



## **How To Build a Website - A Beginner's Crash Course**

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## **Introduction: A Message from the Author**

People don't like to make mistakes. No one likes feeling like they are lost in the dark or lack information that others may have - especially when it appears that millions of others have solved a puzzle they haven't yet.

As the owner/operator of a highly technical business (web hosting), I have learned that there may be nothing more confusing to the average person than the concept of making, managing and mastering a website. Even though there seem to be billions of websites - most people struggle with the process of developing one; hence, the report you are now reading.

My hope is that this information will make clear the terminology you may be bumping into, and that the fundamental concepts of working with, and maintaining a website will become sensible for you.

For starters, it's important to know that the creation of a website is not all that mysterious. Websites are used everyday by anyone who wants to *communicate with, market to* or *share* information with the world through the magical technology of the Internet's World Wide Web.

Whether you want to have a website to sell a full line of products, show off pictures of your grandchildren, display your contact information like an electronic business card, promote an event, collect leads for a mailing list...or anything else you can think of - this report will help you understand, in a step-by-step way, how you can design, build, host, manage and offer your website to the world.

Enjoy,

**Greg Hughes**  
**Teknon Media**



## **The Five (5) Steps to Creating a Website**

People who have websites are called *Webmasters*, and it's the job of the Webmaster to manage and maintain the website.

Creating and managing a website for some, seems to be a bit intimidating. The thought of creating something so technical might sound like the work of only the geekiest among us... but actually, a website is just a set of documents (much like the ones on your computer) that are stored on another *kind* of computer called a **web server**... so they can be seen on the Internet.

You can narrow the process of developing a website down to FIVE (5) general steps. Below is an overview of the steps you will need to take to create a web site.

- 1. Register a Domain Name**
- 2. Open a Web Hosting Account**
- 3. Design and Build Your Web Site**
- 4. Set Up Your E-mail**
- 5. Upload Your Site to Your Host**

The purpose of this guide is to explore each of these five steps in a simplified step-by-step process.

# 1. Register A Domain

In order to have a website *TO* master, the first thing you need is your own domain name. This is simply the "whateveryouwant.com" or "whateveryouwant.net", .org, .biz (and so forth) that you want to use to label or name your website. Your domain is how people will find your website on the Internet.

Your domain will need to be unique (no one else using it) *AND* it will need to be associated with the address of the server it is going to be hosted on. This server address is known as an IP number. When your domain is pointed to the correct server address, it can then display the website you are storing there.

To accomplish this... first, you must REGISTER your domain with an accredited domain registrar, so that your domain can be made public and checked against domains that already exist. Again, you can only register and own a domain if no one else already has it. Sometimes, when you are trying to register a new domain, you have to get creative in choosing other variations of the name you want because your first choice may already be taken.

When registrars file a domain name registration for you, they need to know 3 basic things:

1. What domain name you are securing (yourdomain.com)
2. Who you are  
*(Although you can protect your privacy from the public, the registrar needs to know this.)*
3. Where you want that domain to **POINT**  
*In other words, what web hosting server you'll be using for your domain. If you don't know this at the time of registering your domain, the registrar will either PARK the domain for you, or point it to a default setting that you can change later.*

You can register a domain name here: [Teknon Domains](#)

## 2. Web Hosting

In order to have a website on the Internet, you need a place to store it so that the public can find it.

When you purchase web hosting, you are sort of renting space on the Internet. Actually, you are just renting hard drive space along with some very useful applications and important website tools from a company that provides space on the Internet. That "space" is called a *web server* and is provided by a web HOST.

The Web Host makes sure your website is available to people who are browsing the Internet. You are also paying for bandwidth which, in crude terms, is just a measurement of accessibility between the public and your website files. When someone views your website, for example, they are *spending* your bandwidth.

The good news is that bandwidth (and all other hosting functions), are amazingly inexpensive these days.

There was a day when \$50 a month would be a normal fee for just a little disk space and bandwidth. Then in time, as is typical with technology, connections got faster, servers became more efficient, the Internet became more commonplace so prices dropped, even though technology advanced.

[Teknon Media](#) was one of the first web hosting companies to offer massive amounts of disk space and bandwidth for less than five dollars a month. (You may have seen the name [5dollarwebs.com](#) at some point in your web surfing. That was a [Teknon Media](#) web site.) Today, that price is more common.

## **Different Kinds of Web Hosting**

There are different kinds of web hosting plans and dependent upon your website and budget, any of these may be the right type.

### **Shared Hosting**

Shared hosting is the most common type of web hosting account. Most of the websites you visit are on a shared host.

Shared hosting simply means that the web hosting account is *SHARED* on a server with many other web hosting accounts. Some web hosts actually store more than a thousand web sites on one server! That may sound like a lot of sharing, but depending on the size of the web server, its hardware, drive space capacity, bandwidth, connection, RAM, processing speed, it may be just fine.

At [Teknon Media](#), we specialize in shared hosting plans that are balanced in such a way that each web hosting account gets full use of a server's resources with minimal load issues. In fact, our proprietary load balancing technique is a trade secret that we invented.

### **Dedicated Hosting**

You might say that the opposite of shared hosting is DEDICATED hosting.

Dedicated hosting is much more expensive than shared hosting, in that the user of a dedicated server does not share that server with any other users. While this can cost as much as 40 times the cost of shared hosting, the advantages of using a dedicated server are huge.

### **Multi-Domain Hosting**

This form of shared hosting has become popular in recent months with users who want an easy way to manage several websites in one hosting account.

A multi-domain hosting account allows the user to host a main domain name on a shared server, but be able to create additional ADD-ON domains under the structure of the main website. The server uses a sub-domain in the background as a storage facility for an add-on domain's website files and thereby creates a virtual "sub-website" without the cost of purchasing an additional web hosting account.

### **Reseller Hosting**

This type of hosting plan is designed to serve professionals such as web designers or business people who want to provide hosting to *THEIR* customers. Reseller hosting plans allow the user to resell web hosting at retail prices and pay wholesale, or bulk prices for their services.

### **Getting a Web Hosting Account Set Up**

Obtaining hosting service should be painless and easy. At [Teknon Media](#), it is a matter of telling us what domain you want to use (either provide us with an existing domain, register one yourself or let us register one for you), then choose your hosting plan.

If you purchase Basic (*shared*) hosting, or Multi-Domain hosting with Teknon Media you get instantly set up on one of our premium web servers along with access to the most popular web hosting control panel known as cPanel.

You can compare several kinds of hosting plans; their features and prices by visiting [Teknon Media](#).

## **Part 3: Building Your Website**

### **Website Editors**

There are dozens of ways to create a website. Perhaps, TOO many when you realize how confusing the process can be without also having to navigate through all the many methods of site design that you will bump into in your search for help.

So let's narrow the process down by breaking these methods into TWO categories.

#### **1. ONLINE web design programs**

#### **2. OFFLINE web design software and html editors**

### **ONLINE Web design programs**

ONLINE web design applications are often fairly simple to use - especially for beginners who don't need anything more than a simple 1 or 2 page site.

Online design applications are software programs that are stored on a server and are accessed by multiple users. They are usually pretty user friendly as they are geared toward the beginner level.

Most of these server hosted applications are template-driven. That is, the user will have a catalog of basic site templates to choose from, add some text, a few images; make a few design choices like background colors and titles of pages. After a few "points and clicks'...viola!...the user has a website.

The finished product is usually quite easily made "live" (uploaded) on the Internet with the simply click of a publish button.

There are many types of online site building programs: SiteStudio, Trellix, RVSite Builder, Zen, SiteGalore...to name just a few of the more well-known ones. Online site design programs are usually not available to the end user directly, but instead must be provided by the hosting

company (since they are server applications that are not downloaded) - but rather run on the host's equipment for access by several users.

When an online web design program is made available to the end user, it is always required that the user host their site with the provider of that software.

There are significant *DIS*advantages to using an online site builder:

1. For professionals and businesses that want to be unique, a template-driven design will not afford that luxury. Online site builders can only provide web site design layouts that are built into it. The end user will likely end up with a website that is very similar to thousands of other users.
2. Websites built with online programs cannot be hosted elsewhere. These applications are uniquely connected with the servers they are hosted on and if the user ever chose to move to another the hosting service - the website would likely be lost in the transition.
3. There is usually no local copy of an online-designed website. If the server of this kind of site ever had trouble (yes servers crash and even can lose files), it's nice to know you always have a working copy of your site on your local PC. This is not usually possible with online builders.
4. They sometimes lack advanced features. For sites that need to grow in functionality with MySQL databases, PHP dynamic content, CGI scripts and other more useful web development possibilities - most online design applications will fall short.

#### **OFFLINE web design software and html editors**

While online web applications can be easy and convenient, they are not always the best choice for professional web design. Like with anything in life, when you take the easy way, there is usually a cost. With web design, this cost will be found in very limited control over the look and function of a website.

That may be fine for small 1, 2 or 3 page personal websites, but for the serious webmaster, an offline web design program, or html editor is by far the best choice - hands down.

To design a website that looks professional, you really need professional tools. If you were building a home, you wouldn't want to use the plastic saw out of your son's toy box...you'd get a Worm Drive Skilsaw® and do it right!

The problem will be that the learning curve will be higher with an actual design program. The good news is that there are plenty to choose from, and they get easier to use as they are developed over the years.

First off, don't be frightened away by HTML editing. These days you can design a beautiful site with the look of a seasoned pro without typing one character of code. Since most web design programs are **WYSIWYG (What You See Is What You Get)** interfaces, you can usually drag and drop your way to a nicely finished design.

### **Dreamweaver, FrontPage, GoLive and more**

Most professional designers agree that the best program for professional web development and html is Macromedia's Dreamweaver (now distributed by Adobe). Developed by the makers of Flash and other widely accepted web development products, Dreamweaver continues to be the global favorite among pros...and for good reason.

There is really nothing missing from Dreamweaver as an html editor. It has only one drawback: PRICE. It is the most expensive among the favorites. While students and educators can usually find Dreamweaver at an academic discount (and available for both Mac and PC platforms), it's still pricey for some beginners.

If you are serious about web design and can make the investment, you should purchase and learn how to use Dreamweaver.

FrontPage probably has the most interesting history among all of its competitors that I have a personal connection with. As a young man growing up in the San Francisco Bay

Area, I befriended an extremely talented and brilliant co-worker who eventually ended up as part of the now famous Vermeer Technologies Team. Vermeer developed FrontPage 1.0 in a pioneering effort to be the first friendly interface for web design that the average person could use. Their innovative drag-and-drop technology would eventually revolutionize web development. Of course, Mr. Gates in Redmond, Washington got wind of Vermeer's product and, well, let's just say, \$130 million dollars later, Vermeer was part of the Microsoft Team. Now you know FrontPage as part of the MS family of Windows products.

While FrontPage continues to be a favorite among beginners and intermediate level designers, it has never found a huge share of the professional market.

FrontPage is easy to use, but technically inclined folks stay away from its Microsoft "quirkyness". It does have some limitations, but probably nothing that would stop most mid-range webmasters from using it. It is likely the second most popular package in its industry. That may be partly because it is part of Microsoft and partly because of price - as it costs less than half of what Dreamweaver does.

Adobe's GoLive was once the front runner competitor to Macromedia's Dreamweaver, but as they are part of the same family, you might think of GoLive as Dreamweaver's step sister. (No, I didn't say "evil" step sister.)

Actually, there is now very little difference between DW and GoLive - even price is the same. Either way, free trials from Adobe and Macromedia, make it easy for you to be the judge as to which one you like best.

### **Free Web Design Software**

When we talk about free software (open source) you will probably expect me to point out that you get what you pay for. And in most cases we all know that is true. However, if there is an exception to that rule, it is found here.

There was a time when this web design package was the Internet's best kept secret, but by the time you read this, you will no doubt have heard of a product called NVU

(nvu.com). If there was an award show for best free software, Nvu would walk away with all the Oscars.

While Nvu is free to download and use forever (nvu.com), it does not skimp on features. In fact, most of what the average person would accomplish with a program like Dreamweaver or GoLive can be accomplished with Nvu. It may not have every bell and whistle, but it has most of the ones you will ever need to develop a professional website design.

Nvu is a bona fide html editor, with drag-and-drop, point and click, WYSIWYG interface.

If there is any drawback to using this program (there MUST be at least one!), it is the fact that there is very little support for it. But hey, what do you expect for free?

The good news is that there *IS* documentation available and even an official User's Guide at Nvu.com. But a quick Google search for help with Nvu will produce enough results to overwhelm the most zealous searcher. There will be plenty of excited independent Nvu users who have posted on forums, written articles and even devoted precious website real estate to the topic.

Nvu is a **HIGHLY** recommended resource of beginner, intermediate and advanced webmasters.

While Nvu is clearly the best FREE web design package to date, we shouldn't ignore the fact that there are other excellent, low cost web design programs available. One of my favorites is FirstPage.

*1st Page 2000* was first released by EvrSoft in late 1998 as a free web editor and was eventually downloaded by over 2 million users. It became an instant hit with users across the globe.

Since then, FirstPage has developed into a full -fledged professional design package. FirstPage2006 Version 3.0 was release in January 2006. It has received several software awards included becoming a finalist in the ZDNet Shareware Awards, receiving 5 out of 5 cows (their version of stars) from Tucows.com and being picked as a Cool Tool from the CoolTool Network.

Although, FirstPage is no longer freeware, it is very reasonably priced at about one-sixth the price of Dreamweaver and Golive and about one-third the cost of FrontPage. It's worth trying out at [evrsoft.com](http://evrsoft.com)

Another great free design program is found at [AlleyCode.com](http://AlleyCode.com). In May of 2006, AlleyCode was included in PC Magazine's top 101 best freebies on the Internet. (Nvu also made that list, by the way.)

AlleyCode's history is sort of the opposite of FirstPage's. AlleyCode started as a 30-day free trial only package, that you needed to purchase to use. But for some reason, it evolved into freeware. I'm really not sure why it's free. It is a great program.

When it comes right down to it, there are probably too many web design programs to choose from! That may seem good to you - knowing there is a wide selection. The problem is, you can be overwhelming in your search. Because the quality and price of each package varies so widely, the new-comer could become intimidated in their search for a viable option that fits the budget.

But if you are up for it, do a search at [download.com](http://download.com) on HTML editors and set aside some time for downloading a few trial packages until you find the one that's best for you.

If you don't have the stomach for that kind of a shopping trip, start with Nvu and work your way toward Dreamweaver as your wallet allows.

### **MS Office Products and HTML**

A web page is simply an HTML document. And since an HTML document can be generated by any text editor, it has always been possible to create a website (or at least HTML web pages for that site) with programs like Microsoft Word. But in recent years, MS has built in functionality into its flagship word processor that actually allows the user to create a Word document and save it as an HTML file.

While this may not be the best way to create a complex web page, it would certainly suffice for a simple one.

MS Publisher is also quite capable of producing website files with its familiar desktop publishing-style interface. For users unfamiliar with conventional html design programs and web development software, anyone with MS Publisher experience can very easily create a publication, save it as an website (HTML files) and with any good FTP program, publish them to the Internet.

It may be worthwhile (and probably surprising) to investigate the capabilities of other widely used computer programs residing on your desktop. You may find that creating a web page is as easy as doing a **SAVE AS...** and selecting **.html** as the file type.

## Site Structure

Before you can start to learn most new things, whether it be learning to play a musical instrument or learning to build a website, it's a good idea to know the fundamental theory behind *WHY* you are going to be doing *WHAT* you are doing.

For web development, an important part of those fundamentals is found in understanding the structure of a website. That is, **what** components make up a website, **where** they should be and **how** they get to where they will be stored on the Internet. We'll call it *Understanding Website File Structure*.

## Folders, Files and the public\_html

When working with website documents, it's easy for the beginner to be confused about the distinction between website files.

In other words, websites are structured with many different kinds of files including (but not limited to) these:

1. **Web Pages** - These are usually .html documents (but not always)
2. **Images** - These are usually .jpg, .gif, .png and .bmp files

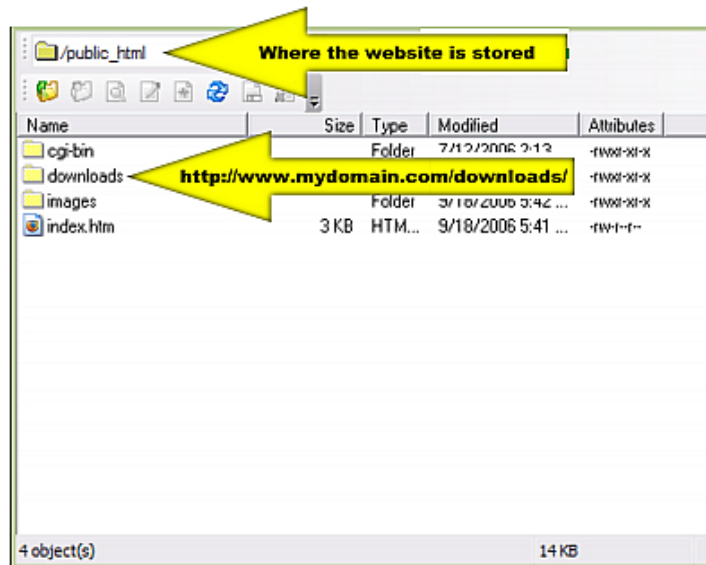
3. **Directories** - These are folders that store website files such as web pages and images (or any other web document). They are usually used to organize the structure of the website.
4. **Digital Products** - These can be software applications or e-books that users might download from a web site. They are usually .exe, .pdf files - or .zip folders.
5. **Media** - Web sites can also store and deliver streaming media such as audios and videos. There are a number of file types that fit this description and include audio files that are .mp3, .wav and other common formats, or videos that are .mov, .wma, .mpeg and so forth.
  - a. Another kind of "Media" file might be a .swf - or Shockwave file. While technically, the browser treats .swf documents as *image* files, they can provide a "media-type" experience that can have audio and video animation. In fact, this is why .swf files are so popular. Because they can efficiently provide such an effect, while "costing" the website less resource - like an image file would, these kinds of website files have quickly become a standard in developing sites that are far more interactive than less elaborate websites.

But understanding the difference between these file types may be as significant as knowing *WHERE* they are *STORED* on your website.

One of the most important parts of understanding Site Structure, is understanding the use of the ***public\_html*** folder.

Every web hosting account must have a folder (directory) that is specifically used for storage of the website files. On most web servers, this folder is almost always called the ***public\_html***.

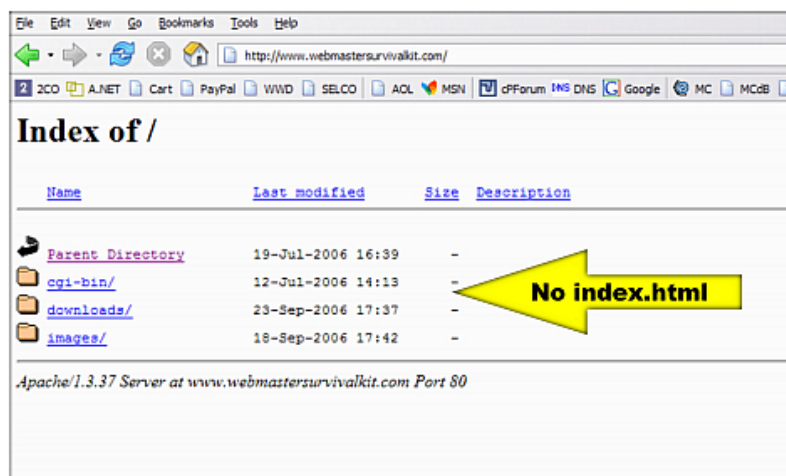
The ***public\_html*** can also contain other folders. These directories might be used to store and organize certain types of files the webmaster want to arrange in such a way that the Site Structure is easier to manage.



Additionally, the **public\_html** folder needs to contain a default "home page" or "landing page" so that when the browser finds the **public\_html** on a specific domain's website. It will have a page to land on.

When a browser cannot find a specific page, it simply displays the contents of the folder it has landed on. This is usually NOT what the webmaster wants his visitors to see.

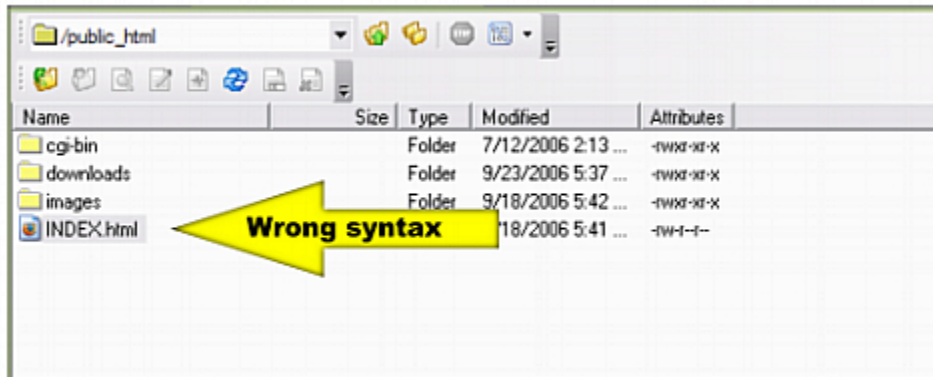
Here's what a browser might display when there is no index page stored in the **public\_html**:



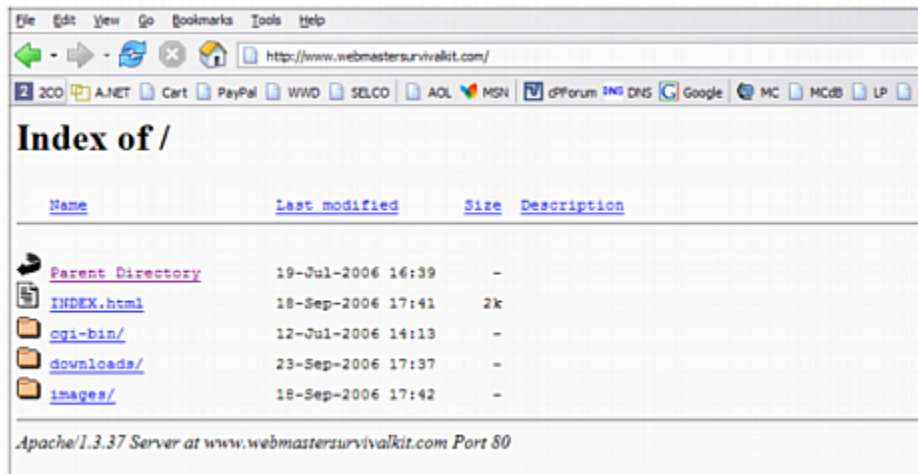
The index page that is used in the *public\_html* folder MUST be called index.htm or index.html. Browsers only know to look for that exact syntax when seeking out the default home page of a directory.

These will **NOT** work: Index.html, Index.htm, index.HTML, etc.

These **WILL** work: index.html or index.htm



Incorrect syntax of the index page in the Site Structure (as shown above), would result in the web page being displayed like this:



If you have a web page (html document) that should be displaying an image on it, you need to accomplish at least two things:

1. The image must be uploaded
2. The image must be uploaded TO THE CORRECT LOCATION within the Site Structure.

So the question arises, "what is the correct location for that image?" The answer depends on the path that was programmed into the html code of the web page that is looking for that image. Therefore, the designer of the web page must have a grasp of his/her *Site Structure*. They must know and have planned for where that image will be stored *AND* be able to "tell" the web page where to look for it.

Now, before the above instructions sound so complicated that you feel like giving up on web design forever! ...understand that *MUCH* of this can be accomplished almost automatically with a good html editing program (like Dreamweaver, GoLive, FrontPage, Nvu, etc.)

So, if we were designing an index page with a picture on it our website now has *TWO* files (so far).

Even though I am working with *ONE* webpage, there is both an *IMAGE* file and an *HTML* file (web page) that will be part of my site structure. *BOTH* of these files will need to be *UPLOADED* to my web hosting account into my Site Structure.

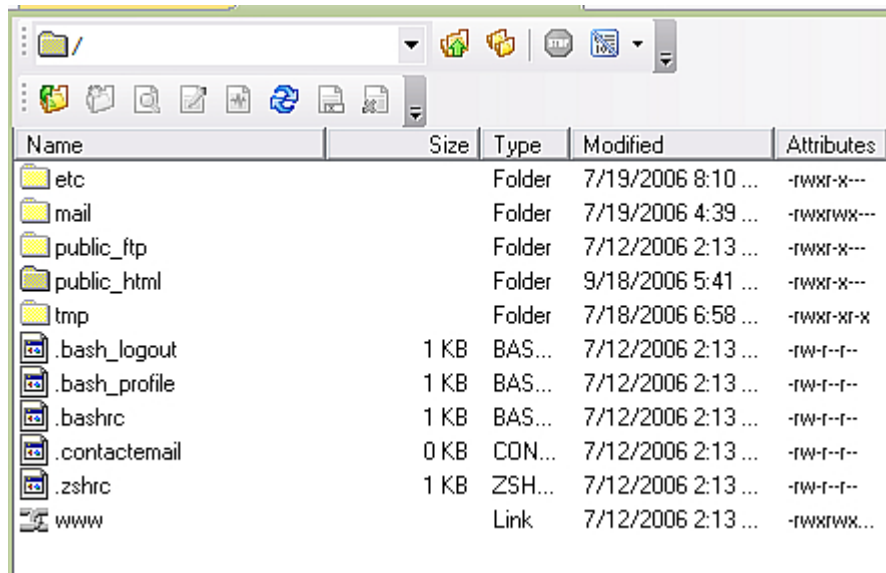
*WHERE* these files will be uploaded to (stored), and *WHAT* they are named, will determine whether or not anyone will see them.

I can create add a folder on my website for storing my pictures (images) in a more organized way.

Now my Site Structure has grown from 2 files to 3 components:

1. A web page called *index.html*
2. An image
3. A folder (directory) called *images*

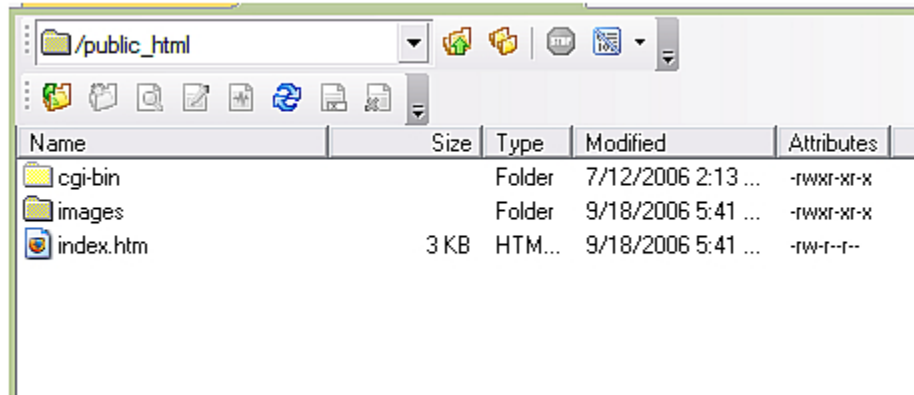
So now let's login and take a look at our web hosting account...



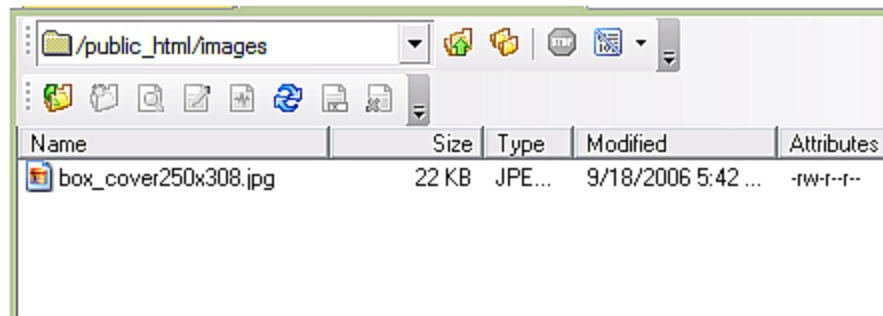
Name	Size	Type	Modified	Attributes
etc		Folder	7/19/2006 8:10 ...	-rwxr-x--
mail		Folder	7/19/2006 4:39 ...	-rwxrwx--
public_ftp		Folder	7/12/2006 2:13 ...	-rwxr-x--
public_html		Folder	9/18/2006 5:41 ...	-rwxr-x--
tmp		Folder	7/18/2006 6:58 ...	-rwxr-xr-x
.bash_logout	1 KB	BAS...	7/12/2006 2:13 ...	-rw-r--r--
.bash_profile	1 KB	BAS...	7/12/2006 2:13 ...	-rw-r--r--
.bashrc	1 KB	BAS...	7/12/2006 2:13 ...	-rw-r--r--
.contactemail	0 KB	CON...	7/12/2006 2:13 ...	-rw-r--r--
.zshrc	1 KB	ZSH...	7/12/2006 2:13 ...	-rw-r--r--
www		Link	7/12/2006 2:13 ...	-rwxrwx...

Once logged in we can see the folders and files that make up the "ROOT" or "TOP" level of our Site Structure.

The most important folder in this list is the *public\_html* folder. This is the directory our website will need to be stored in if it is going to be accessed by the *public*.



Once inside the public\_html, I can upload my website files including **ALL 3 COMPONENTS**. Now, my Site Structure is set up correctly (based on the code in my html). I have 3 files, a web page and a folder with an image (I called it *box\_cover250x308.jpg*) **inside** that folder.



The point is this: If we had uploaded our image to the public\_html folder *without* placing it inside the images folder, the index page would show an error and NOT be able to display that image. It can only do what it is "told to" and it is "told" what to do via the html instructions on that page.

In fact, the full path to the image file is:

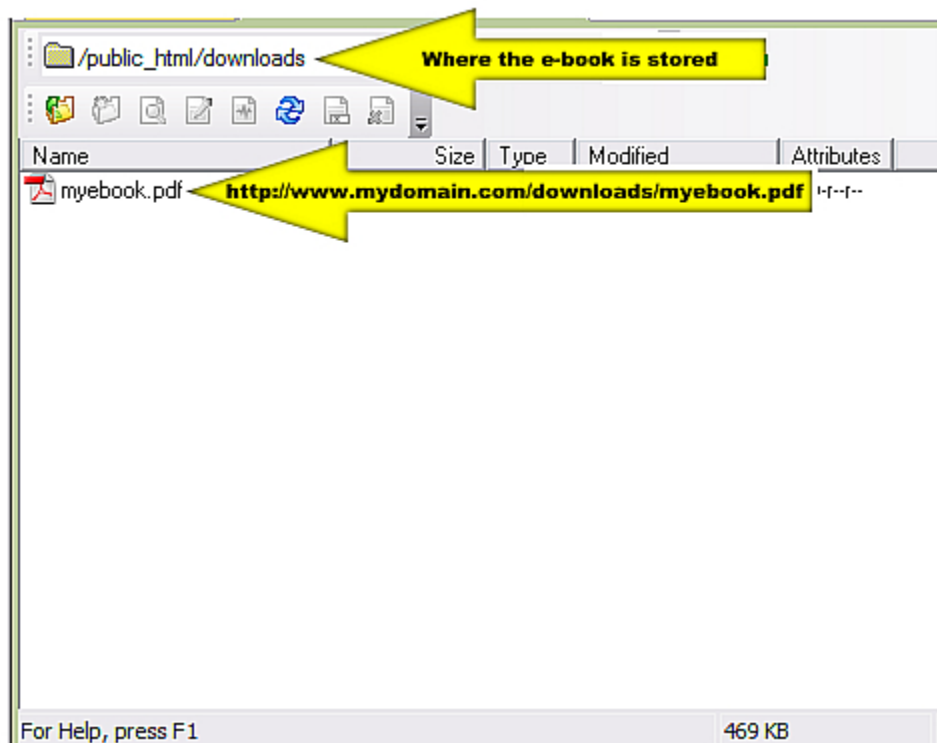
**[http://www.webmastersurvivalkit.com/images/box\\_cover250x308.jpg](http://www.webmastersurvivalkit.com/images/box_cover250x308.jpg)**

...and typing that URL into the browser would display that image **ONLY** and no web page.

There are other kinds of files that can be uploaded and accessed via the web. Where these files are uploaded TO and stored, is what determines the website structure. Files can only be accessed when their correct location (path) is known.

For example, an e-book by the name: *myebook.pdf* that is stored inside a folder called *downloads*, can only be downloaded if the link pointing to it is:

**`http://www.mydomain.com/downloads/myebook.pdf`**



Folders can also be nested to as many levels as needed. So an mp3 titled *myfavoritesong.mp3* that is stored inside a folder called *audio* which is stored inside a folder called *music*, could be accessed with a link with this syntax:

**`http://www.mydomain.com/songs/audio/myfavoritesong.mp3`**

A wise webmaster will do a little planning ahead before uploading.

For example, it's a good idea to store all images in one place (perhaps a folder called *images*); and to keep all e-books or other downloadable files in their own locations (a folder called *downloads*, for instance).

It's also smart to keep all naming conventions consistent. By using all lower case letters, the webmaster doesn't have to remember later which files contained caps and which ones had underscores, dashes, spaces, etc.

Although, technically these files *CAN* contain a mix of syntax and still work just fine -as long as the html that is embedded in the web pages that refer to them is exact.

That is the fundamental secret to designing a website with a **Site Structure** that is functional.

## **Part 4: Your E-Mail**

E-mail is the life-blood of the Internet Marketing industry. Having an Internet Marketing business without an e-mail account would be like being in the mail-order business without a mailbox! In fact, your e-mail address is as important as a telephone is to most businesses. It is how you communicate with people - and how they communicate with, or respond to you. While it's not the ONLY form of communication for your business, it's probably the easiest, most efficient and least expensive tool you will use.

There are a few ways to get set-up with e-mail. You can even get free e-mail accounts from several companies on the Web. But e-mail is such an important part of your success, it's probably best to spend a couple of bucks and get set up with a company that's going to be around. There may be a local service provider in your town that provides e-mail accounts with your online service. The point is: don't try and save money by using only free e-mail services when you run an online business.

### **Private Domain E-Mail**

When you host your domain with a hosting company, they should provide you with a number of POP3 e-mail accounts (POP mean Post Office Protocol). Some hosting companies provide you with 5, 10 or even 20 POP3 accounts so you can have professional looking e-mail. In other words, if your domain name is mydomain.com, you can have POP3 accounts that look like this: bob@mydomain.com, info@mydomain.com, customerservice@mydomain.com, etc.

If you use the POP3 e-mail accounts through your web host, you will also need an e-mail client like Microsoft Outlook. (Outlook Express ships free with Windows systems and works just great.) But there are others. You can ask your hosting company to provide you with instructions on how to set-up your e-mail client so it can download and read your POP3's from the web server onto your hard drive.

Also...when using your web server for mail, make sure your host provides SMTP (Simple Mail Transfer Protocol) service as well. This allows you to SEND e-mails not just RECEIVE them. (Yes, some hosts do not provide this feature, so make sure you ask before you host!)

At [Teknon Media](#) we provide our hosting clients with an UNLIMITED number of POP3 e-mail accounts (limited only by disk space) as well as full SMTP service. We also provide a feature with our web-based control panel called *Outlook Express Auto-Config* that automatically programs your copy of Outlook Express to send and receive e-mails seamlessly.

POP3 is the protocol that handles the INCOMING email...those messages that are sent *TO* your domain. SMTP is the protocol that handles the delivery of your OUTGOING email...mail that is sent out *FROM* you.

You can view these features as well as dozens of others by going here: [Teknon Media](#)

## Part 5: Uploading to the Internet

Until you can get the website you have created that is stored on your computer - onto the server your website will be hosted on, no one will ever see your site on the Internet.

There are a few methods to get your website files on the appropriate server. Although, a purist might argue that technically, they are all the same. File transfer, in its truest form, is what we are doing every time we view a web page with a browser. But usually when a webmaster refers to File Transfer, he/she is talking about the process of uploading files to the server.

Often, this uploading process is misunderstood or presumed to be more complicated than it is. Basically, transferring (actually *copying*) files to a web server is not that different than moving or copying them the way you might from your computer to a CD burner, or a back up hard drive, thumb-drive or any other volume you might store computer files on. The only difference is that when you are uploading files to a web server, you are usually doing so long distance. So you send these files through the Internet.

When we speak of File Transfer, there are two kinds: DOWNloading and UPloading. If you have ever DOWNLOADED an e-book from a website, you have used File Transfer. Technically, your browser *is* an FTP application.

UPloading files means sending them the other direction *FROM* your computer *UP* to the server.

You can UPload files with cPanel's File Manager, a stand-alone FTP application, a web browser or the web design package you may be using. Some web design applications have built in *publishing* features...in other words they have a built in FTP function that is capable of UPLOADING, but not DOWNLOADING.

You can also DOWNload files with most stand-alone FTP applications or your web browser.

## **cPanel's File Manager**

File Manager is a feature in the web hosting control panel (cPanel) that allows you to modify the files and contents of files that are part of your website.

cPanel's File Manager allows point-and-click uploading, editing, copying, and more. The File Manager is just *one* way to access to the files that make up your website, but it is an extremely convenient way to do so.

Some cPanel users utilize File Manager exclusively for the management of their files (as opposed to using an FTP application.) Although, there are limitations to File Manager and some things it cannot do that FTP can, for many users, it suffices as a complete interface for web site file management.

## **FTP (File Transfer Protocol)**

FTP often gets a "bad wrap" by most newbies who seem to assume it is too complicated and technical to bother with. That could be due to the fact that any "techie" jargon that has to be spelled out in letters (FTP, HTML, CGI, PHP, etc.) all sounds highly technical. And to be fair, at first glance it can be intimidating, but actually FTP is simply a way of transferring files (uploading and downloading) from one computer to another across the Internet.

Most web sites are uploaded to the Internet by means of an FTP program. This is how the website you create on your computer at home or your office is transferred (uploaded) to the Internet. Some software, such as Microsoft FrontPage, does not require use of an FTP program as it has a built-in publishing feature (technically it has its "own" FTP). But some other HTML editors also require the use of a stand-alone FTP program. There are many free FTP programs you can download at [download.com](http://download.com).

Once an FTP application is initially set up and configured, most webmasters find it to be the most efficient and fastest way to manage the structure of a website.

Also, using an FTP program to manage the files of a website has advantages over alternative methods (File Manager, browser, built-in publishing).

Those advantages include: the ability to **DOWN**load as a well as **UP**load, the ability to adjust permissions for files and folders (CHMOD) and the ability to transfer large numbers of files with drag and drop precision and speed.

Most professional webmasters prefer having access to an FTP client at all times.

## Conclusion

For many, the idea of building and maintaining a website could seem daunting or technically scary.

But if you have a basic understanding of how to manage the files on your own computer, you are just one step away from being a true webmaster.

Mastering a website is not much different than mastering your own "desktop"... the files are just stored on a remote computer that the public can access via the magic of the Internet.

If you would like to dig deeper into the concept of building and managing a website and a hosting account, be sure to visit [www.WebmasterSurvivalKit.com](http://www.WebmasterSurvivalKit.com)

**The Webmaster Survival Kit** is a GIANT collection of tools and information (it's more like a Multi-Media *ENCYCLOPEDIA*) with several video tutorials that walk you through the key steps of managing your website.

Most importantly, whether you are creating your first website, or your one-hundredth; whether your site is for your church, club, school or a business venture, remember TWO things:

1. The Internet is a GREAT research tool. (You can "Google" anything.)
2. There is an answer to almost every question somewhere in the world. Have fun discovering those answers!

When you can't seem to find an answer to your web design hosting or domain related questions...just send me an e-mail. I'm always glad to help.

At Your Service,

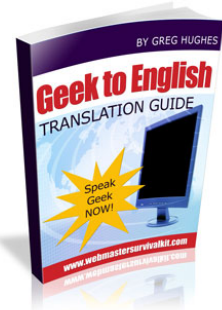
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