Your First Web Site

10 Steps to a Powerful Web Site

This e book has been formatted to be read on line. We have attempted to make it compatible with the greatest number of computers. We hope you enjoy reading this e book and it helps you to reach your goals.

---The Web Team @ TLH Interactive

Preface

You've decided it's time to start your first web site. Maybe it's one for your church or your volunteer organization. Maybe it's for your child's baseball team or maybe you've just starting your entrepreneurial career and you have your first business to promote. Whatever the reason, starting your first web site can seem like a daunting task. Especially if your VCR is still blinking "12:00" at you!

If you are one of those technically challenged persons or you just want to cut to the chase and get a web site up in the shortest time, then this e book is for you. In this book, you will learn the what, when, where and how of putting together a web site. You will learn the minimum amount of technical jargon needed to successfully launch your web presence!

I promise to only use geek speak when absolutely necessary and will give you plenty of resources to learn more if you wish.

Let's get started!

Chapter 1. Start at the End

I'm a big believer in Dr. Stephen Covey's 7 Habits of Highly Successful People. The very first habit applies to web sites. Begin with the end in mind. In other words, before we go off the deep end figuring out URL's and bits and bytes, take a deep breath and step back. Sit down with a cup of your favorite beverage and take a minute to define what exactly your website is to accomplish. Think in broad strokes here; we'll fill in the details later.

Will the web site be for a business? Are you selling something? Is it for your Sports Team? Your Church? Or just a family hangout spot? Do you expect to have lots of visitors? Will you need to handle credit cards or do you want a user forum? Make sure to think about your web site from the point of view of the target group that will be using it. Does it answer the "So What" question for them?

Let your mind see the outcome in its best possible terms. Don't worry that it's going to be too complex or hard to do. As the old joke goes "...how do you eat an elephant? One bite at a time." That's how we'll tackle this project. Small steps.

You should be able to describe the purpose or mission of your web site in a few short sentences or bullets. Then begin to flesh out some of the features you want.

Now that you have a pretty good idea of what you want your web site to do and the purpose it will fulfill, let's do another quick exercise.

Fire up your computer and go to your favorite search engine, i.e., Google, Yahoo, Dogpile, etc. Start searching for web sites similar to what you have just defined. Use different combinations of words from your mission statement. Chances are, somewhere, someone has something similar or close to what you are thinking about. Click on some of these sites and see if they have any feature or "feel" that you like. Save these web sites in your browser "favorites" file (Ctl-D) as we will be coming back to them later.

Chapter 2 Naming your Web Site

Every Web site has to have a way to be found on the Internet. The method that the Internet uses to find you is pretty complicated and we won't be covering that in this book. But the fact still remains that you need a way for the world to find your web site.

That function is taken care of by your Domain Name. Sounds scary but it isn't. For example TLHInteractive.com is the Domain Name of my hosting business. Yours might be BobsPlumbing.com. These domain names are how the Internet finds you and knows you.

Domain names all come from the same place and do the same thing. The important thing to you, the novice web site builder, is that the name you want is available! This is pretty easy to find out. Here's how:
1. Fire up your web browser and go to www.internic.net (These are the people that assign and keep track of all web site names)
2. Click on Whois in the title bar
3. On the next page you will see a search box that we will use to see if the name you want is already used
4. Type the name you want for your web site in the box, e.g. BobsPlumbing
5. Hit go and wait for the returns. In this case (as of the writing of this e book) the return says "no match for domain bobsplumbing". Great! That means we can use that name for our web site! If someone is already using the name, then it will tell you who. (Want to check this out? Type in tlhinteractive.com and hit return.)

If the name you want is already used, then try some variations on that name or try a completely different name. This is sometimes the hardest part of making a web site! Caution: If your web site name is easily misspelled or very similar to another web stie name, make sure a typo won't land your family member or potential client someplace you don't want them to be.

A few tips for web site names:

1. Keep them short and easy to remember
2. The most common ending is .com but .net and .org are also quite common.
3. Avoid easily misspelled words.
4. Avoid using special characters in your domain name.

Remember, it's possible and sometimes a good idea to have several different domain names pointing to your website. For example, Bob of Bob's Plumbing may want to buy that name in .com, .net and .biz just to make it easier for his customers and to keep the competition at bay.

Now that you have a name you know is available, let's discuss finding a place to host your web site. ***(Warning: The next section unavoidably uses some geek speak! Make sure to have a strong cup of coffee available! This is important stuff!)***

Chapter 3 Choosing a Web Site Host

Now that you have an idea of what your web site is about and what you want to name it (domain name), it's time to find a Host for your web site.

Web site hosts are companies that provide a very special kind of computing space where your web site will live. These host computers are connected to the Internet and allow the whole world to find you based on the name (domain name) you gave your web site. You can even buy your domain name from the hosting company. You'll access this space from your web browser. It's a horribly complicated business so here is all you need to know. Big room, lots of black boxes. Stop there, that's enough geek speak for now. (If you really want to know how it works, look at the resources page for more information.)

Go to Google and type in "Web Site Hosting". On any given day you will get about 1.4 million hits! Wow! So how in the world are you going to pick out who to have host your site from that! Click on a few sites and you'll be bombarded with offers that range from free to really, really expensive. You'll be buried in geek speak up to your ears.   The amount of visual "noise" on most of these sites makes it nearly impossible to figure out what you are getting for your money.

Fortunately, it's not as hard as it seems if you just keep one thing in mind. In Real Estate they say the 3 things that are most important are, Location, Location, Location. Everything else can be changed, remodeled etc. In Web Site Hosting it's Support, Support, Support!

Everyone will end up calling the support line at some time. Being able to get through, get an answer you can understand and a person you can understand is vital to having a good web host. The only way to figure this out is to call the support number of several hosting companies. See how long it takes to get your call answered. Do they speak professionally in a clear understandable voice? Are they willing to help you with "beginner" problems or do they just point you back to their website? Support is so important that you should spend your most effort finding good support. Don't be fooled into thinking that the big names or biggest, flashiest web host has the best service. Often times, these are the worst due to the volume of calls they are taking.

Let me tell you a quick story about how I learned the value of support. Early on in my Web career, I was in the process of choosing my first web site hosting company. I did my research, found a name I wanted, knew what the site should be about and was ready to buy space and put up a site. I made one near fatal mistake. I chose the hosting company based on their marketing, I swallowed the bait. But they looked so good. They had big color ads in one of the PC magazines, bright smiling faces of happy people and those low prices! Plus they seemed to give you so many free things for your money. So like a moth to the flame, I signed up to host my site with this company. That's when the nightmare began. First I couldn't log into my account, then the domain name didn't work, this was followed by the "free" software not being compatible with my PC. On and on it went. I called Customer Support. After a nearly 20 minutes hold time, I was connected to a call center in Southeast Asia to a person who wasn't really interested.   We struggled with each other for a while, then

finally gave up. I found another Hosting company and moved my account. I simply couldn't afford the bad service and neither can you.

So now that you've found a company with decent support, it's time to pick a plan! All hosting companies will offer several different plans. These plans will cost differently based on the size of hosting space you want, and other features. This is where we have to delve into the world of geek speak for just a bit.

Chapter 4 Choosing a Web Site Host Part Deux

Well, we've put it off as long as possible. No way around it, you are going to have to learn some geek speak. Fortunately, it's just a little and really easy to learn.

The two biggest items to compare once you've found a company with a support department you like is how much hosting space you want or get with each plan, usually expressed in megabytes (MB) or gigabytes (GB) and how much traffic or bandwidth is allowed. This is much easier to understand than you might think, so take a deep breath and let's do some geek speak.

The first number you see on most plans is the amount of storage space you will have for your site. Again, this number is given in either megabytes (MB) or gigabytes (GB). What does this mean? Megabytes and gigabytes are just a way to measure the amount of data in a web page or document or how much storage space will be used. Think of MB and GB as gallons. I go to the store and buy a gallon of milk. I know that a gallon is a fixed amount of milk. When I buy site space, I buy it in MB or GB, i.e., units of space. So how much is a MB or a GB? Simple, a MB is about a million characters on a page. Each letter on this page is a byte of storage space, 1 million bytes (or letters) equals a megabyte (MB). A gigabyte (GB) is a thousand MB. See? Geek speak is easy! Just like pints and gallons or dollars and cents.

How do you know how much space you need for your site? There are various ways to figure this out. However, unless you are running a large catalog business or a huge photo gallery, anything above 10 GB of space will last a long time. Let me give you an example. I once ran a web site for my nephew's Little League baseball team in 1 GB of space. This included multiple pages of schedules, a photo gallery from every game, videos of the most recent two games and other sports related news! That's a lot of data. So just look for anything giving you 10 GB or more. The great thing about hosting sites is that if you run out of space your can always upgrade and buy more.

The other number I said was important was the amount of traffic or bandwidth (sometimes referred to as transfer) you are allowed each month. This too is a pretty simple concept to visualize.

Each time someone types in your domain name to come to your site or clicks on a menu item to go to a different part of your site, the computers at your hosting company have to find your "stuff" and shoot it across the Internet to the PC that asked for it. This takes time and costs money and this is the traffic they are talking about. It's measured by the amount of data in each request, i.e., how many bytes did it have to send to make the web page. This traffic or bandwidth is tracked automatically by the host. What should you look for? Again, it depends on your site but a good place to start is a minimum of 100 GB of traffic or bandwidth a month. I run some pretty intensive sites and have never exceeded this figure yet. Just like site space, if you are going over your allotted amount, you can always upgrade your plan with your provider.

Congratulations! If you've gotten this far, you are on your way to being a Web superstar! Just a few more things and then the fun really begins.

Chapter 5 Your Hosting Account
What's under the hood?

Once you've signed up for your hosting account, you will be given or have chosen a username and password. Most host sites have a special place for you to log in using these bits of information. Once you've logged in, you will be staring at your web site control panel. Deep breath, relax, it's not as bad as you think it's going to be!

This special web site you are now logged onto represents the inner workings of your hosting space. Again, don't worry about how it works behind the scenes. Just think of it as the operating controls of your web site like a steering wheel, throttle and brakes are operating controls to your car. Most of us don't know what's going on under the hood, but we can successfully drive a car. This is no different.

Every hosting company has a unique control panel or member space, but there are going to be some common things found on all of them.

One of the common features is going to be some method of uploading and working with the files used to make your website. This will work pretty much like your home PC, so it won't be too hard to figure out. There will also be a link to create and manage e mail boxes. We'll cover e mail management in the next chapter.

There may also be links to things you can add to your web page such as visitor counters or online forums. Take some time and click on every link on the page and see what it does. Go ahead, don't be shy. The great thing about this work is that it is all software based. This means you aren't going to break anything or blow up your computer or the one on the other end. So have fun! You can't really hurt anything! And if you change some setting and can't get back to the start...well, remember that really nice support department we discovered in Chapter 3. Now is the time to call them. It's OK, they won't think you are a dummy. Believe me, they've heard it all before! The support department should be able to reset your site space to its original settings in a flash.

Next, let's take a look at one of the most useful and fun parts of your hosting account. Unlimited e mail addresses! No, really, it's a good thing!

Chapter 6 Hundreds and Hundreds of E mail boxes, Oh My!
Unlimited e mail boxes, forwarding and auto-responders

One of the really great things about most hosting accounts is the ability to create unlimited numbers of e mail accounts. This means, for example, everyone in your company or group can have their own e mail address at your domain name, e.g., bob@bobsplumbing.com. Nothing like a custom e mail address to make the kids feel cool.

About now I can hear some of you saying "but I don't want to check a whole bunch of new e mail boxes!" And you would be right! That's where a feature called forwarding comes into play.   Let's look at an example.   Good old Bob of Bobs Plumbing has a hard time keeping up with his e mail. He has to open and read each one to figure out if it's a bill or a job request or service request or just what. Bob needs a way to keep all of this separate. With unlimited e mail boxes, Bob could set up e mail addresses for each subject and provide links on his web site. So now he has e mails from service@bobsplumbing.com, accountspayable@bobsplumbing.com, and so on. Using the forwarding trick above, he has them all go to one e mail box, for example, plumbingmail@bobsplumbing.com. Now he just checks one e mail box, and he can look at the sender address and figure out which messages he wants to read first.

This gets even better! Most hosting plans will allow you to do what is known as an auto-responder. If you've ever received an out of office message back when you e mailed your buddy at work, that is an example of an auto-responder. It's simply a canned message or file that is sent back when someone sends an e mail to a given address.

Let's see how Bob can use this to make his life easier.   Bob has an e mail link on his site where people can send him an e mail and ask for service. Bob sets up an auto-responder that sends back an e mail thanking them for their inquiry and giving them a number to call if it's an emergency and telling them if it's not an emergency then he will handle it at the end of the day. Now Bob only checks his e mails once a day to answer requests that aren't time sensitive and the emergency calls are handled first. One note of caution about auto-responders. Some spam filters will react to auto-responders as spam. So be careful using them and always let people reading your web site know they will get a automated response.

Oh, and make sure you turn on the spam filter. You know how the Web can be!

See, I told you e mail could be fun! Using targeted e mail addresses like this is also a great way to make your company look bigger than it is! No one need know that all those different e mails are going to one place.

Now that we have that all under control, it's time to actually put a site together!

Chapter 7 Building your site
Tools, Tricks and Techniques

There are many different ways to build a web site. How difficult or easy it will be is hard to state in general terms. A lot depends on what the web site is for, how many pages it will be, if you will be doing e commerce and so on. Nonetheless, let's look a the 3 easiest methods. By using one of these methods or using them in combination, you should be able to create any kind of web site you want.

The 3 major methods are:
1. Online Site Builder software
2. Offline Web site development software
3. Outsource to a design firm

Let's look at the pros and cons of each of these methods.

Site Builder Software

Many hosting sites (like www.TLHInteractive.com) will provide online site building software. For many small web sites this is a quick and easy way to get started.

The site building software consists of pre-done templates that you can modify to suit your needs. You simply browse through the templates, pick a layout you like, fill in the blanks, point and click on the options you want and Ta Da! you have a web site.

The advantage to this method is speed and independence. You can put together a decent web site in well under an hour and you can change it whenever you want simply by using the site builder software to make the changes. Also, there are no special skills involved and no technical stuff to learn. Just point and click.

The downside to this is you are limited by the software to the templates shown and are also limited as to which areas or features of the template you can change. You also may end up accidentally picking the same template as a competitor! No one likes coming to the party and finding someone else with the same outfit on!

Offline Web Site development software

For those of you with a little more adventure in our soul, you could always buy a good web site development package and learn how to make your own custom web sites. In the reference section I list several good packages.

Development software can vary from the low cost to the very expensive kind. In the past you would have had to learn how to write in HTML code, the underlying code that makes a web page look like a web page. But many packages now allow WYSIWYG (What You See Is What You Get) design. This means you can type in text and draw graphics and so on to make the page, just like if you were using a word processor or graphics program and the

development software will write the code for you. It's really quite fun, in a nerdy sort of way.

The advantage to this is the freedom to make any kind of changes you want. You can change websites as you mood changes if you wish. You are in complete control of how your site looks and acts.

The disadvantage is that you have to learn the development software. This can be pretty time intensive and you have to enjoy the geek speak quite a bit. There also the cost of the software.

Outsource to a Design Firm
While this might sound like a very expensive way to do things, it can be surprisingly affordable! Considering that buying a copy of Frontpage or Dreamweaver, the two most popular web site development packages, will cost you several hundred dollars plus the time it takes to learn how to use them, the use of a design firm starts sounding better and better.

The process is fairly simple. Most designers will ask you to fill out a questionnaire telling them what your site is about, what kind of look and feel you want and so on. Then they will ask you for some sites you like and for some you don't like. So far, this is same work we would have done regardless of which method of development we had chosen.

The design gnomes then go to work and after a couple of days, they will send you out some sample web pages to look at and comment on. Once you've found a sample you like, just provide them with the text and OK the project. They will write all the needed code and in a few days send you a brand spanking new Web site to put on your hosting space! You can even get them to put it up on the hosting space for you and avoid all the geekery!

It's also possible to use a combination of these techniques. You could throw up a quick site using the site builder software while you are learning the development software. Or you could have the site professionally designed but do the upkeep and changes yourself using development software.

Whichever method you choose remember, it's just software and you can change your mind or approach any time you want!

Chapter 8 Going Live and World Wide
A few issues about the dark side of the Web

If you've made it this far you are truly on the way to earning your geek street cred! Congratulations! Take a moment to bask in the glory of your accomplishment!

Before you get too comfortable, however, it's time we remind ourselves about a few of the less palatable aspects of the Internet.

Sometimes we are so focused on our little corner of the world, that we forget that they don't call it the World Wide Web for nothing! Anything you put up on that web site is instantly available to anyone, anywhere, 24/7/365. What's my point? Don't put anything on a web site you wouldn't want on a billboard in public! This means pictures, names, phone numbers and so on. Anything that is on your page is open to the entire world!

This is particularly important to remember if you are making a web site for your church or volunteer organization. Make sure you have people's permission to put their pictures or other information on the web site before going live. If you are dealing with a children's group, be even more careful. The world is full of loonies and most of them seem to be on the Internet!

A good idea is to not use full names and descriptions (address, town, etc.) unless you have the persons permission. Or if that's information you need to share with a group of people through the web site, use a protected directory. The folks at account support can help you set that up. Using a protected directory will require a username and password to access that part of your website. It's an easy and effective way to keep things safe.

Ok, enough of the doom and gloom, let's go back to feeling good about what you've accomplished!

Chapter 9 Maintaining you Web site
Content is King! Links, broken links and backups

Your web site is now up and running, and you're thinking that all is right with the World Wide Web. Well, not so fast. Web sites are funny things. They go stale almost immediately and when they do, people quit looking. So what next? Next is maintaining your site and this really breaks down into 3 categories: 1. Updating content, 2. Maintaining links, 3. Making backups

Updating Content
The first thing to recognize is that building your web site was the easy part. Keeping fresh and keeping people reading is the tough part. Content in King on the web and without constantly changing content traffic to your site will dwindle. Studies have shown that you have about 15 seconds to capture someone's attention on the web before they click and go elsewhere. That's not much time! Plus, if they visit your site 2 or 3 times and nothing has changed, they generally lose interest. So decide now on a regular schedule of freshening your web site with new pictures, text, a contest, anything to make it different. How often should this be done? That's all based on the kind of web site it is and the purpose of the web site. Watch your usage statistics (available through your control panel) and you can tell when traffic is dropping off. This can give you a rough estimate of how often you are going to need to update the site.

Maintaining Links
Nothing, and I mean nothing, is more irritating to someone visiting your web site than clicking on a link and having it either go to the wrong page or no page at all (the dreaded 404 Error). The links on your pages to other pages in your web site can get "broken" when you add new pages or change the look of your web site. Make sure after every revision of your web site you test each and every link and make sure it still works and is going to the right place.

This is also true if you are linking out to other web sites. Check them often and make sure that site is still up and running. Web sites come and go at an amazing pace on the Web, so never assume a site you linked to last month is still there.

Backups
You've probably heard all this before but it bears repeating again. Make sure you make backups of all your web site pages and information and keep it in a safe place. There's an old joke that goes, when do people make their first backup? Right after they lose everything! Unfortunately there is a lot of truth in this old joke. Hard drives, CD's and other storage is so cheap now that there is absolutely no excuse for not having backups. You can even get software to automatically back up your computer so you can use the "I don't want to be a computer geek" excuse. (Check the reference section for some ideas on back up software). Remember, sooner or later, you are going to need those back ups. Don't wait to think about it until you have a loss!

Chapter 10 Now What?

Marketing your site, Adding whiz-bang stuff, Membership only areas and other things to think about

Ok, let's step back and see what we've accomplished in these few short chapters. You've written a mission statement for your site, you've purchased site space (hopefully at www.TLHInteractive.com!), you've chosen some method to build a site and you are on the Web. You made a set of back ups and a schedule for updating your site and now you are wondering....What else is there to do?

Now is the time to fine tune your approach, do a little marketing and maybe trick out your site with some cool add ons. Let's take at look at a few simple tasks you can do to improve your web experience.

Marketing
There are more opinions, books and articles on marketing on the Internet than I can count. So in this section, we'll just cover some of the basics and if you want more information, well, look on the Internet or check the resource section at the end of this book!

Search Engines
One of the easiest but most important things to do is to submit your site domain name to the top search engines such as Google, Yahoo, AltaVista and so on. Go to each site and look for a link that lets you submit your domain name. Search engines will find you eventually even if you don't do this, but it will speed the process up and make sure that they know you are there.

Word of Mouse
Don't forget that big address book of e mail addresses that you have. Make sure to send out an announcement about your new site to everyone you know, regardless of whether they would be interested or not. Ask them to view your site and give you feedback and also to pass your site link along to anyone they know that might be interested.

Post to Mailing groups and discussion groups
Both Yahoo and Google groups are great places to advertise for free that your website is open for business. Check out the list of groups and you are bound to find several that match or would be interested in your web site.

Google Ad Words
If you have an advertising budget to work with, you should look into the Google Ad Words program. Just go to the Google's web site and click on Advertising Programs. It can be a very reasonable and effective way to get your name out there.

These are just a few of the many ideas for marketing your web site. And don't forget to tell all your friends and neighbors! Word of mouth is still the best advertising around and it's free!

Member Areas, Whiz Bang tricks and other Web Fun
As you become more comfortable with working with your website, you may want to add some bells and whistles to it. These can be tied in with a certain marketing plan or just stuff to make your web site more enjoyable. Remember though, don't go overboard on adding fancy gadgets and animations, etc. to your site. That can be a big turn off to the user and may not be compatible with every computer out there, causing great frustration. This is like ice cream, a little bit is good, too much will make you ill.

Membership Areas
We touched on this a bit earlier but it's very easy to set up sections of your site that require a user name and password to access. This might be a good place to put the calling list for your church or make a download spot for people who pay for information. Use your imagination. People love to have an "inside" spot to go to on a web site.

Discussion Boards
Much like Yahoo or Google groups, you can set up a discussion board (sometimes called a bulletin board or BBS) on your web site. This gives visitors a place to leave messages for you, discuss whatever topic your web site is about and can generally create a nice "community" feel for your site. One word of caution. You are going to have to monitor what is posted to these discussion groups. Sometimes people don't think before they type and you want to keep the group as clean and friendly as possible. Perhaps one of your site visitors would like to be the moderator?

Animations, Videos and so forth
These can be fun. Things like visitor counters, visitor sign in books, a demo or welcome video all can compliment and add to the appeal of your web site. As noted above, just be very frugal in their use. Not ever one enjoys these enhancements. And for those people who are still using a dial up connection, a lot of fancy animations and video can kill their desire to see your site.

Conclusion and Parting Thoughts

If you've followed the steps outlined in this book then by now you should have your web site up and running and are receiving rave reviews and lots of hits. Step back for a minute and review all that you've done and give yourself a well deserved pat on the back for learning a new skill!

Where you go from here is up to you. You now have the knowledge to get just about any kind of web site up and running. Be prepared, Web sites are a lot like potato chips, you just can't have one! Before you know it, you'll have a personal site and one for your hobby and one for your kids.

I hope you've enjoyed reading this e book on web sites and when the time comes, you'll pick TLH Interactive for your hosting and design needs.

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Since you were kind and patient enough to read this e book and because we want you to succeed, we will rebate your hosting account activation fee of $9.95 when you sign up for any hosting package for a year!

Simply send the information below to us at rebate@tlhinteractive.com**. Please allow 6 to 10 weeks processing time to receive your check.**

Send the following information:

Full name and address on the account
Daytime telephone number
E mail address
Type of account you signed up for e.g. Gold, Silver, Lite, etc.

Note: All information is private and will not be sold or otherwise distributed outside of TLH Interactive LLC

Resource Guide

Books about Building Web Sites

Building a Web Site for Dummies, Second Edition
by [David A. Crowder](#), [Rhonda Crowder](#)
Paperback - REV
ISBN: 0764571443

Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond, Second Edition
by [Jennifer Niederst](#)
Paperback - 2ND BK&CDR
ISBN: 0596004842

Building Web Sites All-in-One Desk Reference For Dummies
by [Claudia Snell](#), [Jim White](#), [Doug Sahlin](#)
Paperback
ISBN: 0470009942
Pub. Date: January 2007

Books about Web Design and Usability

Web Style Guide: Basic Design Principles for Creating Web Sites
by [Patrick J. Lynch](#), [Sarah Horton](#), [Sarah Horton](#), [Louis Rosenfeld](#)
Paperback
ISBN: 0300088981

Don't Make Me Think: A Common Sense Approach to Web Usability
by [Steve Krug](#)
Paperback
ISBN: 0321344758

The Non-Designer's Web Book
by [Robin Williams](#), [John Tollett](#)
Paperback - REV
ISBN: 0321303377

Books on Marketing a Web Site

101 Ways to Promote Your Web Site: Filled with Proven Internet Marketing Tips, Tools, Techniques, and Resources to Increase Your Web Site Traffic
by [Susan Sweeney](#)
Paperback
ISBN: 1931644462
Pub. Date: June 2006

How to Use the Internet to Advertise, Promote and Market Your Business or Web Site -: With Little or No Money
by [Atlantic Publishing Company](#)
Paperback
ISBN: 0910627576
Pub. Date: June 2006

Starting an Online Business For Dummies
by [Greg Holden](#)
Paperback
ISBN: 0764583344

Software for Building Web Sites

Microsoft Frontpage
This is a very nice full feature WYSIWYG development software package
www.microsoft.com/frontpage/

Dreamweaver 8
This is the gold standard of web development. Worth the effort to learn.
www.adobe.com

Coffecup
This is a great, affordable web site development software
www.coffecup.com

Software for Backups

Symantec Corporation
http://www.symantec.com

JAM Software
http://www.jam-software.com/index.shtml