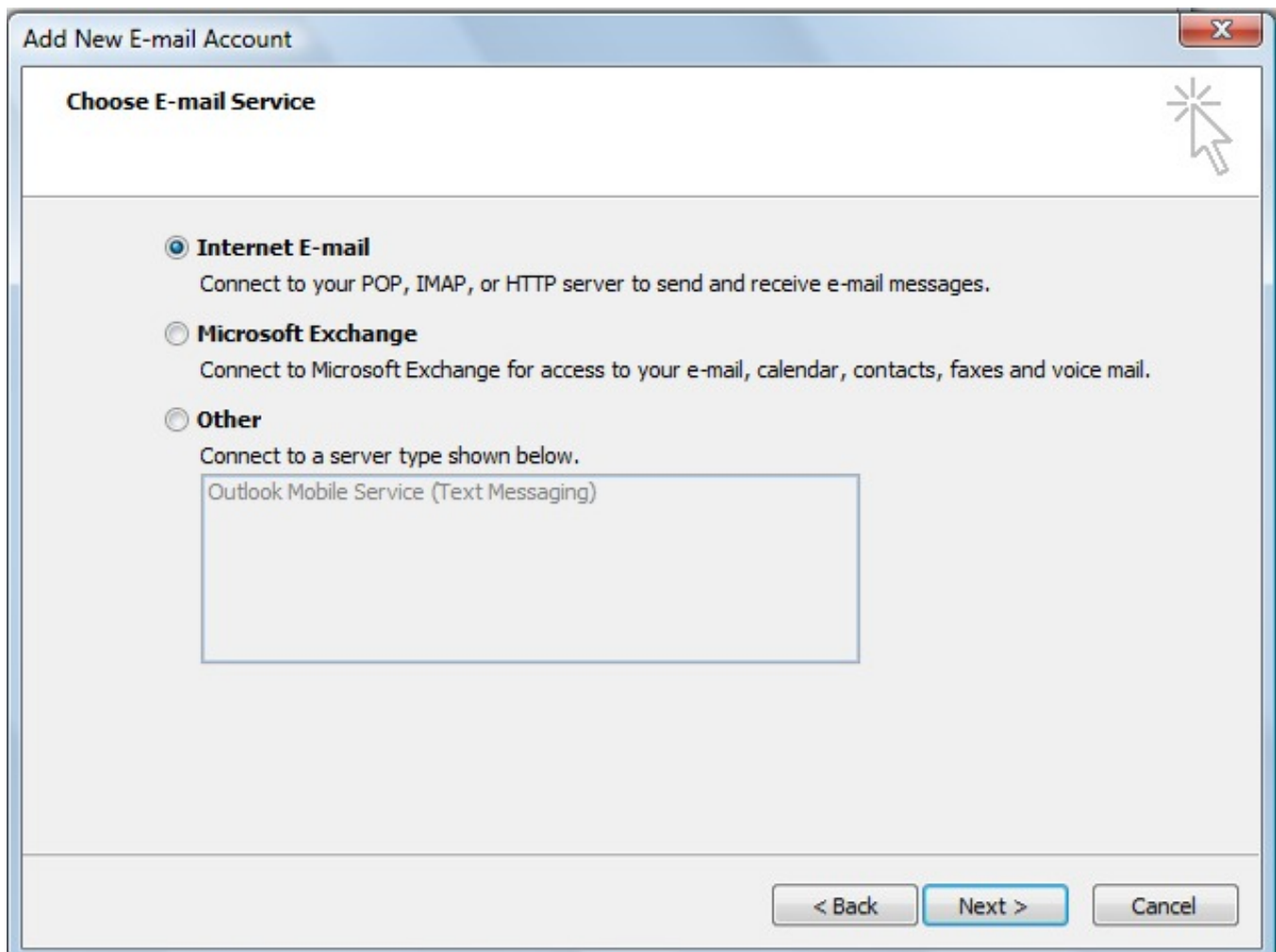
Password:

Retype Password:
Type the password your Internet service provider has given you.

☒ Manually configure server settings or additional server types

< Back Next > Cancel

Step 5: Choose Email Service. Select the top option and click **Next**.



The screenshot shows a Windows-style dialog box titled "Add New E-mail Account". Inside the dialog, the section "Choose E-mail Service" is active. There are three radio button options: "Internet E-mail" (which is selected), "Microsoft Exchange", and "Other". Below the "Other" option, there is a text box containing "Outlook Mobile Service (Text Messaging)". At the bottom right of the dialog, there are three buttons: "< Back", "Next >" (which is highlighted with a blue border), and "Cancel". A mouse cursor is visible in the top right corner of the dialog area.

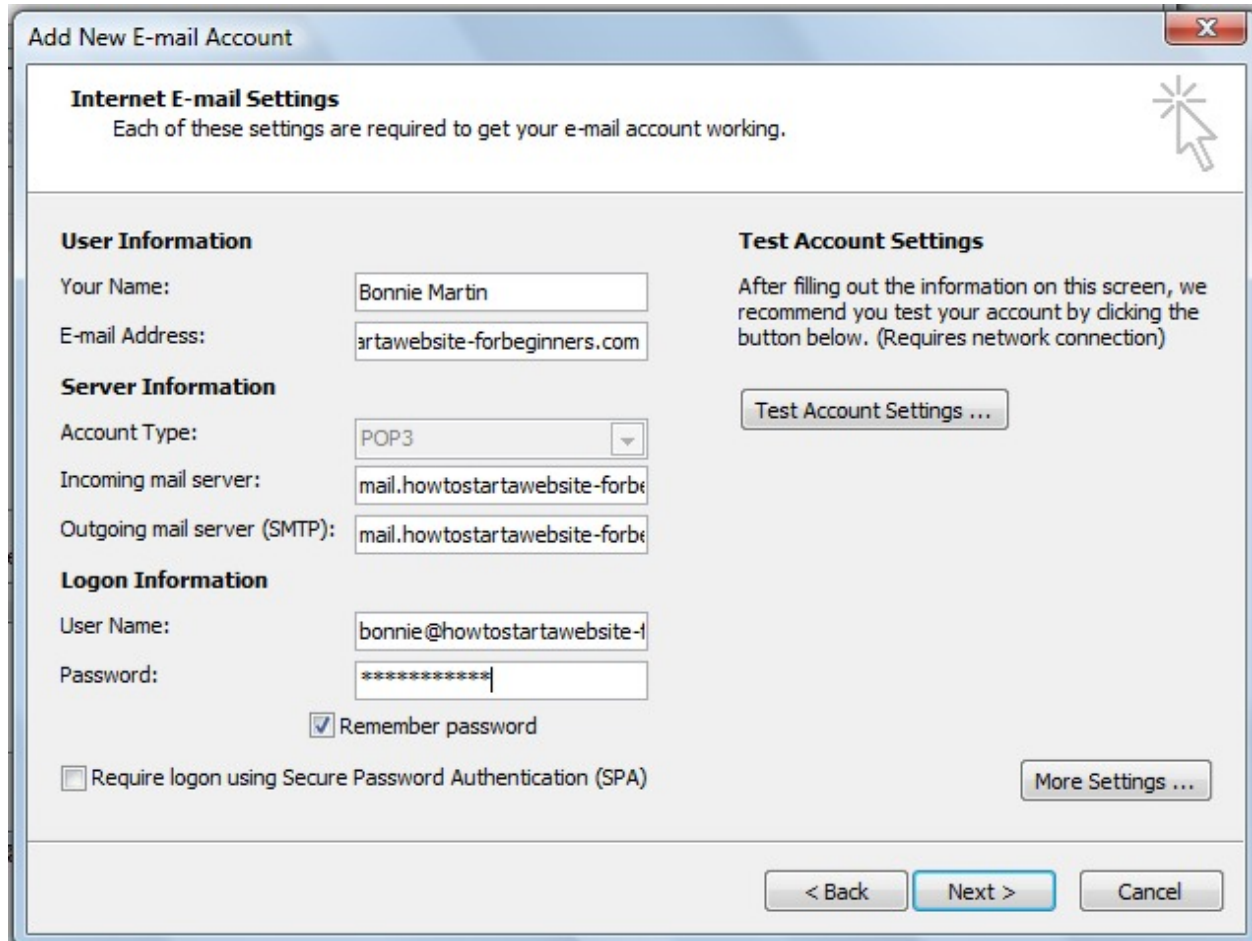
Add New E-mail Account

Choose E-mail Service

- ☒ **Internet E-mail**
Connect to your POP, IMAP, or HTTP server to send and receive e-mail messages.
- ☐ **Microsoft Exchange**
Connect to Microsoft Exchange for access to your e-mail, calendar, contacts, faxes and voice mail.
- ☐ **Other**
Connect to a server type shown below.
Outlook Mobile Service (Text Messaging)

< Back Next > Cancel

Step 6: Internet Email Settings



The screenshot shows a window titled "Add New E-mail Account" with a close button (X) in the top right corner. Inside the window, there's a section titled "Internet E-mail Settings" with a sub-header "Each of these settings are required to get your e-mail account working." and a cursor icon. The settings are organized into four main sections: "User Information", "Server Information", "Logon Information", and "Test Account Settings".

User Information

Your Name:

E-mail Address:

Server Information

Account Type:

Incoming mail server:

Outgoing mail server (SMTP):

Logon Information

User Name:

Password:

☒ Remember password

☐ Require logon using Secure Password Authentication (SPA)

Test Account Settings

After filling out the information on this screen, we recommend you test your account by clicking the button below. (Requires network connection)

At the bottom, there are three buttons: "< Back", "Next >", and "Cancel".

Your name: Type your name as you would like it to appear when people get an email from you.

Email address: Enter your whole email address. In this example I'm using bonnie@howtostartawebiste-forbeginners.com

Incoming Mail Server and Outgoing mail server (SMTP):

Type "mail" followed by your domain name. In this example I'm using mail.howtostartawebiste-forbeginners.com

Username: Enter your whole email address.

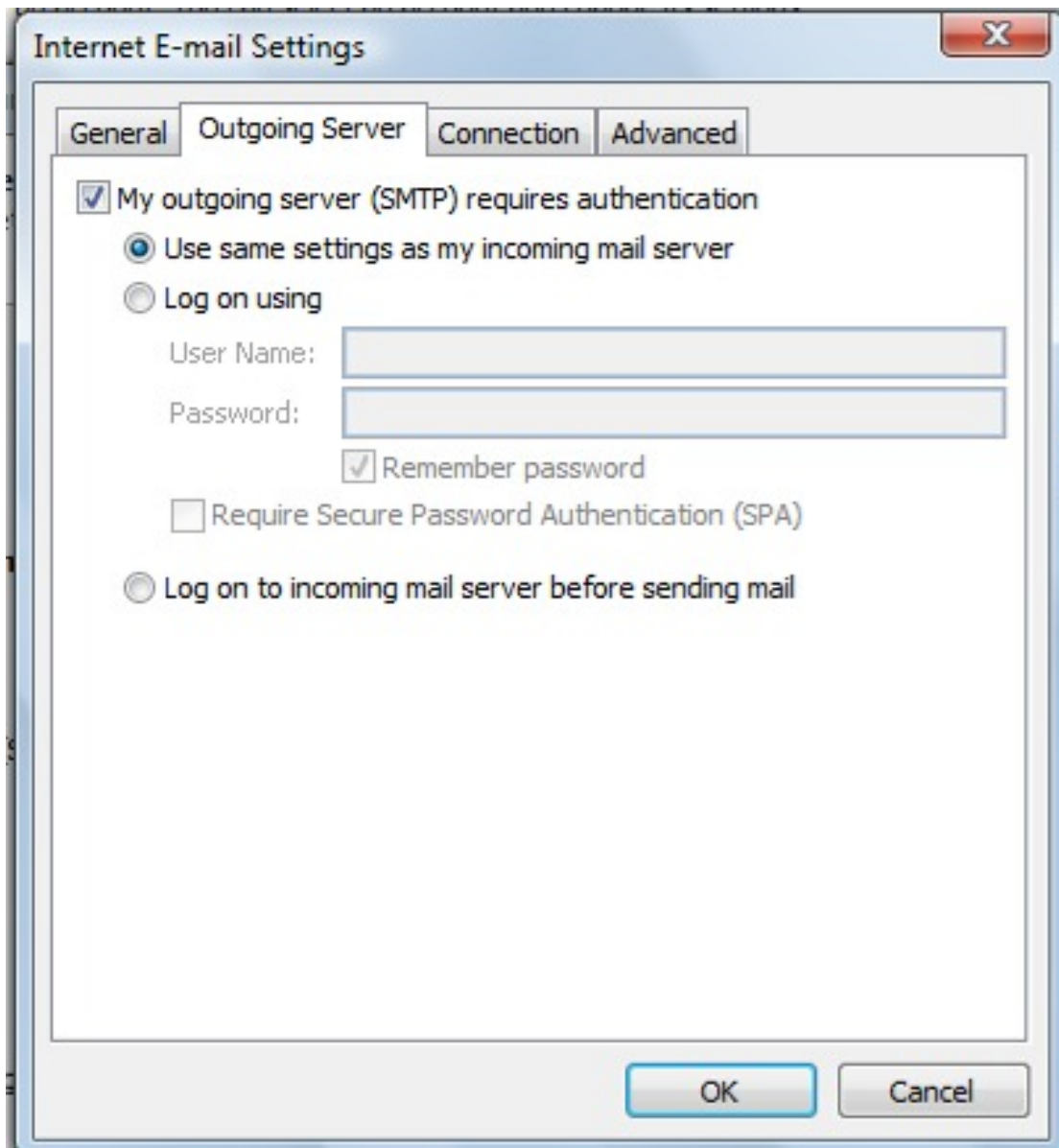
Password: Enter your password

When you're finished with all of that, click the "More Settings ..." button.

Step 7: Click the “Outgoing Server” tab.

Check the box that says “My outgoing server (SMTP) requires authentication.”

Click the **OK** button.



Step 8: Now you're back at the previous screen:

The screenshot shows a window titled "Add New E-mail Account" with a close button (X) in the top right corner. Below the title bar, there's a section titled "Internet E-mail Settings" with a sub-header "Each of these settings are required to get your e-mail account working." and a cursor icon pointing to a star. The window is divided into two main columns. The left column contains three sections: "User Information" with fields for "Your Name:" (Bonnie Martin) and "E-mail Address:" (artawebiste-forbeginners.com); "Server Information" with a dropdown for "Account Type:" (POP3) and text fields for "Incoming mail server:" (mail.howtostartawebiste-forbe) and "Outgoing mail server (SMTP):" (mail.howtostartawebiste-forbe); and "Logon Information" with fields for "User Name:" (bonnie@howtostartawebiste-forbe) and "Password:" (masked with asterisks), plus checkboxes for "Remember password" (checked) and "Require logon using Secure Password Authentication (SPA)" (unchecked). The right column is titled "Test Account Settings" and contains the text "After filling out the information on this screen, we recommend you test your account by clicking the button below. (Requires network connection)" and a "Test Account Settings ..." button. At the bottom right of the main area is a "More Settings ..." button. At the very bottom of the window are three buttons: "< Back", "Next >", and "Cancel".

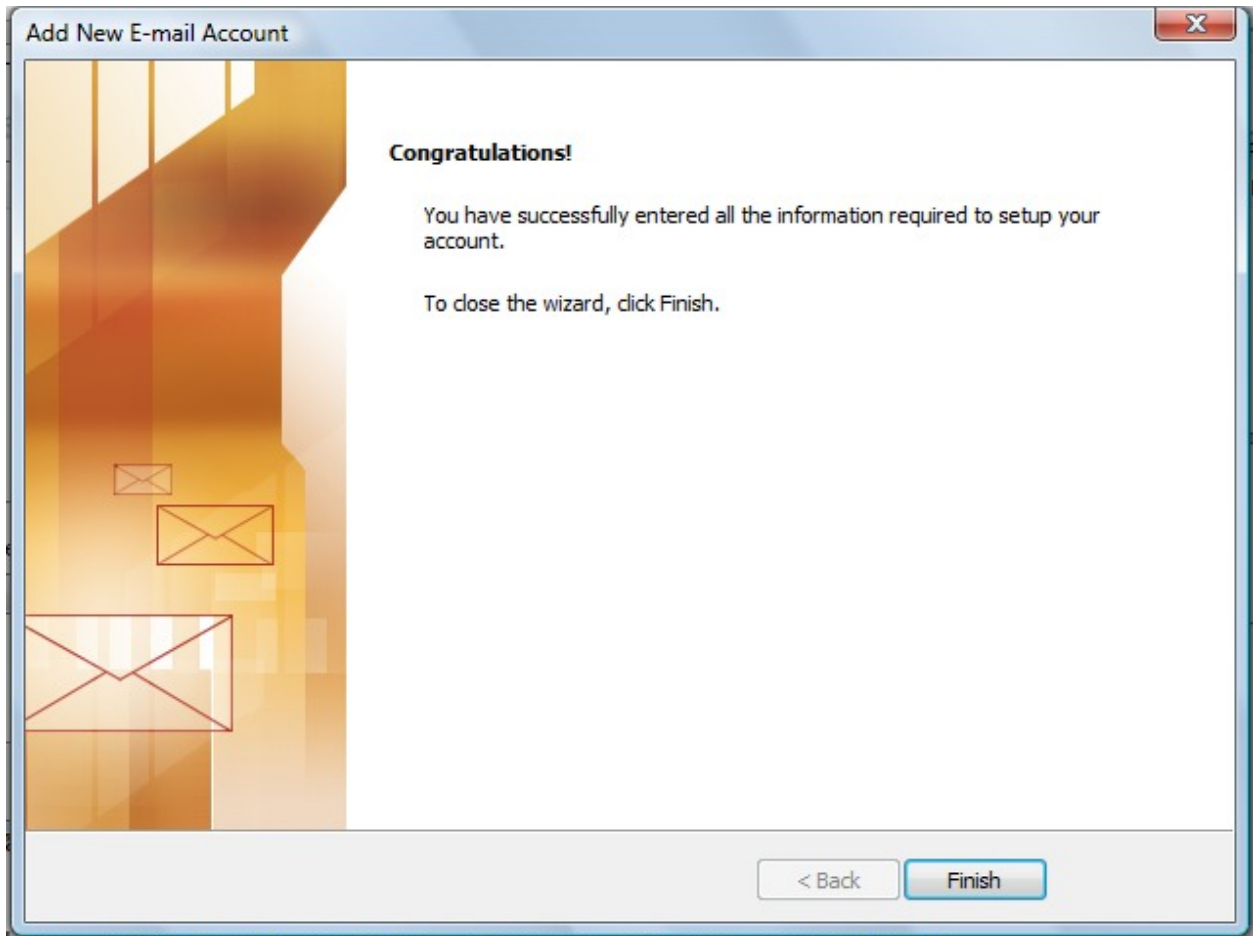
Click the button that says “**Test Account Settings ...**” This will test all of your settings. Upon success you’ll get a screen that looks like this:

The screenshot shows a window titled "Test Account Settings". At the top, it says "Congratulations! All tests completed successfully. Click Close to continue." with "Stop" and "Close" buttons. Below this is a tabbed interface with "Tasks" and "Errors" tabs. The "Tasks" tab is active and contains a table with two columns: "Tasks" and "Status".

Tasks	Status
✓ Log onto incoming mail server (POP3)	Completed
✓ Send test e-mail message	Completed

On that screen, click **Close**. On the leftover screen, click **Next**.

That will take you to this:



Click **Finish**.

You're done! You can now send a receive emails in Outlook.

Web Pages Are Simple

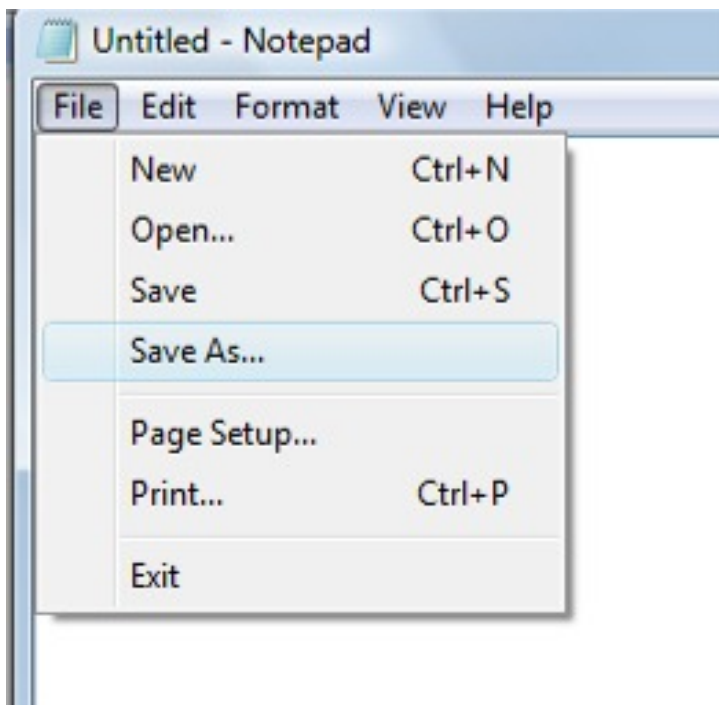
Despite what you might think right now, web pages really are simple. They can be very complicated too, of course, but not all of them are.

I would like you to do this little exercise. It will help you get over any fear related to HTML and making web pages. You'll learn the most basic HTML that's required for a web page and how to make your own little web page in Notepad (or any similar text editor). We'll use the web page you create later on when learning how to work with FTP.

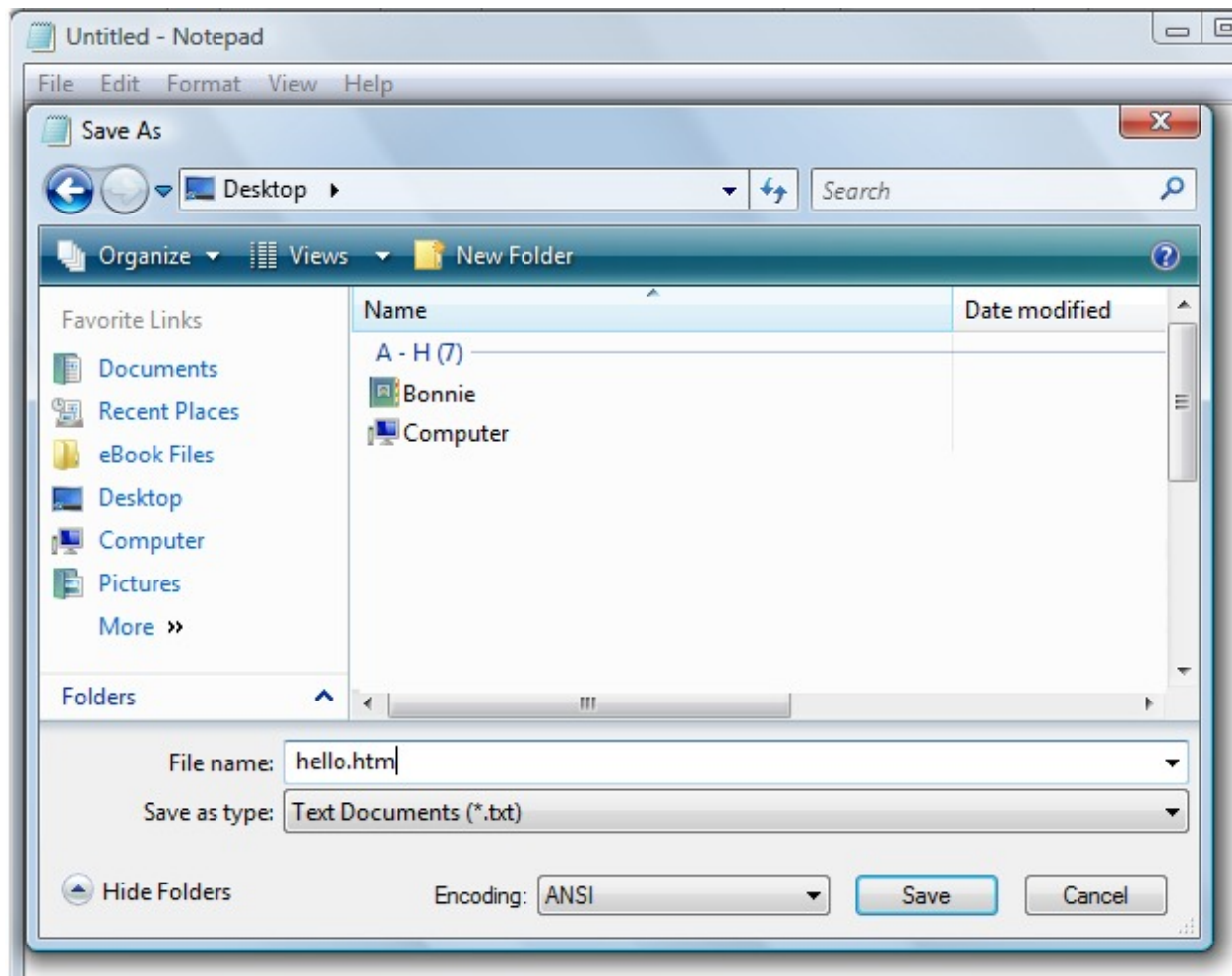
Step 1: Open Notepad or your text editor of choice.

On my computer Notepad can be found under Start Menu > Accessories > Notepad.

Step 2: After you open Notepad, go to File > Save As

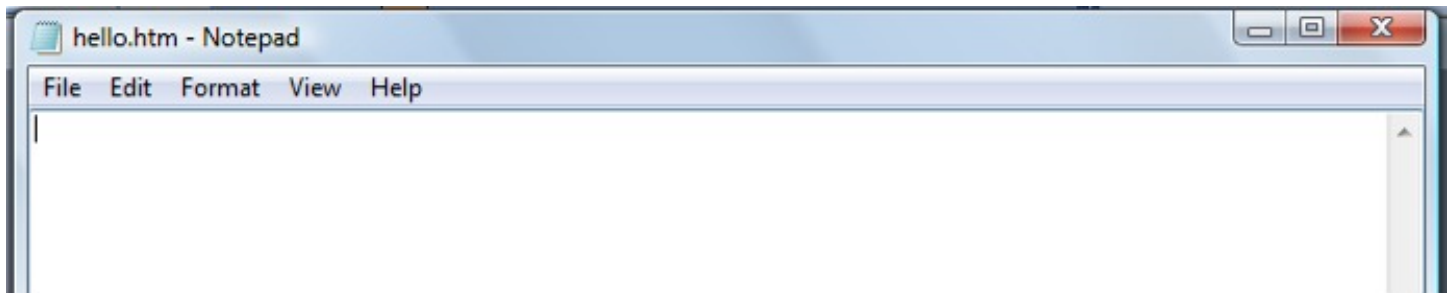


Step 3: Save the file as **hello.htm** on your Desktop. Just type hello.htm as the filename.



Step 3: Some Basic HTML

This is what your work space looks like:

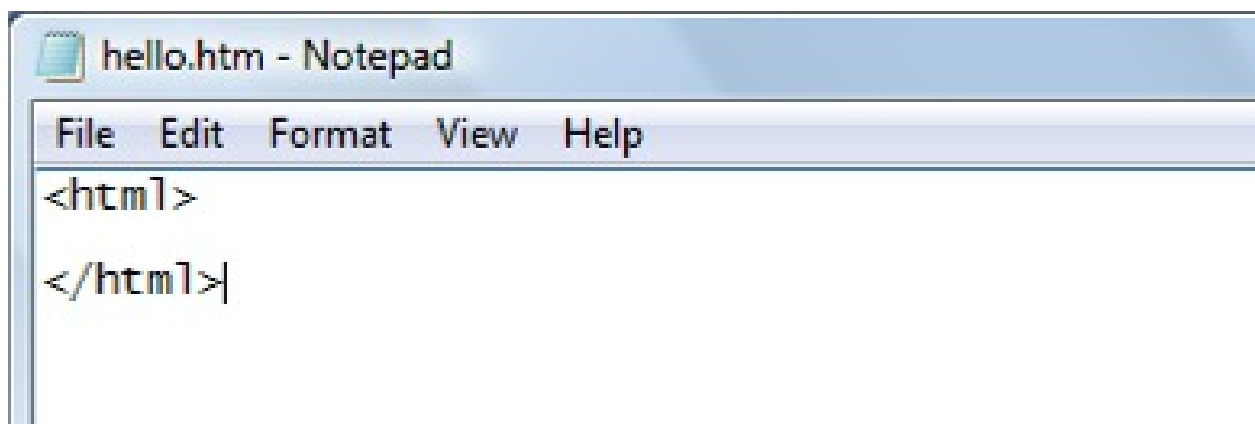


The very first thing to do is declare that this is an HTML web page. You define this with HTML “tags”. Anything in HTML that is enclosed with carrot characters is a “tag”. It looks like this:

```
<html>
```

```
</html>
```

Every tag has a “closing tag” which is created with the slash character. This effectively signals the end of the tag. In this case, it shows that all of the HTML is now at an end.

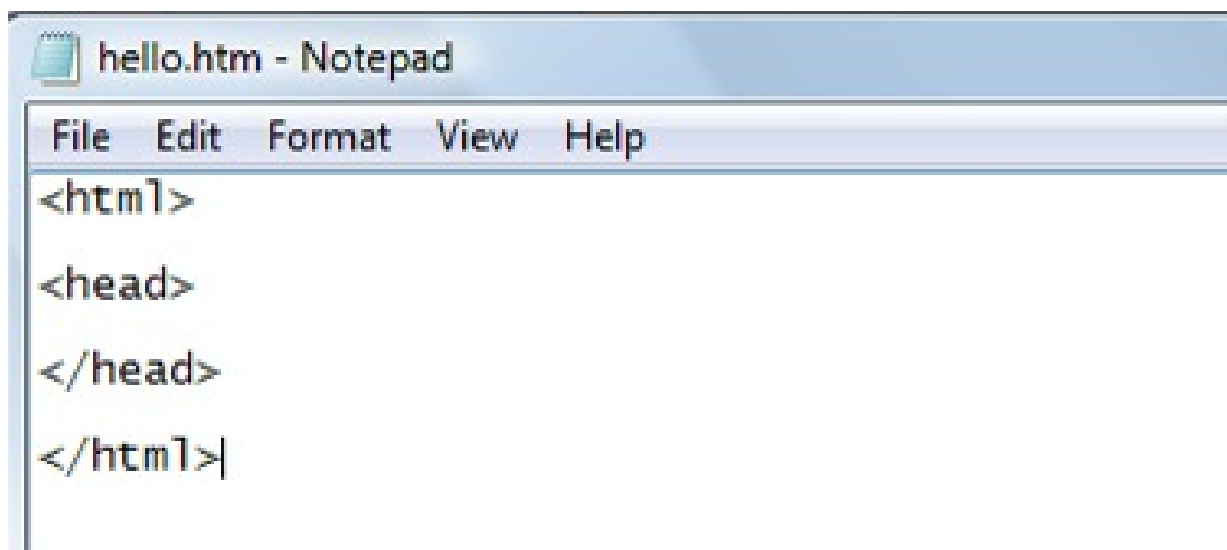


The first part of every HTML web page is the **Head**. You define this with Head “tags”.

```
<head>
```

```
</head>
```

The slash character denotes the end of the Head tag, signaling the end of the Head part of the web page. The head tags go between the HTML tags.

A screenshot of a Notepad window titled "hello.htm - Notepad". The window has a menu bar with "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

```
<html>  
<head>  
</head>  
</html>|
```

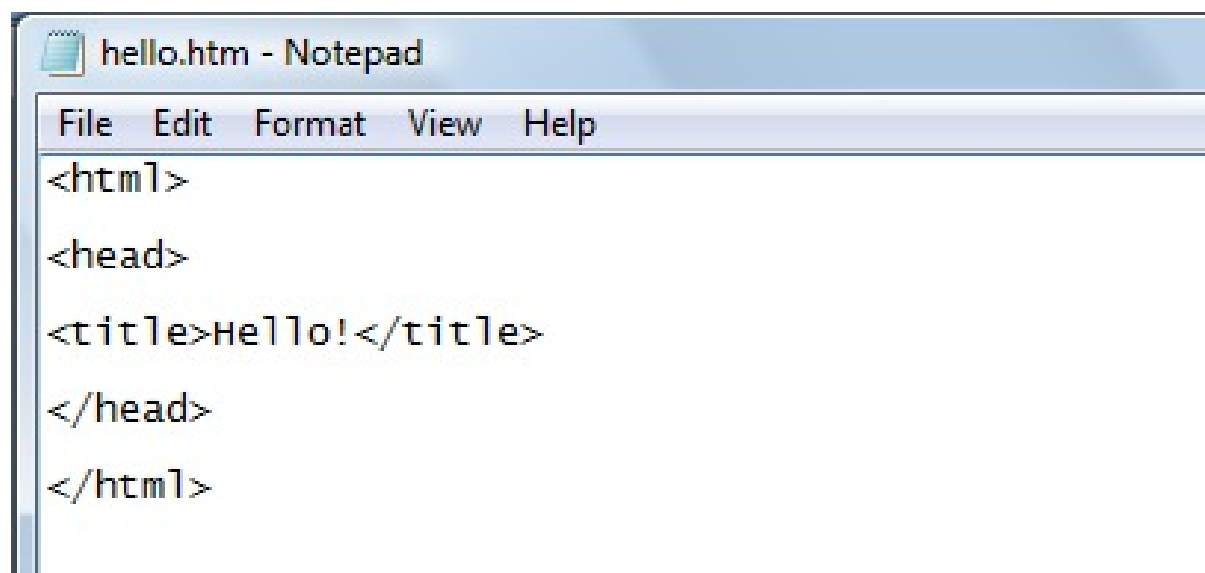
The cursor is at the end of the last line.

Inside the Head tags, you should have a **Title** tag. This tells the browser what to display for the title of the web page, and it goes between the Head tags. It looks like this:

```
<title> </title>
```

The Title of your web page will be "Hello!"

```
<title>Hello!</title>
```



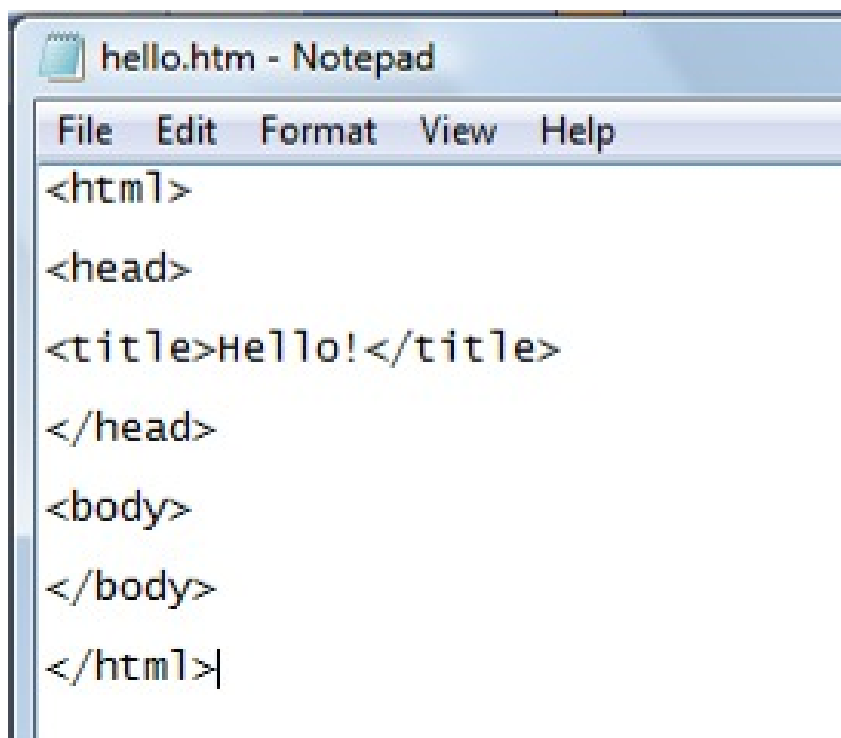
For now, that's all you need for your Head section.

Next is the **Body** of the web page. That's where everything that actually appears on your web page is created. This goes after the `</head>` tag, but before the `</html>` tag.

It looks like this:

```
<body>
```

```
</body>
```

A screenshot of a Notepad window titled 'hello.htm - Notepad'. The window has a menu bar with 'File', 'Edit', 'Format', 'View', and 'Help'. The text area contains the following HTML code:

```
<html>
<head>
<title>Hello!</title>
</head>
<body>
</body>
</html>|
```

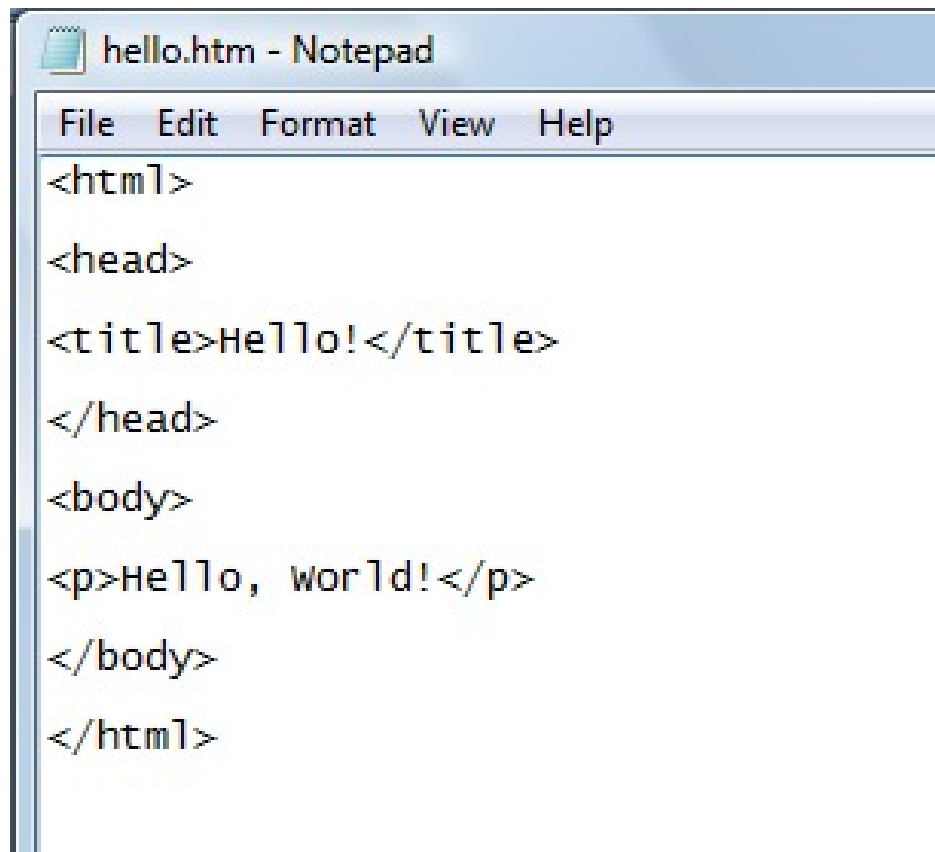
The cursor is at the end of the last line.

Next we'll put a simple message between the **Body** tags that will appear on your webpage.

First we should declare that we're going to be using a paragraph of text. You can do this with **Paragraph** tags. It looks like this:

```
<p> </p>
```

We can write a sentence between those Paragraph tags. Let's write, "Hello, world!"

A screenshot of a Notepad window titled "hello.htm - Notepad". The window has a menu bar with "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

```
<html>
<head>
<title>Hello!</title>
</head>
<body>
<p>Hello, world!</p>
</body>
</html>
```

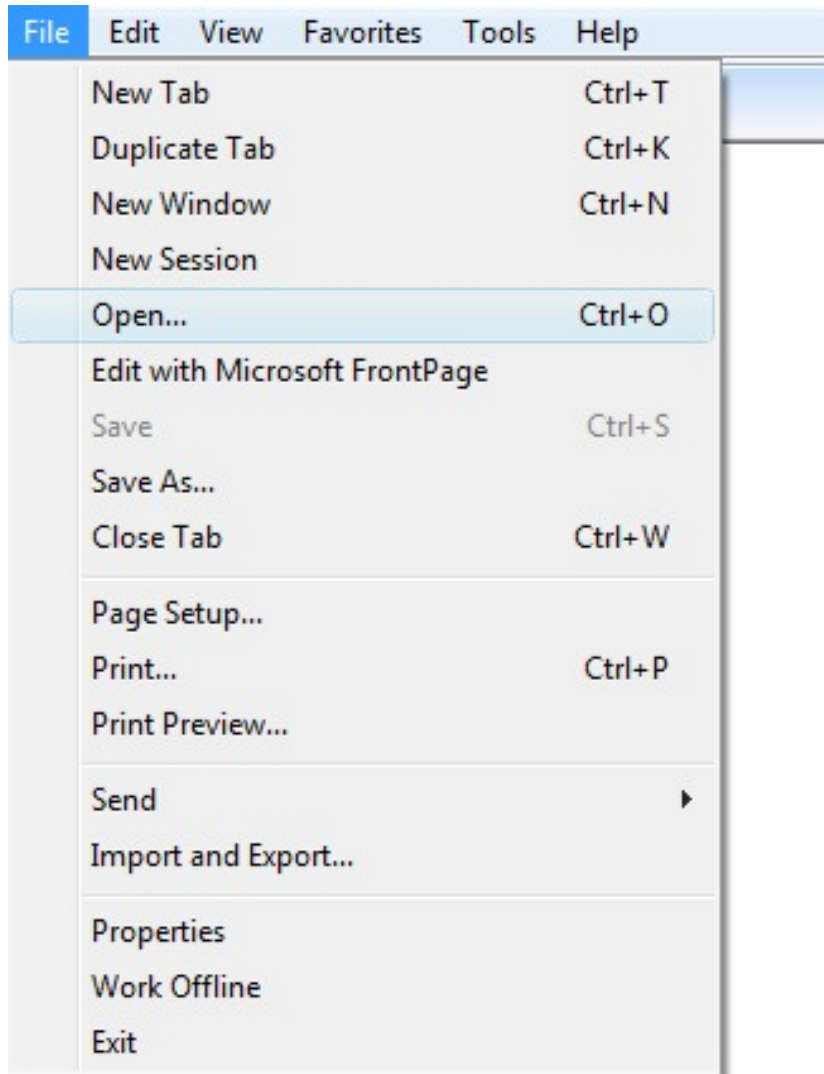
Important: Save your file right now. Go to File > Save.

This is all you need for a very simple webpage. Now you can view it in a browser to see what you've created.

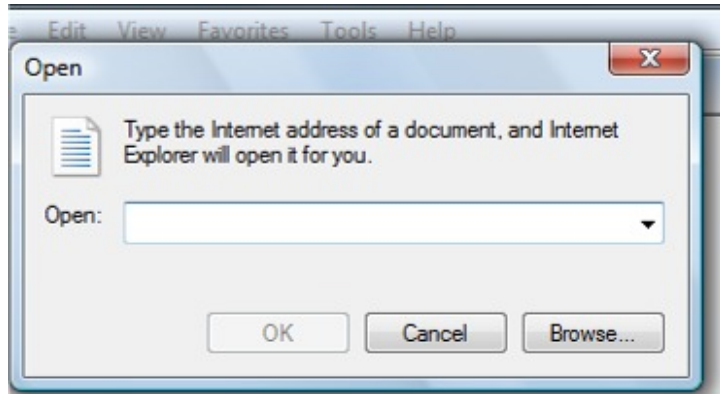
Step 4: See your web page

Open up a browser. I'll show the process with Internet Explorer, but it will be very similar with any other browser.

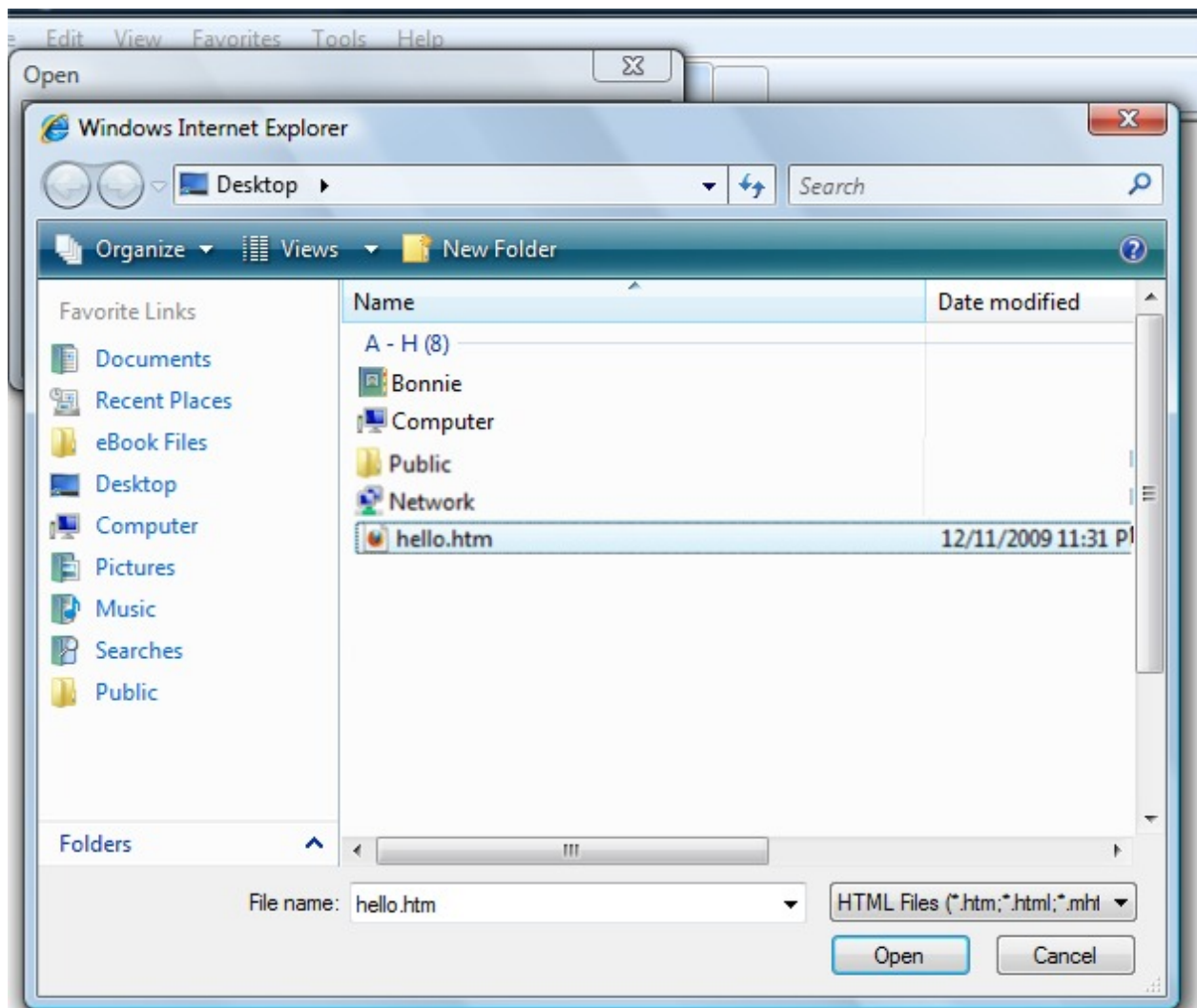
First, go to **File > Open**



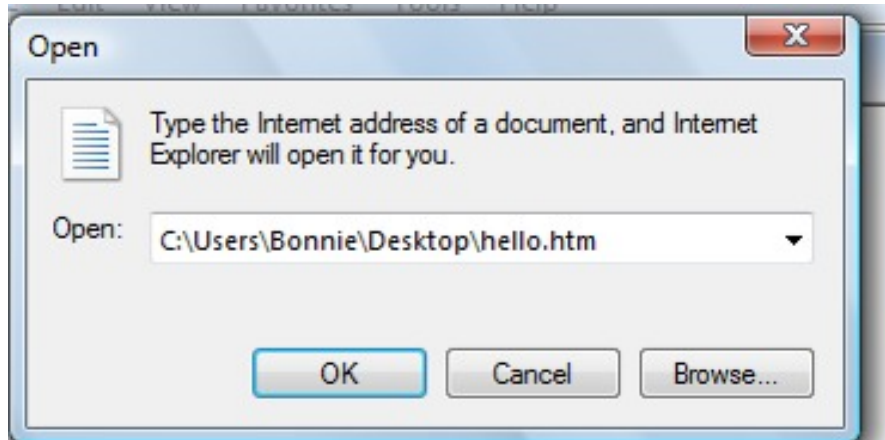
Click the **Browse** button



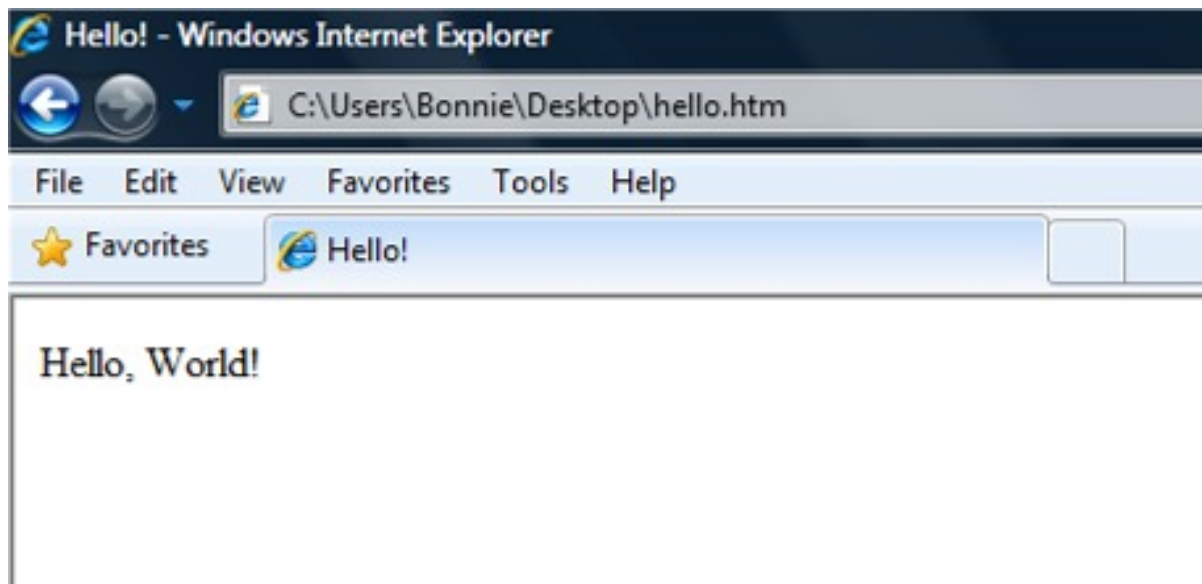
Find hello.htm on your computer. If you saved it to your Desktop as instructed, that's where it will be.



Click the **OK** button



Now you see your web page:



Congratulations! You've created a real web page. It's not on the internet yet, but it's still a web page and it was written in HTML. You could even say that you programmed it.

How To Use FTP

FTP (File Transfer Protocol) is a simple method of transferring files from your computer to the server that hosts your website. It's an easy way for you to get your pages on the internet.

I use a little program called FTP Explorer. It's free and you can download it from my website.

Step 1: [Download FTP Explorer](#)

It comes as a .zip file, so after you download it you'll need to unzip it with a program like [WinZip](#) or [ZipGenius](#).

After you've unzipped the file you can install the program by double-clicking Setup.exe. Follow the on-screen instructions.

You can use any other FTP program but the example images shown here will be for FTP Explorer.

Step 2: Check on / modify your FTP account information.

Login to your DreamHost account and click on **Users** then **Manage Users**.



This will bring you to a page like this:

The screenshot shows the DreamHost control panel interface. At the top, there's a header with the DreamHost logo, a greeting 'Hi, Bonnie! (Member since September 2008)', and a search bar. Below the header, there's a sidebar with a 'Toolbox' and a 'Main Menu'. The 'Toolbox' includes links to 'Manage Account', 'Manage Domains', 'Manage Email', 'Manage Users', 'MySQL Databases', and 'One-Click Installs'. The 'Main Menu' includes links to 'DreamHost', 'Domains', 'Mail', 'Goodies', 'Users', 'Manage Users', 'Account Privileges', 'Backups User', 'Unix Groups', 'Status', 'Private Servers', 'Files Forever', 'Billing', and 'Support'. The 'Manage Users' section is active, showing the 'Editing User: aragornrain (on bonanno)' form. The form includes fields for 'Full Name' (Bonnie Martin), 'Home Directory' (/home/aragornrain), 'Enhanced security?' (checkbox), 'User Account Type' (FTP account selected), 'Shell Type' (/bin/bash), 'Disallow FTP?' (checkbox), 'CPU Reporting' (checkbox), 'New Password' (leave blank for no change), and 'New Password Again'.

The important bits of information you need from this screen are the user information and the password.

Near the top in my example it says:

Editing User: aragornrain (on bonanno)

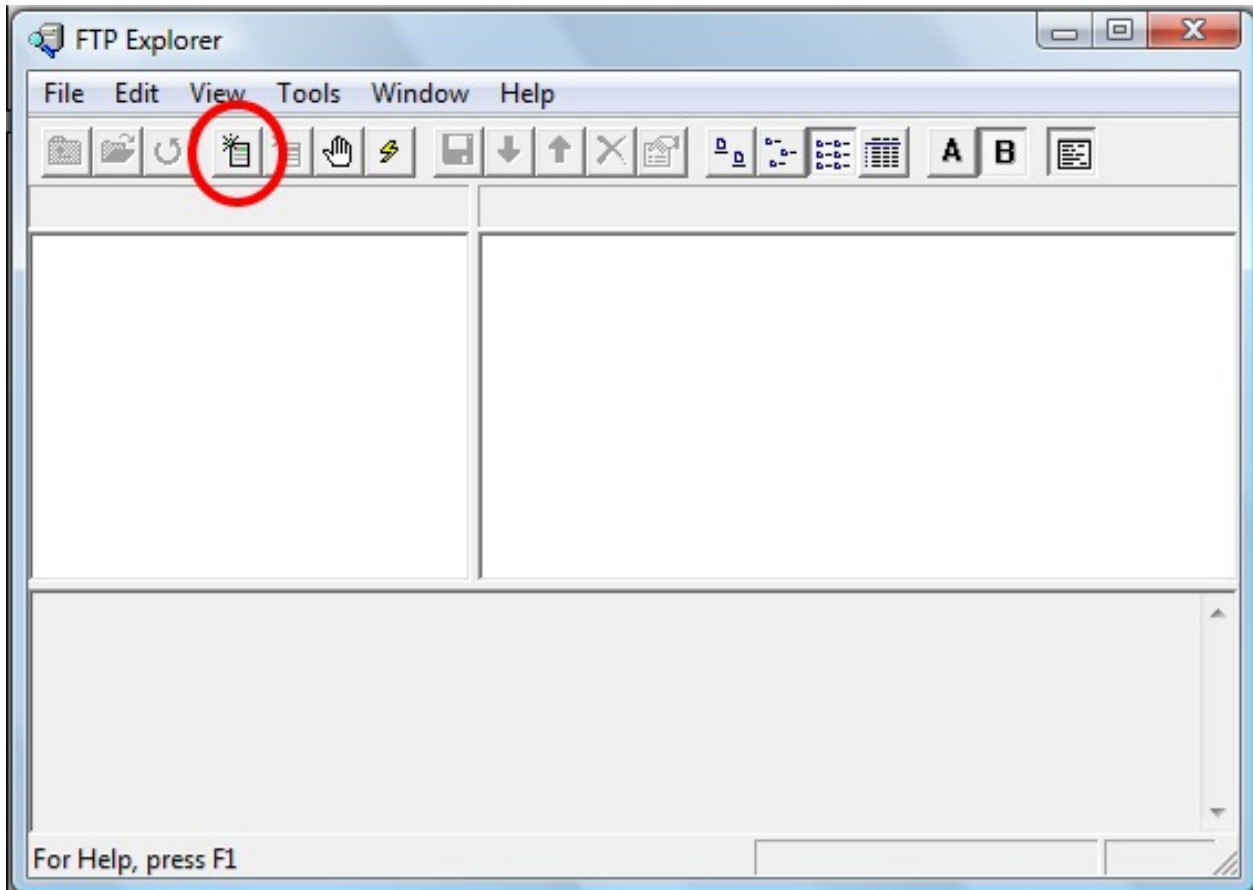
“aragornrain” is my username and “bonanno” is the name of my server. Your screen will show your username and server. Write these down for future reference. You’ll need it soon.

A bit farther down the page, you can enter a new password. This password will only be used for your FTP access and won’t change the password you use for logging into your main DreamHost account.

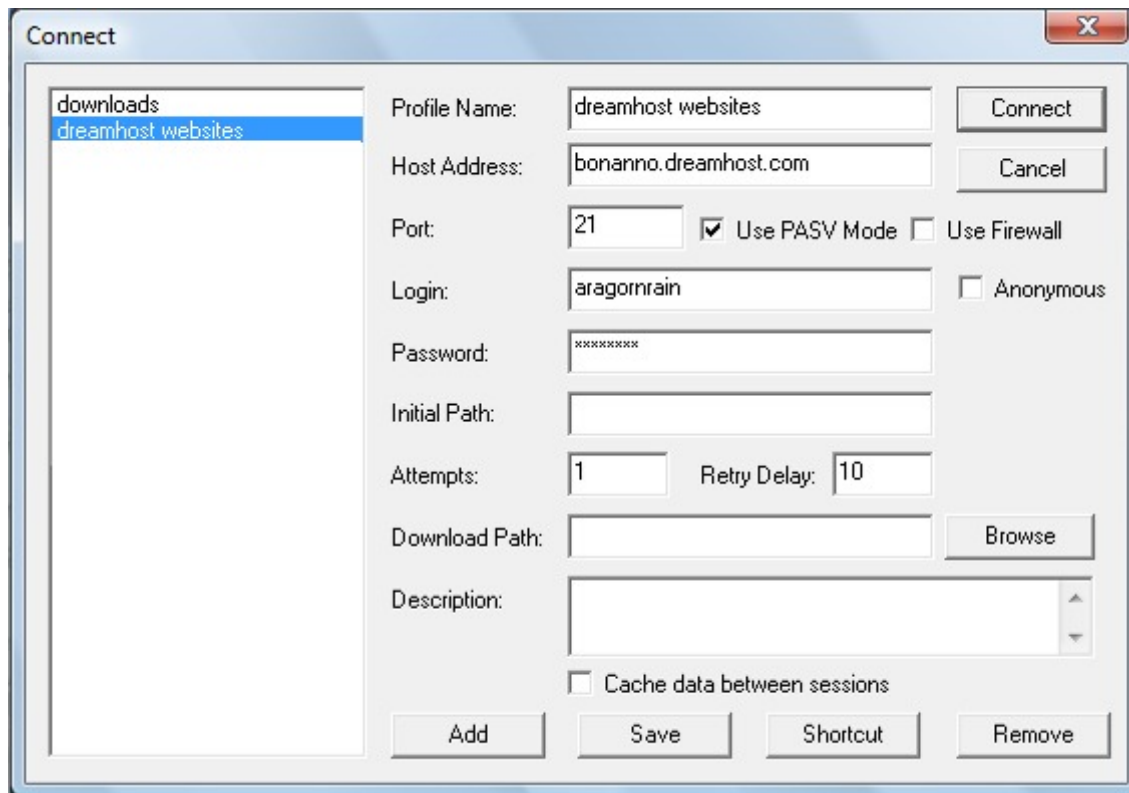
If you already know what this password is, leave it. Otherwise, update it. Write the down the password – you’ll need it soon, too.

Step 3: Set up FTP Explorer

When you first open FTP Explorer, you should get a screen that looks fairly blank. Click the button circled in this image:



This button is “Connect” which will bring up a screen that will allow you to connect to your server.



You will have a list of sample profiles on the left side. You can choose any one of them to modify.

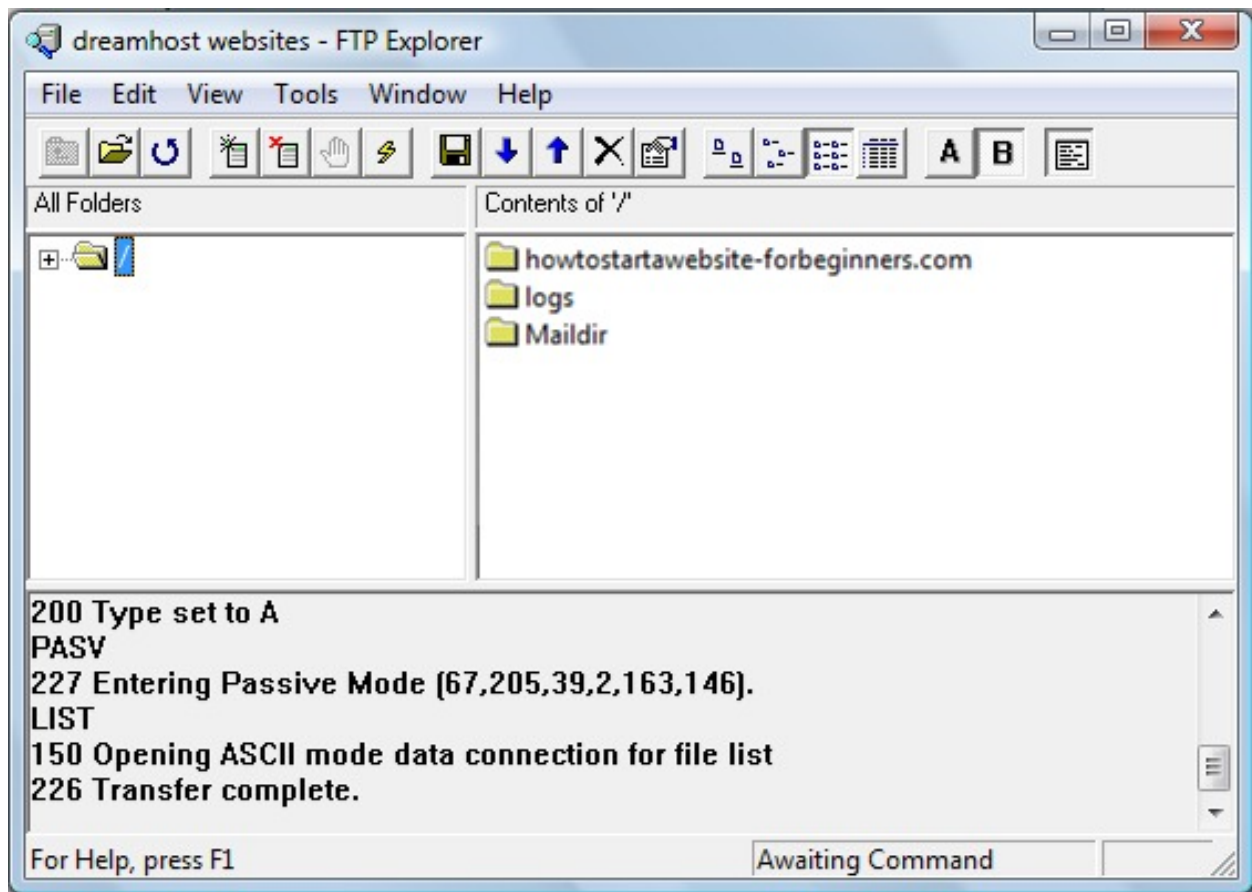
Profile Name: I call this “dreamhost websites” because it is where I access all of the websites that I have hosted with DreamHost. You can call it anything you want.

Host Address: This is where you use the information you wrote down earlier. In my example, I have bonanno.dreamhost.com because that’s my server name. Yours is different. This is the information you got from the “Manage Users” screen before.

Login: This is your username. In my example, it’s “aragornrain”. Again, you got this information from the “Manage Users” screen.

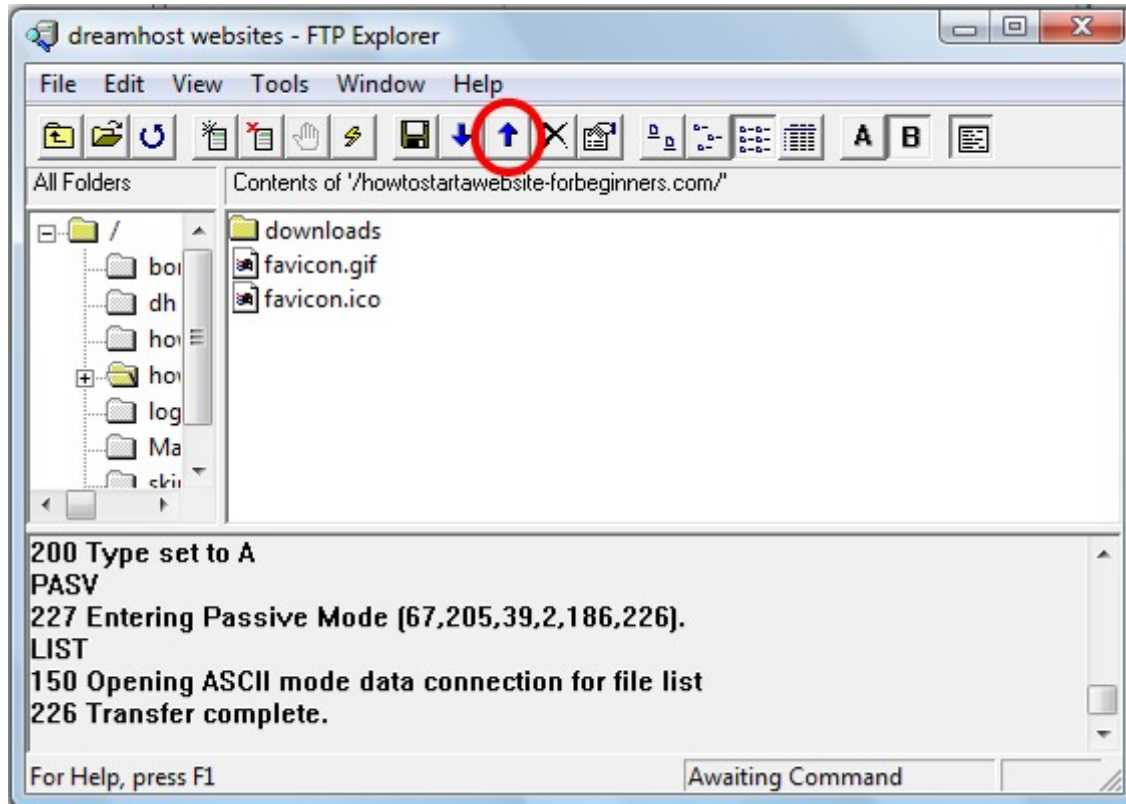
Password: Enter your FTP password.

Click Connect. If you've entered everything correctly, you'll be logged in. You'll see some folders like this:



Double-click on the folder that has the name of your website. In this example, it's "howtostartawebsite-forbeginners.com".

You should now see a screen that looks like this:



Now you can put the web page you made on the internet, so that it's actually part of your website.

First, click the button with the Up arrow that's circled in this illustration. That button is for "Upload".

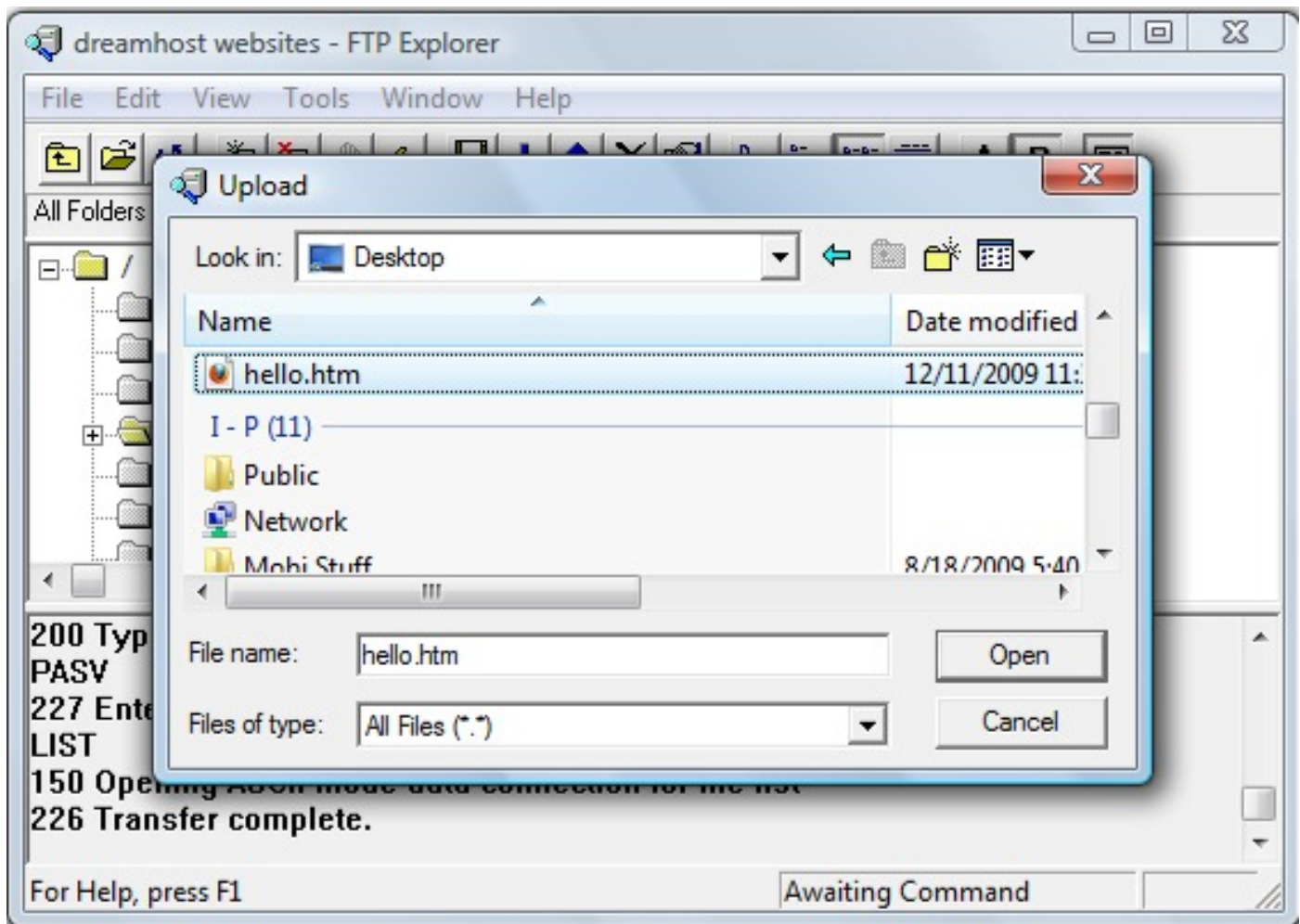
Quick terminology:

When you **download** a file, you are transferring it from a server to your computer.

When you **upload** a file, you are transferring it from your computer to a server.

After you click the Upload button you'll see a screen where you can browser your computer to find the file that you want to upload.

If your hello.htm file is still on your Desktop, that's where you'll find it.



Once you've found hello.htm and selected it, click **Open**.

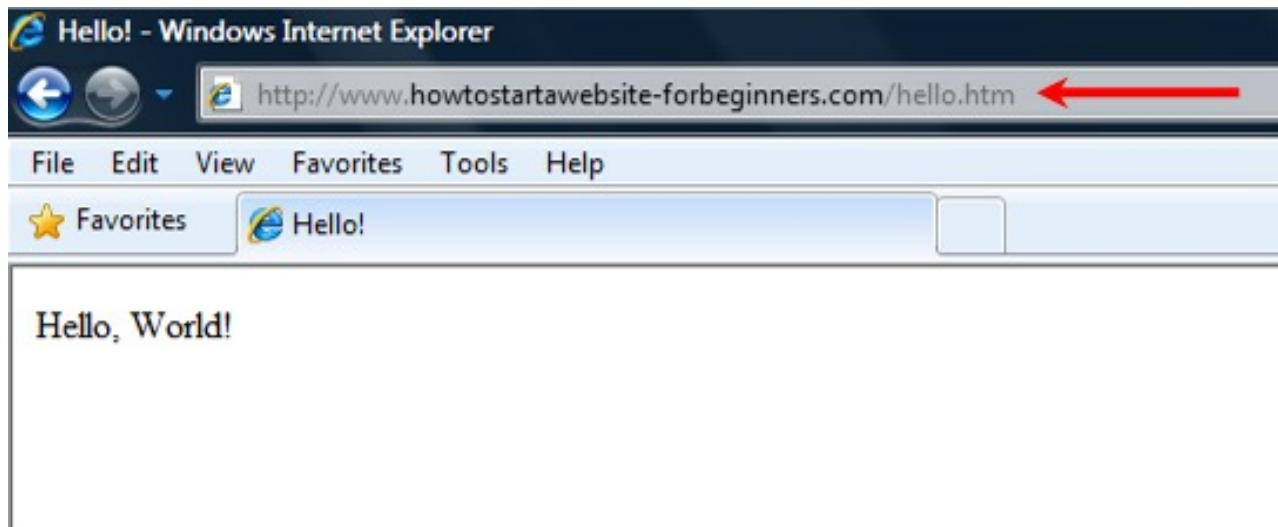
Now you can go see it on the internet!

Step 4: Go see your web page

Go back to Internet Explorer or the browser of your choice.

In the address bar, type your domain name followed with a slash then hello.htm, like this:

<http://www.howtostartawebsite-forbeginners.com/hello.htm>



Your web page is now online and available for anyone to see.

If you've made it this far, I want to give you a big congratulations! If you were a complete beginner at website creation, you've learned a lot and you now have your own functioning website. I hope that everything went smoothly for you.

The next step is to start putting together your website. That is definitely another topic and it won't be covered in this book, but I'll give you a bit of information on how to get started in the next chapter.

Web Design Software

Since you're new to website creation, I recommend using a WYSIWYG editor (What You See Is What You Get). That will allow you to create web pages without having to learn HTML any further than you already have. They also have a way for you to view the HTML at any time, and you can use that to make your own edits or adjustments.

If you type "web design software" into Google you'll find a lot of choices for different programs to use. Below are a few popular examples.

Paid Software

If you want to buy a web design program, there are two that are commonly used:

[Microsoft FrontPage](#)

[Adobe Dreamweaver](#)

Many people will argue for one or the other as strongly as if they were discussing Ford or Chevy. In my opinion, you should use the one you like best. If you're already familiar with Microsoft software or Adobe software you can expect the same kind of functionality from these programs.

[Coffee Cup](#) is another good option, and much cheaper at \$49.

Free Software

There is a lot of free software out there. Again, type "free web design software" into Google and have a field day.

The one I recommend is **Nvu**, which you can find at <http://net2.com/nvu/>

The great thing about free software is that you can try a few of them and see what you like best.

Getting Support

DreamHost's Wiki

If you have any questions about the hosting services at DreamHost, they have an extensive help section at wiki.dreamhost.com. That should be your main go-to place for any technical questions or general support related to hosting, domains, your email addresses, and billing.

Learning HTML

If you're interested in learning HTML, a great place to start is HTML.net.

Learning Web Design

In my opinion, the best way to learn how to design a website is to just start doing it. If you've got a WYSIWYG web page editor, just play around with it and see what you can do. It's no more difficult than making a document in Microsoft Word.

Hiring Help

I offer a web design and SEO (search engine optimization) service. I'm based in Portland, OR, but I can easily work through email and on the phone.

Projects are priced on a case-by-case basis, but after I speak with you I'll give you an estimate. Find out more at Bonnie Martin SEO.

There are likely plenty of web design contractors in your area that you could look up as well. Make sure the person gives you a solid idea of what he or she can do for you, and how much it will probably cost.

About the Author

I have been working in the field of web design for nearly ten years. I run the daily workings of www.ebookmall.com, including design and graphics, publishing options, product management, and the management of tech support.

I have a website consulting service at www.bonniemartinseo.com where I contract out my web design and SEO work to individuals and small companies.

I am also involved in fitness and weight loss, and I'm building a weight loss resource website at www.skinny-pig-weight-loss.com.

In my spare time I enjoy photography, biking through the city, dog walks, the occasional video game, and watching the Discovery Channel. I also love reading or watching almost anything related to Science Fiction or Fantasy.

I grew up in Northern California and now reside in Portland, OR with my Toy Poodle, Kiki.

If you have questions about this book, contact me directly at bonnie@howtostartawebsite-forbeginners.com.

If you'd like to discuss my web design or SEO service, you can use bonnie@bonniemartinseo.com.