

The

Web Hosting Starter Guide

By Greg Hughes

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``I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.'' - Richard Nixon

Confused??

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 production of the book you are now reading.

I put this volume together as an effort to help anyone who is interested in understanding most of the technical aspects of running a web site – whether it be for business, pleasure or some other cause.

As with any industry, website management has its own language which can be confusing to the newcomer. To make matters worse, sometimes we use the lingo inconsistently, as it changes often, making it almost impossible for the "newbie" to jump in and catch up with what everyone else is talking about.

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.

From domain names to web servers; html to cgi-bins; from POP3 to SMTP...we'll cover all the common "geeky" jargon, hoping to translate it into English, so you can wrap your mind around the concept of being a truly accomplished *Webmaster*.

Have Fun

Greg Hughes

What exactly *IS* a Website?...And Who Needs One?

Let's demystify things first. A website is simply a collection of documents – much like you would have on your computer – that display mostly text and images. These computer documents (files) are stored on a special computer called a web server or web host, in a format that is compatible with applications called web browsers. When people browse the Internet, they can view these documents, provided they know where to look.

The web host, or web server that stores the website files has a special address called an IP number, which is associated with a specific domain name. When that domain name is typed into the web surfer's browser, the website being stored on that host is displayed.



....and Who needs one?

Websites are used by anyone and everyone 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 book will help you understand, in a step-by-step way, how you can design, build, host, manage and offer your website to the world.

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

This book assumes you already have a *REASON* for wanting to *master* a website – even if it's just for the sake of learning how to build a website for the sheer fun of it! But you may be in need of a website for your business, church, club or school. In any event, the following steps will make it easier for you to become a bona fide Webmaster...without needing to become a computer geek!

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Overview – Five Steps to Developing a Web Site

There are five basic steps to developing a successful website. You can think of each of these events more as “tools” to manage a website. But it is worth noting that having good tools is not enough – you MUST learn how to use them.

So in this section, we look at an overview of each step - then we go into some detail about how to implement them.

Here is an overview of the FIVE steps you will need to take to create and maintain a web site. The purpose of this guide is to explore each of these areas with some depth.

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

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Part 1: Domains

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 IP address of the server it is going to be hosted on. This is so that it will display the website it represents.

Do 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. Of course, you can only register and own a domain if no one else already has that domain. Sometimes, when you are trying to register a domain, you have to get creative in choosing other variations of the name you want because your first choice may already be taken.

At Black Wire Hosting, we have found that one of the most confusing issues arises when trying to understand the difference between DOMAIN REGISTRATION and HOSTING A WEB SITE.

Someone who already has a website online elsewhere may ask us, “Can I transfer my website to your company?” (Answer: “Yes.”)

Or someone who has already registered a domain will ask: “I registered my domain at Network Solutions. Will I have to register again to host with you?” (Answer: “No”...in case you were wondering.)

Questions like these have compelled us to make some clarifications regarding REGISTERING DOMAINS, WEB HOSTING and DESIGNING A WEB SITE, and then MANAGING that web site.

For starters, registering a domain, hosting a web site and designing a website are as different as creating a name for your store and deciding where your shop will be located, then filling it with products and displays. While all three of those activities are related, they are very different processes.

Let's start with Domain Registration.

Securing Your Domain

There was a time in Internet history when there was only one way to get a .COM, .NET or .ORG, and that was through one organization. It cost us all an initial \$70 to own a name for 2 years, then we could renew every year for \$35.

Thankfully, things have changed. Not only are there many more TLDs (top level domains) beyond the basic .COM, .NET and .ORG, but now it is much easier and less expensive. You can also register a domain name at any one of thousands of places.

You purchase the use of a unique domain through a REGISTRAR. The registrar's only service to you is to allow you to search for an available domain. (You can't have amazon.com...someone already does! And you can't use Kodak.com because it is a registered trademark AND already registered as a domain.)



Then, once you find one that you like and is available, the registrar, for a fee, will REGISTER YOUR DOMAIN under your name as the owner for a period of time (depending on what you purchased) and make that information available to the global community.

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.

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Name Servers and IP Addresses

In order to know how to connect your DOMAIN with your web site, your registrar needs to know the name of the server or web host you want your domain to point to. In other words, what the name of the computer is that your web site files will be stored on so that when people type your domain name into their browsers, they will land on your web site.

Your web site files are stored on a special computer called a web server (or host). That host has a unique identification known as an IP ADDRESS and NAME SERVER. In fact, all web servers have at least TWO IP addresses and Name Servers known as the PRIMARY NAME SERVER and the SECONDARY NAME SERVER.

They usually look something like this:

ns1.Black Wire Hosting.com (123.45.67.88)
ns2.Black Wire Hosting.com (123.45.67.89)

In most cases, the registrar only needs to know the name server (they can find the IP themselves) in order to POINT your domain to the right spot...but they always need at least two: the PRIMARY and the SECONDARY.

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The DNS

Every web server (host) on the Internet has a unique address called an "IP address" (IP stands for "Internet Protocol").

Since it would be difficult and impractical to remember everyone's IP address, we have a Domain Name System (DNS) that makes this process user-friendly. The DNS makes it possible for us to use a string of alphanumeric text, or what we call the "domain name", to be used in place of the IP. While you can certainly visit a web site by going to: <http://123.45.67.88> , it's much easier to remember it this way: <http://Black Wire Hosting.com> . The DNS makes this translation possible.

Translating the domain name into the IP address is called RESOLVING the domain name, or PROPAGATION. The purpose of this system is to make it possible for any Internet user in the world to reach a specific website entering only its domain name into a browser. (Domain names can also be used for reaching e-mail addresses.)

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Propagation or Resolve

When a domain name is PROPAGATING or RESOLVING, it means that it is being uniquely identified with a particular IP address on a specific web server (host). This process is important in order to allow the domain to point to the correct location. When the domain has finished resolving, Internet users will be able to find the web files that are being made available to the online community simply by using the domain name as the address. This resolve also makes it possible for the domain name to be used universally as an e-mail extension (you@yourdomain.com) so that e-mail messages sent over the Internet will land on the correct server.

Resolving a domain name globally can take 24 to 72 hours depending on the registrar's efficiency. Most domains resolve in less than 48 hours.

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Who is ICANN?

ICANN is the global, non-profit, private-sector coordinating body acting in the public interest. ICANN is responsible for managing and coordinating the DNS to ensure universal resolvability.

By their own definition they say this...

"ICANN is responsible for the global coordination of the Internet's system of unique identifiers. These include domain names, as well as the addresses used in a variety of Internet protocols. Computers use these identifiers to reach each other over the Internet. Careful management of these resources is vital to the Internet's operation, so ICANN's global stakeholders meet regularly to develop policies that ensure the Internet's ongoing security and stability." – icann.org

In other words, ICANN ensures that the DNS (Domain Name System) continues to function effectively, by overseeing the distribution of unique numeric IP addresses and domain names. Among its other responsibilities, ICANN oversees the processes and systems that ensure that each domain name maps to the correct IP address, and therefore the correct server's location.

ICANN's mission is to protect and preserve the stability, integrity and utility – on behalf of the global Internet community – of the DNS.

Fortunately, you will probably never need to interact, correspond or deal with ICANN (unless you lodge a complaint against an accredited registrar). But it's good to know there is "someone" behind the scenes sort of making the Internet do what we have learned to expect from it.

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How Domain Names Resolve

In an Internet address, such as Black Wire Hosting.com, the .com part is known as a Top Level Domain, or TLD. TLD registry organizations store online databases that contain information about the domain names in that TLD. The .com registry database, for example, contains the Internet whereabouts – or IP address – of Black Wire Hosting.com. So, in trying to find the Internet address of Black Wire Hosting.com your computer must first find the .com registry database.

Here's how it does it: At the heart of the DNS are a handful of special computers, called root servers. They are coordinated by ICANN and are distributed around the

world. All of these servers contain the same vital information – in order to spread out the workload and back each other up.



These root servers contain the IP addresses of all the TLD registries – both the global registries such as .com, .org, etc. and the 244 country-specific registries such as .fr (France), .cn (China), etc. This is critical information. If the information is not 100% correct or if it is ambiguous, it might not be possible to locate a registry on the Internet.

Scattered across the Internet are thousands of computers – called "Domain Name Resolvers" that routinely cache the information they receive from queries to the root servers. These resolvers are located strategically with Internet Service Providers (ISPs) or institutional networks.

They are used to respond to a user's request to resolve a domain name – that is, to find the corresponding IP address.

The resolver splits the request for a domain name into its component parts. It knows where to find the .com registry – (remember, it had copied that information from a root server beforehand) – so it forwards the request over to the .com registry to find the IP address of Black Wire Hosting.com. This answer is returned back to the user's computer. The domain name Black Wire Hosting.com has been "resolved"!

After, the resolver finds the IP address for the .com registry, queries that registry to find the IP address for Black Wire Hosting.com, it then queries a local computer at that address to find the final IP address for www.Black Wire Hosting.com. That is how the web site is found at that domain.

When you change or edit your domain's DNS record, you do so at the site of your registrar - where you secured the ownership of your domain. The registrar will often tell you that the propagation process will take 48 to 72 hours...but if you have a GOOD HOST, they can speed that process up. There is a bit of a trick to speeding up the resolve, but THAT is why you chose your host carefully :-)

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Internic, Registrars and WhoIs Databases

The www.internic.com web site is a great resource when you are dealing with the DNS. This is the ICANN web site that allows you to search globally for any domain name to see its public record of registration. In fact, InterNIC is a registered service mark of the U.S. Department of Commerce. It is licensed to ICANN, which operates the site at InterNic.com.

At internic.com, you will find important information about a domain name such as: the owner (unless protected by a privacy registration), the name servers this domain points to; the WhoIs database this domain was registered in (which tells you who the registrar is for this specific domain); and when the domain expires.

You can usually know that your domain name has finished the process of resolving when it appears in the Internic global registry. Or technically, you can test for the resolve of your domain by running an "A ENTRY" test at a DNS services site such as www.dnsstuff.com. If the test results show your domain associated with the server you want to point it to, it has resolved.

There are thousands of registrars (certified by accountable to ICANN) that you can use to purchase and secure a domain name. Basically, they all perform the same function: adding your name and data to the global registry.

Choosing which registrar is right for you is usually a simple matter of which one is the least expensive. Since all registrars perform basically the same function, it makes sense to register with the one's offering the lowest price.

When you purchase a domain registration with a particular registrar, they store your information in their own WhoIs database. So when that database is searched for available domains, the system can see that yours is already taken and registered in your name – so no one else gets it!

They also connect their search query to the Global Registry that is available through ICANN'S Internic.com web site, so that virtually ALL registered domains can be queried against.

CAUTION: During the propagation process (while you are waiting for your domain to resolve), your domain name may appear in the registrar's WhoIs database and NOT in the Global Registry. This is a bit of a problem. Technically, someone else could be registering your desired domain at another registrar at the same time you are. In both WhoIs databases, the domain would show as available because it hasn't been resolved globally yet. So who gets the domain? The winner of the race! But the good news is this race can't go on for very long...only as long as it takes for your domain name to resolve globally. If your registered domain name appears in the global registry after about 48 hours, and your name is on the record – You won the race!

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Expired and Deleted Domains

Everyday hundreds of thousands of new domains are secured at a registration site. Which makes you wonder how there are any domains left to register? Are they all taken? Actually, no. Because everyday, hundreds of thousands of domains are also DELETED from the global registry and are made available to the public. When you register a domain, you secure it for a period of time. Usually 1 to 10 years. If at the end of your term you decide to not register (or worse, FAIL to renew) your domain,

you run the risk of that domain belonging to someone else who may register it when you are done with it.

Most registrars have a generous grace period for when your domain expires. Besides, they make money when you register, so they like to "hold" it for you in case you have forgotten to secure it for the next term.

However, some registrars charge you extra for a domain that is "on-hold" and it can usually cost quite a bit more to rescue your domain from the on-hold list.

If after the grace period, you still have not renewed your domain, it is DELETED. A DELETED domain is one that is available to the public – it has been DELETED from any registry.

Some registrars also offer back-order services that allow people to "pre-order" a domain that they want to register, but is already taken. Their backorder purchase allows them first "dibs" on that domain as soon as it becomes public. Backordering, purchasing and reselling domains is an industry in itself we won't cover here. But it is important to know that if you fail to renew a domain you want to keep, you could lose it the very second it "goes public"!

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Choosing a Good Domain

Although domain registration is no longer expensive, finding a good domain name that is available can seem like an impossible task.

You will probably not find an available domain that is made up of any single word

in the dictionary. Even if one *does* become available, these are so heavily back ordered, that getting one is not realistic.

The best approach is to decide on 3 or 4 words that describe your business or website. Then, play around with those words until you come up with something that is fairly easy to read with no spaces between them and/or fairly easy to pronounce or spell.

Since most of us end up advertising our web addresses (URL) via electronic means, your end user will, in most cases, only need to click on your website address as a link somewhere – whether it be in an e-mail, search engine or some other website. So don't worry if your domain is not perfectly easy to spell or pronounce...but it should be sensible and recognizable.

Unless you plan on promoting your website on the radio or thru a lot of audio media, it doesn't have to be as easy to say/spell as amazon.com, yahoo.com or ebay.com –

that kind of easy to say/spell domain basically does not exist anymore. Those days are probably over.

However, you should avoid “cute-sie” play on words types of phrases. Don’t think of your domain as a personalized license plate that makes people guess at what you mean.

For example, if your website is selling e-books, avoid the “ebooks4u2read2day.com” kind of domain. Some people use numerals to create abbreviated words, but it is usually confusing to the eye. Use numerals carefully, if you must use them at all. They are best at the beginning of a domain and not in place of a word.

Also avoid hyphens if you can – unless it really helps clarify your domain. Some words MUST have a hyphen in between them to avoid creating some other word. That should be just about the only reason to use a hyphen. A good example of hyphen use is this: paint-it-right.com. Without the hyphens, that domain can look downright vulgar!

If you must use a hyphen, keep it consistent thru the domain. Don’t hyphenate some of the words. This is a BAD use of hyphens: my-newwebsite.com. This would be better: my-new-website.com. But, this is best: mynewwebsite.com.

Dot “COMS” are always better than other TLD’s. Although, you can often get a .NET version of a domain you cannot get a .COM for, be mindful that people will probably inadvertently look for you at the .COM first. If there is already another site by your same name, you could be sending traffic to your competitor. It is better to have a less desirable .com than an easy to say/spell .net (or .biz, etc.)

When it comes to the look, “feel” and sound of a domain, it should describe the site as best it can and still be sensible when you read it. Some of my favorite domains that fit this standard are:

pushbuttonpublishing.com (easy to remember)

ezwebstudio.com (describes the product)

bonboncharms.com (name of the company and product in one easy-to-say phrase)

audiospots.com (easy to say; short domain)

247webtalk.com (proper use of numerals)

10billionfiles.com (proper use of numerals that describes the site)

info-on-the-web.com (good use of hyphens)

the-com-artist.com (proper use of hyphens with play on words that describes the business)

mrgoodbrush.com (just the name of the company alone is a great domain)

Good online tools for researching good and available domains are at instantdomainsearch.com, nameboy.com and deleteddomains.com. All of these sites help you by searching for and displaying what is available, as well as domains that are similar to what you are looking for.

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Registering MANY Domains for the Same Site

Here is a simple, but very powerful and affordable trick most webmasters don't think of when they are choosing a domain. You can register as many domains as you want and point them all to the same site. This is affordable because all it costs you is the annual fee for each domain. So for under \$10 a year, you can have multiple ways for people to find you at the same location.

A good example is from the list above: the-com-artist.com. While that domain is a good use of hyphens, you will notice that if you browse to thecomartist.com, you will get to the same site.

This is called PARKING/POINTING. At Black Wire Hosting you can PARK/POINT as many domains as you want to on top of your main domain and its website for no cost. Your only expense is to register the domain you are going to PARK/POINT.

For Black Wire Hosting.com, our domain works because it is the name of our company. But some people forget that name and go to Black WireHosting.com. If you try it, you will see that it goes to Black Wire Hosting.com as well.

You can also try it with Black WireWebs.com, 1TopHost.com and even 5dollarwebs.com (we get many visitors from folks looking for that domain since we became well known for being one of the first hosting companies that provides hosting for under \$5).

The big boys often secure domains that are misspellings of their main site's domain. Have you ever browsed to yahoooo.com ? Guess where it takes you. Or try these: goggle.com or gooole.com – They probably have registered many other variations as well.

Another use of parking/pointing domains is when you use more than one TLD of the same domain.

This church's web address is willamettechristian.org (many non-profits use the .ORG extension). But since most people try .COM first, you'll also find that this domain gets you there: willamettechristian.com

So when you are registering a domain for your site and you can't decide between 2 or 3 variations of your name, perhaps you should get all of them and park/point them to your site. You'll still need to choose a main domain because one of those domains will need to be HOSTED, but you are free to park/point as many as you can think of for very little cost.

Also, when you register multiple domain names for your website, you can:

- Keep your competition from registering a domain name that draws customers to them instead of you.
- Promote the different products and services you offer under more product-specific names.
- Drive more traffic to your Website.
- Enjoy more opportunities to market to--and be listed in--search engines.
- Create distinct advertising strategies that reach different target markets.
- Provide customers more ways to find you when searching the Internet.
- Capture common misspellings of your domain name, instead of sending visitors to an error page.
- Protect your brand and online identity from those who may have unsavory intentions.

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Part 2 :Web Hosting

In order to have a web site 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 basic 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.

Black Wire Hosting 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 Black Wire Hosting web site.) Today, that price is common.

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What Does the Web Host Do?

A web host is a service provider that allows you to place your web site on a computer (server) which is connected to the Internet. This gives people who surf the Internet a way to access your website. The computer that the web hosting company uses is similar to the computer you have at home, the difference being that it is set up to "serve" websites and is therefore called a "server". It is a



much more robust computer than the desktop pc at home and is usually loaded with countless software applications that make managing websites much easier. A web server also holds applications that send and receive email, manage databases, work with web browsers, filter spam, install website tools, run website programs and scripts and much more.

A web host will typically have a fast connection to the Internet and they may host thousands of web sites on many servers. The web host essentially rents out space to you so that you can get your website up on the World Wide Web.

Web servers are usually stored in Data Centers – also known as Network Operations Centers (NOC). These NOCs contain many servers all connected to the Internet. It is very expensive to own and operate a datacenter. Datacenters have reliable and fast backbone connections to the Internet through several hubs and also have backup power systems, clean room atmospheres and very high security systems.

Most web hosting companies do not own a datacenter, but rather co-locate their servers remotely into a professional datacenter.

Black Wire Hosting's web servers are stored in more than one datacenter (or NOC) for security purposes and for proper balance of our network of servers. We do this to provide a wider range of connectivity and reliability for our hosting customers.

There are literally thousands of web hosting companies in the marketplace, all with different types of plans and at different prices. It can be hard to wade through all the options, especially if you are completely new to web hosting and just want to get your website up on the web. All web hosting plans have some basic common features.

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Web Hosting vs. Domain Registration

If you already have a domain name and want to use it with your web site, you can do this by simply purchasing a web hosting account. The web host will then provide you with the data you need to POINT your domain to the server they assigned you. This data is called the DNS Record information or NAME SERVERS.

If you registered your domain yourself (as opposed to having the host do it FOR you) you need to do the DNS record update yourself by contacting the registrar where you secured your domain name and provide the Name Servers your web hosting provider has assigned you. Your web host will tell you the Name Servers you need in your Welcome Letter when you purchase hosting.

You don't have to purchase a web hosting plan while you are designing your website, but you might want to buy your website name early to prevent somebody else taking the name you want. All companies that sell domain names will park your domain on their default servers until you are ready to buy web hosting. Once your website

design is at a place where you need to test it on the Internet, you would need to purchase hosting for your domain.

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Should You Register Your Own Domain or Let the Host Do It For You?

The short answer is "no", in that, it is best to register your own domain if you can. There are several reasons why:

1. You will probably save money on the cost of the domain if you register yourself.
2. You will have ultimate control over where you POINT your domain (DNS record access)
3. Having access to your domain's DNS record allows you to change hosting companies easier if you find a better deal on hosting and want to move your website.
4. Registering a domain is very easy.

Some customers choose not to register their own domain and prefer to have the hosting company do it for them. The advantages to this are:

1. You avoid the trouble of managing another account, username and password.
2. You do not have to worry about your DNS record as the host takes care of it for you, making sure your domain is pointed to the correct server.
3. It saves you a step in setting up a web site.

At Black Wire Hosting, we allow our customers to choose whether or not they want to register their own domains names. However, we encourage our customers to register their own domains because, in the long run, it is better for them. This saves them a little money upfront and allows them full control over where they host their domain.

It should be noted that you should never be REQUIRED by your host to register a domain at any one specific registrar. A bona fide (and honest) web hosting company should be able to host your domain no matter where it is registered.

However, for customers who do not want the hassle of registering their own domains, Black Wire Hosting provides a few advantages; for example, by having your domain registered FOR you, you never have to worry about whether your DNS record is correct or not. Black Wire Hosting makes sure your name servers are always set correctly.

But you should decide which method of registration works best for you. If you don't mind managing your own DNS record, the "self-registration" should be your choice.

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What Does it *Really* Mean to Transfer a Domain?

This concept is, by far, the most misunderstood process in the world of web hosting and domain registrations. The easiest way to explain what appears to be confusing the entire planet is to divide the explanation into two parts.

Transferring a Domain vs. Pointing a Domain

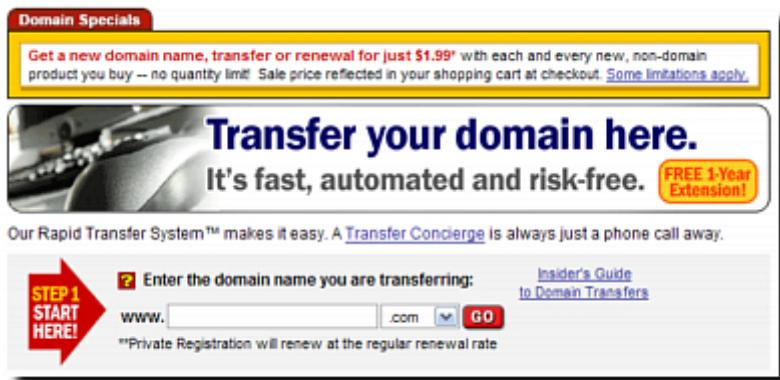
At the risk of making other web hosting companies angry, I am about to expose a misuse of terminology that has caused too much confusion over something that should be simple. So, you may ask, why would this upset hosting companies? Because, for the most part *THEY* are the culprits in making this issue confusing!

During the web hosting sign-up process, often the web host provider will ask its customer if he or she want to "*transfer their domain*". What they *MEAN* is, "will you be using a domain for this hosting account that is already registered?" (Which is an important question to have answered.)

The problem with the phrasing of their question is this: If you go to your favorite registrar's site and you click on any of their links or instructions that say "transfer a domain"...you will most likely be given the opportunity to MOVE YOUR REGISTRATION from another registrar to them. But that has *nothing* to do with hosting a domain.

So when a *host* talks about TRANSFERS and a *registrar* talks about TRANSFERS – they are usually not the same thing. That's a huge problem. The solution? Let's define some terms...

TRANSFERRING a DOMAIN



Transferring a domain (as you will learn at any *REGISTRATION* site), means to move your domain to a different registrar.

I would venture to say that about **60%**

to 80% of domains that are transferred are done so unnecessarily, due to the confusion of what a domain transfer accomplishes.

At Black Wire Hosting and Black Wire Domains, we see hundreds of unnecessary transfers every month from one registrar to another because users are under the impression that since they are changing hosts, they have to *TRANSFER*. But they don't. All they need to do is *POINT* their domain to their new host. This is accomplished by updating the DNS record (sometimes called changing the name servers).

The sad part is that some of these transfers are moving to more expensive registrars, which not only incurs extra annual cost, but delays the transition from one host to another. (Ignorance is expensive.)

Since transferring a domain means MOVING it to another place to be registered, (which should have no bearing on where it is *hosted*), then most domain transfers never need to occur.

In fact, unless you are transferring your domain from an expensive registrar like Network Solutions to a less expensive one like GoDaddy, there is **RARELY A NEED TO EVER TRANSFER YOUR DOMAIN.**

When you transfer your domain to another registrar, you are changing NOTHING about your domain or its DNS record. The only change you are making is that your annual renewal fee will likely be different. But once your domain is registered, no matter *WHERE* it is registered - you can manage its DNS record no matter *WHERE* you *HOST* that domain.

The bottom line on the issue of domain transfers is this:

Where you *HOST* your domain should have no BEARING on where you *REGISTER* your domain....and vice-versa. In fact, if the host you are doing business with *REQUIRES* you to register your domain at a specific registrar, then change hosts quickly. That is a bad sign.

At Black Wire Hosting, we believe you should register your domain at the registrar of your choice. If you don't have one, we provide a sister site as an optional resource because it is convenient and inexpensive. But we **NEVER REQUIRE ANY CUSTOMER TO REGISTER AT BLACK WIRE DOMAINS** in order to host at Black Wire Hosting.

If a hosting customer at Black Wire Hosting chooses to not register their own domain, but rather have Black Wire Hosting process the registration on their behalf, that domain is registered at Black WireDomains. We encourage self-registration whenever possible.

POINTING A DOMAIN (UPDATING A DNS RECORD)

Updating a DNS record (changing the name servers) is what most people think they are doing when they transfer a domain. But as we have clearly highlighted above...they are not the same.

When you purchase a hosting account for your domain, the host will provide you with at least TWO NAME SERVERS. These name servers are similar to domain names except that they are the English translation of a primary and secondary IP address that is unique to the server your host is assigning to you for the storage of your website.

In other words, the server your website is going to be uploaded to and stored on will have an IP addresses similar to a "phone number" that allow users to "call up" that server when looking for your website. In fact, it will have at least TWO: a PRIMARY and a SECONDARY IP address.



Thanks to the global DNS (Domain Name System), your server also has English versions of those IP numbers.

This makes it easier to remember and manage when working with the DNS record of your domain.

Instead of pointing your domain to a long string of numbers, you would point it to the Name Servers, which may look something like this:

ns1.someserver.com
ns2.someserver.com

Of course, your web hosting provider must supply you with this information so you can update your DNS record accordingly.



When you point your domain, (update the DNS record), you do so at the REGISTRAR'S website. Depending on where your domain is registered, your registrar will provide you with an interface that allows you to CHANGE the record of your domain as you need or want to.

Once you type in and save this new data, (the primary and secondary name servers that correspond with the server your site will be hosted on), your domain will then resolve – or propagate around the globe. This can take anywhere from a few hours to a couple of days....depending on your geographic location, your registrar's system and how fast your host's server "grabs" the data from the Internet.



Transferring a Website

Transferring a website is the process of changing where the site files for that website are hosted.

Usually websites are stored in more than one place....or at least they *SHOULD* be.

Assuming the webmaster has created his/her website with an html editor, that web site and all it's necessary files would be stored on the local computer workstation that it was designed on. Uploading the files to a web server would then, create a *copy* of the site on the host's server.

Some users forget that transferring files via FTP, a publishing interface or cPanel's File Manager doesn't actually *move* the site – assuming we are using the term *move* as true computer lingo. A more accurate term would be : *copy*. Transferring the site files via FTP or any other publishing method actually places a *COPY* of the files on the server, leaving the "original" copy undisturbed.

This is basic, fundamental computer file management that everyone who has used a Windows or Mac desktop environment should be familiar with. For instance, if you drag a file from one MS Windows pane to another, it actually *MOVES* the file. Whereas, dragging a file from one VOLUME (hard disk, CD, floppy, thumb-drive, network location, etc.) does not actually *MOVE* the file, but rather *COPIES* it to where it is dropped....leaving a file that was once in *ONE* location now in *TWO* locations.

This same principle is true with uploading a website.

In the event the webmaster has no local copy of his/her site files, there can be a problem when wanting to move that site to another host. This often happens if the site was built with an Online Site Builder or was designed by a third party or hired designer and uploaded from that designer's location.

When the owner of the website does not have a local copy of the site files on his/her computer, there is a vulnerability, in that, in the event the server the site is on is unavailable, the webmaster would have no way of uploading a copy of the site to an alternate server ... or a new host.

Therefore keeping a local copy of one's website is essential. Not only does this provide a backup in the event of an emergency, but it is a practical way to manage the site. Edits and updates are made OFFLINE – on the local computer. Then, the latest version is uploaded (copied) to the live host.

Sometimes, the user will log into cPanel and use one of File Manager's editing tools to repair, delete or change some data on the site. This is convenient. But if the

webmaster does not also make those changes to the local copy, the next uploaded update may not be accurate.

To keep one's local copy website in "sync" with what is live on the Internet, it's best to keep the working copy of the site and its files on the webmaster's local computer and to always view what is stored on the web server as the latest "copy" of that site.

In the event the user does not have a local copy that can be taken care of with any FTP program. By simply DOWNLOADing a copy of the site to your computer, you can always update your local workstation with what you have been storing on the net.

Often, Black Wire Hosting will have customers who want to "MOVE" their websites from one host to our service, but do not have a copy of their website. By using an FTP program to DOWNLOAD...that problem is easily remedied. Then, the user simply needs to UPLOAD the site to the new hosting account.

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How To Transfer a Site with No Downtime

Because we are moving COPIES of websites when we make a transition from one host to another, it's possible to transfer a live website without causing any downtime.

Since cPanel (and therefore the File Manager) can be accessed here:

<http://XX.XX.XXX.XX:2082> (where XX.XX.XXX.XX is the primary IP number of the server and/or the assigned IP number for the hosting account); this makes it possible for the user to have access to uploading a website to a NEW server prior to resolving the domain to that new server.

This allows files to be uploaded WHILE the domain is still live and pointing to the existing hosting account.

This principle is also true for FTP users. Since the new hosting account can be accessed using the IP Address as the HOSTNAME along with the account username and password, then it's possible to upload an entire website and have all of its files in place BEFORE switching the DNS record over to the new server.

This is why it is important to recognize that cPanel or FTP can always be accessed via the IP address and port instead of through the domain.

As a side note, it's also important to know that one can actually VIEW their web site on the new server prior to pointing the domain. This is very handy for previewing a newly uploaded site before making the switch and keeping the site live and online during the transition.

You can view a website on any SHARED server by using this syntax:

<http://XX.XX.XXX.XX/~username/>

...where username is the actual hosting account's username (same as the cPanel/FTP login). Also, notice the tilde (~) and the trailing slash in the above URL. These are essential for the syntax in this URL to work.

It should also be noted that SOME types of website files will NOT function until the DNS record has resolved. (Certain scripts, databases or anything else that may rely on a locally resolved domain.) But for the most part, this method or previewing a new website prior to the DNS resolve is convenient for making sure the layout of html documents and images are displaying correctly.

So to transfer an existing website from one hosting to another with little or no downtime during the transition, one could take these steps:

1. Obtain a new hosting account
2. Upload a copy of the website files via FTP or cPanel's File Manager to the new account's server
3. Preview the new site using the IP address syntax for the account's URL
4. Update the domain's DNS record to resolve to the new server
5. Allow time for resolve 24 to 72 hours depending on the situation.)
6. Close the old hosting account.

Step 2 assumes that the user has a copy of the website files stored on a local computer. If this is not the case, it's possible to first obtain a copy via FTP download from the old (existing) account first.

However...the BEST way to move an existing website from one host to another can be achieved easier if the site is moving *FROM* a cPanel server *TO* a cPanel server. In that case, you can allow the NEW host to take care of the transfer *FOR* you.

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Allowing the Host to Transfer Your Website

One of the greatest features of a cPanel server is a function called SITE TRANSFER. It is a feature that is usually only available to the host, a reseller or the user of a dedicated server.

This feature allows the transfer of any website *FROM* an existing cPanel server *TO* a new cPanel server. This method of transferring or moving a website has HUGE advantages over the DOWNloading of the site thru FTP, then subsequent UPLOAD by the end user. The advantages are:

1. It's Faster! – This method moves the entire site in one quick move (depending on the size of the website). There's no download/upload.
2. The HOST can do it FOR you – This method spares you the time and energy of the move, because the HOST can make this move for you with a few clicks

- of a button. Once you provide your domain and the user/password to your old account to the new host, this can be done quite easily for you.
3. EVERYTHING moves – This is the biggest advantage. By using this method of site transfer, the host is able to move not only your website files (images, folders, html documents), but is also able to move any scripts, MySQL databases, passwords, email messages still stored on the server, package types, etc. Most of these attributes cannot be moved with conventional FTP download/upload.

If you are moving your website *FROM* a cPanel server to host with a company that provides cPanel server, contact the support department to find out how they can do this for you. Black Wire Hosting provides this service free of charge.

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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 Black Wire Hosting, 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, and can't share in this book for obvious reasons.

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.

Websites on dedicated servers experience faster page loading, faster processing for FTP, downloads, uploads and basically all other server activity, simply because the resources are *dedicated* to one user. They also experience higher deliverability rates due to the dedicated use of their own IP address.

With a dedicated server, the user has the ability to host a virtually unlimited number of web sites on that same server without any additional hosting costs. In fact, the dedicated server user can resell that hosting space to other users if desired and operate a virtual web hosting business on their own. (Assuming they have the knowledge it takes to manage those customers and their individual hosting needs.)

By not sharing the server with other users, the downtime that can sometimes be caused by overuse of other server resources, is reduced drastically. While shared servers can have uptimes as low as 96% a dedicated server would compare at about 99.9%

Because of Black Wire Hosting's development of a proprietary load balancing system among our network of servers, we have been able to maintain higher uptime averages than most hosting companies of comparable size. At the time of this writing, our shared server uptime average 99.45% while our dedicated server uptime is 99.99%.

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.

There are advantages and disadvantage to using multi-domain accounts.

The advantages are obvious: You get more hosting for your money! It's very inexpensive now to host almost as many websites as you want on one hosting account for next to nothing. (This was unheard of just a few years ago.)

But the disadvantages to multi-domain hosting are not quite as obvious. When you purchase a SINGLE domain hosting account on a shared server, that account can host one single, registered domain with its own cPanel login, its own FTP account, email addresses, databases etc.

With multi-domain hosting, each ADD-ON domain utilizes a hidden sub-domain for storage under the main domain's account. So it cannot have a unique cPanel login. Although, the main user can create sub FTP accounts for each add-on, the sub-domain it uses is still part of the same account. For users who want each of their websites to be completely separate (even on different servers) or be accessed by other users unrelated to each other, multi-domain hosting would be a security problem. In that scenario, single domain hosting is best.

But from the web site visitor's point of view, an ADD-ON domain on a multi-domain account looks and behaves just like the main domain...the visitor types the full URL of the Add-on domain and never sees the URL for a sub-domain. In other words, visitors cannot tell the difference when viewing a main domain's website and an add-on domain's website. Structurally, they are the same.

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Reseller Hosting

This 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.

For example, a web designer with 20 clients, may purchase a Reseller hosting plan that accommodates 20 web hosting accounts and purchases those accounts in "bulk" for a very low price, yet has the ability to resell those hosting accounts to his/her end users by giving them usernames and passwords to access their accounts. Or that designer may simply build the cost of hosting into their own design services.

Either way, resellers have access to the server the same way that a shared user does, accept that the reseller can also create additional web hosting accounts as needed through a special interface called Web Host Manager (WHM).

Resellers with WHM access can actually start their own web hosting companies. In fact, many web hosting companies today started out as resellers until they gained enough clients to warrant having their own servers.

Since Black Wire Hosting has its own network of servers, we have the ability to provide reseller hosting to other companies that also sell hosting. In fact, Black Wire Hosting is currently hosting web sites for companies you may have visited the sites of. While you thought you were looking at Black Wire Hosting's competitors, you may have been looking at the sites of Black Wire Hosting's CUSTOMERS since Black Wire Hosting provides hosting for OTHER smaller hosting companies.

Reseller hosting is an excellent hosting method for anyone that plans on managing at least 10 web sites.

Virtual Private Servers (VPS)

VPS is just another form of shared hosting. But when you purchase VPS hosting, it simply means that you are sharing the same server with fewer users. In other words, with a conventional shared hosting account, you might be sharing the server with 200 other web sites. With a VPS, you might be sharing it with 20 or 30. The problem is there is no real way to know how many you are sharing with unless your host tells you...and they probably won't....And they probably SHOULDN'T.

There are places you can research that will tell you approximately how many web hosting clients are on a particular server, but that information will do you no good unless you have access to the server's resources, load balance and how much usage is going through that server in any given hour. Some VPS servers are robust enough to handle a thousand websites, while others should not have more than fifty. It depends on the hardware as well as a mountain of other details.

So the point is, all shared servers are basically VPS (Virtual Private Servers) – when a hosting company differentiates between *shared* hosting and a VPS, what they are really saying is: "we have servers with a LOT of users and we have servers with FEWER users." ...so they can charge more for VPS by "promising" you that you will be sharing with fewer websites.

If you are considering purchasing a VPS, be sure to ask the provider the MAXIMUM number of accounts you will be sharing with and what kind of load and resource usage they expect.

Otherwise, shared hosting is usually the best – most economical way to go.

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The screenshot shows the homepage of Black Wire Hosting. At the top, there is a navigation bar with links for WEB HOSTING, DOMAIN NAMES, SUPPORT, RESOURCES, and MEMBER LOG-IN. Below the navigation is a large graphic featuring a globe with a wire wrapped around it, symbolizing global reach. The text "BLACK WIRE" is prominently displayed in orange, with "Hosting Your World" in a smaller font below it. Below the graphic, there are three main hosting plan offerings:

STARTER PLAN	ADVANCED PLAN	EXTREME PLAN
7.95	11.95	19.95
Disk Storage: 5 Gig Bandwidth: 50 Gig Domains: 1	Disk Storage: 10 Gig Bandwidth: 100 Gig Domains: 3	Disk Storage: 20 Gig Bandwidth: 500 Gig Domains: 5
Learn More...	Learn More...	Learn More...

Below each plan, there is a small icon and a brief description:

- [Starter Plan]** The Starter Plan is our smallest hosting solution, but includes a generous amount of server resources.
- [Advanced Plan]** The Advanced Plan is a perfect solution for hosting multiple domains. This plan includes up to 3 domains.
- [Extreme Plan]** The Extreme Plan will suit the most robust needs of any online enterprise. With the capabilities of hosting up to 5 domains.

Getting a Web Hosting Account Set Up

Obtaining hosting service should be painless and easy. At Black Wire Hosting, it is a matter of providing the domain you want to use (either an existing domain you already own, one you want the host to register for you), then choose your hosting plan.

If you purchase hosting with Black Wire Hosting you get set up on a robust, premium web server along with access to the most popular web hosting control panel known as cPanel.

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What You Need – What You Don’t Need

Web hosting plans can offer a plethora of confusing features. For the small starter website, it is unlikely that you will ever need to know about most of those features.

If you are a web designer who creates complex database driven sites, or advanced interactivity then you probably already know what you need anyway. If after creating your site you have still never heard of PHP, MySQL, or “piping mail to a script with a .forward file” - then chances are you won’t need to worry about any of these things.

The important thing to know is that as you learn more about website development, you will find that these functions and features are available within your web hosting account when and if you ever need them. Yet it is perfectly common for many website builders to **never** use **most** of them.

The type of hosting plan you purchase is dependent on your needs. But it is important to remember that no matter where you start with web hosting, it is always possible for you to change (upgrade) as your venture grows.

Most Black Wire Hosting customers purchase the smallest Starter (single domain, shared) hosting plan and do fine with it for many months – or even years. Since Black Wire Hosting’s smallest plan is so large, most Black Wire Hosting customers actually do not find a need to upgrade for a very long time ...if at all.

Here’s a simple guide to help you select the hosting account you should start with:

- If you want to host one domain with one web site, you should purchase a Starter Plan. You can purchase as many Starter plans as you need and you can upgrade them as you need to. This is the most economical way to start.
- If you want to host more than one domain on the same account (but NOT have multiple users), you should purchase a multi-domain hosting account.
- If you want to resell hosting to your customers and/or you are a web designer OR you have at least 10 separate websites you want to host, you should purchase a Reseller hosting account.
- If you are an advanced user with need for ultimate control, disk space, bandwidth and root access to your server (or you want to be in the hosting business), you should purchase a dedicated server.

It is important to note that wherever you start, you can always grow, by adding more disk space and bandwidth to whatever plan you are using. You should never find yourself "landlocked" with web hosting...there is always more space somewhere.

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What Exactly Is Bandwidth?

Bandwidth is the measurement of data that is transferred through a web server at any given time. Every time someone views a web page, they are transferring data from the server to their own computer's browser. When a file is uploaded to the server (or downloaded *from* the server) data is being transferred, therefore bandwidth is being spent. Just about any activity that occurs on a web server through the use of your web hosting account causes data transfer and bandwidth usage.

Bandwidth is almost always stated as a monthly limit and usually measured in gigabytes (GB). This is the amount of actual data that can be transferred from the web server that holds your website, to the browser of the person who is looking at your website. With most web hosting services, if you go over your limit before the month ends, then either you will have to pay an extra fee, or your website will not be available until the first day of the next month (unless you upgrade to a larger account before then).

The amount of bandwidth you use is related to the amount of traffic (visitors) that you receive **as well as** what those visitors do on your website. If you have a large website with lots of images and pages to look at, you will likely spend more bandwidth than if you have a smaller site.

If you have a lot of folks visiting a website that has few files, you will spend less bandwidth than a larger website with the same number of visitors.

There are web hosting companies that offer "Unlimited" bandwidth. This seems like a good value. The truth is, you should stay clear of web hosting companies that offer unlimited bandwidth. There is no such thing; because it is not physically possible.

Bandwidth is a commodity that costs the web hosting company money - unlimited bandwidth is not only impossible, but would cost an unlimited amount of money. When web hosts offer unlimited bandwidth they are trying to trick you. They know that you will probably not use very much bandwidth. The moment you try to use a lot of bandwidth - then you will find your website shutdown.

For most websites you will not need much bandwidth. 90% of all websites use less than 10 Gigabytes (10,000 megabytes) of bandwidth a month. If you intend to have a lot of downloads of software, audio or video, then you may end up using a lot more bandwidth, and you should obtain more.

Sites with a lot of audio and video media can require a much larger amount of bandwidth if they get too big and busy. But for the average site - a small amount of bandwidth is enough in almost all cases...especially when the site is new. You can always upgrade to a larger hosting plan as you need to.

At Black Wire Hosting you can upgrade at anytime without any data loss or downtime to your website very easily, by simply renewing your web hosting account at any point.

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All About Web Servers



When you visit a website on the Internet, you are actually transferring a file (or files) from a web server to your browser. When you do business with a web host, what you're really doing is renting space on one of their web servers. The Internet is made up of millions of computers networked together, but it's the servers that are providing all the information that makes up the web - you can't have a website unless it's on a web server.

A web server is a powerful computer that uses the same kinds of processors and memory that normal computers use, but they usually have more resources than "normal" computers. Servers usually run a Unix or Unix-like

operation system like Linux or BSD, (although some run under an MS Windows operating system).

Web server software is nothing like what you might find on your home PC. Web servers run programs like Apache Web Server that manage the HTTP server itself, as well as databases and other things that are needed to make a web server do the thing we expect of such a machine. There are generally standard features and programs that many hosts have in common, but there are some applications that certain hosts will offer, while others do not.

As its most basic function, the job of the web server, is to send your hosted files (web pages) thru the World Wide Web via a protocol known as HyperText Transfer Protocol (http). Web servers have hard drives, like personal computers that store your files.

Of course, web servers are capable of doing more than simply displaying files. They also have software applications that allow for user interactivity on many levels. For example, certain web server applications are capable of inserting information into pages, such as that which is stored in a database. This is done with scripting languages like PHP and Perl. The

Operating system	Linux
Service Status	Click to View
Kernel version	2.6.14.3.ds2.p4
Machine Type	i686
Apache version	1.3.37 (Unix)
PERL version	5.8.7
Path to PERL	/usr/bin/perl
Path to sendmail	/usr/sbin/sendmail
Installed Perl Modules	Click to View
PHP version	4.4.2
MySQL version	4.0.27-standard
cPanel Build	10.8.2-RELEASE 119
Theme	cPanel X v2.5.0
Documentation	Click to View

server “knows” that it should associate files that end in .pl or .php to the appropriate script interpreters, and these interpreters then tell the server what to send to the browser. This is sometimes called dynamic content.

While there are more than one kind of web server system applications, the most common and clearly the industry leader, is the ApacheWebServer. This open source software is the most popular server software out there, with around 70% of the market share.

The Most Popular Server System is known as a LAMP server because it is set up with all of the most popular and common system configurations.

LAMP in an acronym that stands for: Linux, Apache, MySQL and Perl/PHP. The term was originally used as an explanation that highlights the fact that open source software could be as effective as more expensive solutions like Microsoft's .NET. To understand the LAMP system better, we will look at the components individually.

Linux - Linux is clearly the open source operation system of choice, and the main alternative to Microsoft Windows when it comes to web server operating systems. Thousands of students, enthusiasts and volunteers from all over the globe develop Linux and create applications for it. Linux runs on the Unix platform, which means that it's very stable and fast. While widespread use of Linux for the desktop computer will probably never happen, Linux is still very popular for use on web servers. While most people use MS Windows on their desktop PC's, most of the Internet is stored on a Linux/Unix machine.

There are many different distributions of Linux and each one has its own unique features. The most popular varieties are Red Hat, FreeBSD and CentOS.

Interestingly, Apple's Macintosh computers are Unix-based systems and are also well-known for their system reliability and minimal vulnerability to viruses.

Apache – Apache WebServer is still the world's most popular web server software. It was based on one of the earliest web server applications, which was developed by the HTTP Development Team who was part of the Software Development Group of the National Center for Supercomputing Applications at the University of Illinois at Urbana - Champaign, IL, USA. Their history goes back as far as 1995. Apache Web Server is suitable for just about any kind of web server implementation. Apache's development is maintained by the Apache Foundation (www.apache.org) a non-profit organization.

MySQL – (Pronounced “My Sequel”) is a relational database, popular because of its relative ease of use and the fact that it's open source software (free). It is considered to be much easier to set up and use than more traditional database software applications. MySQL databases can be managed using a wide range of programs. The development of MySQL is managed by a Swedish company called MySQL AB (www.mysql.com). MySQL is easy to work with in script applications that are coded in PHP or Perl.

Perl and PHP – PHP and Perl are both scripting languages, and they are both used as the code that makes a database-driven website operate appropriately. However, the two languages are very different: Perl is powerful but hard to read and harder to learn how to code. PHP is simpler and more like “English”, but has some limitations. Choosing between them is largely a matter of preference and dependent on the end result required, which is why they’re both included in the system - some providers also include a third language called Python, as an alternative.

If you’re just starting out with web development programming and scripting, it’s probably best to use PHP. The official site (php.net) has good tutorials and references on the language. Perl’s site is at www.perl.org, but you should only start using Perl if you’ve got some previous programming experience.

Black Wire Hosting provides only LAMP configured servers due to their reliability, and commonality in the web development community.

What about Windows-based Servers? There is a reason why Black Wire Hosting does not provide Windows based servers to its customers. Besides being more expensive, the issues of security and reliability necessarily preclude us providing these systems to our customer base.

Despite Microsoft’s dominance of everything to do with home and office desktop computers, their web server software sits on a relatively low 20% market share. Although, 20% of millions of servers is still a substantial market, so it is likely that Microsoft’s IIS (Internet Information Server) will be around for awhile longer.

Microsoft’s Internet Information Server is mainly known for its terrible security record. This became most famous when a security hole allowed the Code Red Worm (a virus) to spread between IIS servers back in 2001. Microsoft was forced to issue press releases asking people to secure their servers, which meant that millions of webmasters had to go to Microsoft’s website and download a patch to fix the problem. This caused many to quickly acquire Apache systems instead, so the same thing wouldn’t happen again. Most of IIS’ security holes were caused by functions that were not in common use anyway, but they were left alone because IIS ran with all the security privileges available. Once someone got past those servers lacking security, they could access and do anything to the system. Eventually, Microsoft turned off unnecessary services and made the server run with fewer privileges, creating a much more secure web server.

Probably the most common criticism of IIS is that it has a tendency to fail under heavy loads, as it can’t handle very many connections at one time. If you’ve ever seen an error that says something like “Website Too Busy”, chances are that IIS may have been responsible for it.

The primary reason anyone uses IIS is that they created their websites using Microsoft’s software. This usually means that their database is Microsoft SQL, and their pages are written using ASP (Active Server Pages), the latest version being ASP .Net. In 2001, ASP was the leading solution for dynamic web pages. In 2002, PHP took the lead and has clearly continued to dominate since then.

If there had been a race for dominating the Internet server market, that race is now over – with PHP the victor as far as popularity and market share are concerned. Open source languages can seem unreliable to managers, and they were often unwilling to make the change from technology that had the backing of a big company like Microsoft. Many companies are now starting to change that philosophy as open source applications continue to dominate the market as reliable solutions.

With so many wanting to move away from IIS, a market opened up in helping them to do so while letting them keep their ASP code. A solution was developed that prevents these users from having to RE-code their applications with PHP.

The best solution was a program developed by Sun MicroSystems. It is server software called ChiliSoft! (I'm not yelling at you – the exclamation point is included in the actual brand name.) Unfortunately, that software costs \$500 (which is where the exclamation point *SHOULD* have been), so it's only really worth using it if you have a lot of code in ASP.

For almost everyone, the best thing to do is to stay away from IIS to altogether, as in the long run it really isn't worth the trouble and expense in the first place.

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Getting Support

Most of what web hosts do is provide support. In fact, any good hosting company will spend about 80% of its labor costs on customer support. Legitimate, professional hosts will provide more than one way to get help including the following:

- E-mail support : Obviously, all Internet service companies will have a way to be contacted by e-mail.
- Support Ticket System : Online ticket systems, (or trouble tickets) are an excellent way to communicate with your hosting provider without having to rely on e-mail conversations (e-mail is never 100% reliable). Also, support ticket systems keep a record (or thread) of your issue(s) so that you can refer to answered questions again later.
- Support Page (knowledge base, frequently asked questions, videos and other 24/7 accessible information) : Having access to the most common issues 24/7 just by accessing the host's website is an easy and fast way to get answers without having to wait. Most support or FAQ pages on the website will display the most



- common issues that customers have. A good support area can deal with as many as 90% of its customer's questions.
- Telephone number : Your hosting company should have their telephone number listed. Contacting them by phone might be needed in the event of an emergency or for extra quick response to an urgent need. Some hosts provide 24/7 toll free support – but usually for an added cost. That cost is either charged directly to customer or is absorbed in higher hosting prices for all.

Black Wire Hosting provides all of the above methods of support. While we provide a phone number that is available for support during normal business hours (approx 12 hours per day), we do not currently use 24/7 800 support in an effort to keep hosting costs as low as possible. Black Wire Hosting has an excellent response time through the use of a support ticket system, e-mail support and support page complete with knowledge base and online video tutorials.

Of course, at Black Wire Hosting (as should be the case with any web hosting provider) all servers and networks are monitored 24 hours a day, 7 days a week , 365 days a year by real, live human beings in a data center that is highly secure and energy-stable.

When requesting support from your web hosting provider, here are some tips that will allow you to get faster, better and more thorough answers.

- Be sure to provide as much information you can about who you are (at least your full name, domain, email address.)
 - o This is the WRONG way: "Hi, My Website is down. – John."
 - o This is the RIGHT way: "I can't access my website when I go to mydomain.com. I was not having any problems an hour ago, but now I cannot see the site. John Doe"
- Make sure you have explained as specifically as possible what the problem is to the best of your knowledge
 - o This is the WRONG way: "My e-mail doesn't work. Please fix it."
 - o This is the RIGHT way: "I use Outlook Express with my domain email and I am not able to connect. I am getting an error that says my password is not accepted, but I'm sure it is correct. John Doe mydomain.com "
- If possible explain what you have done and/or what have not done when the error or problem occurs. Providing links to specific pages, scripts or images can be extremely helpful.
 - o This is the WRONG way : "My website images don't show"
 - o This is the RIGHT way. "I have uploaded 5 images for this page: <http://www.mydomain.com>, but they are not being displayed when I view my site on the Internet - John Doe."

Helping the support team with more information is always going to serve you better than if there is missing information. The more specific you can be, the better you can be helped.

When you are at a place in your website management where something is not working and you need help, you should take these steps:

1. FIRST go to the web host's 24/7 support page and look for your issue there. Sometimes you can simply use CTRL-F (Find) on that page for a keyword that

matches your question. Usually, 90% of most customers' questions are solved on that page.

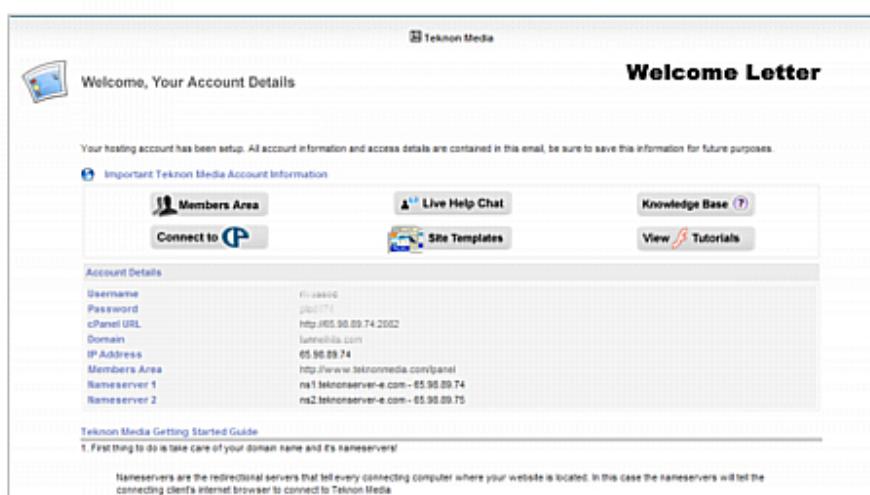
2. Next, if you can't find an answer, you should create a support ticket that contains as much specific information as possible with all the details of what is wrong, what steps it takes to replicate the problem(s) and/or links to any pages or files that will help solve the problem.
3. After you submit your support ticket, you might want to try typing in your question into Google or Ask.com. It is surprising how many web hosting issues are common to many people - and there are often dozens, if not hundreds, of similar questions and answers plastered all over the Internet. Search engine research is a GREAT way to learn more about what will solve a particularly common problem.

The bottom line for getting great support from any hosting company is to provide them with as much information as you possibly can. This will prevent them from having to ask you for more information before they can resolve your issue(s).

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You Have a Hosting Account ... Now What Do You Do?

Once you have purchased a web hosting account, it is easy to become overwhelmed with the number of features, functions and tools you suddenly have access to. But the best approach when looking at your new account is to understand that you will probably NOT need all of the features provided with your account. People from many different experience levels purchase hosting accounts and each one has different needs. So your hosting account is going to come packed with features including advanced ones that may confuse you at first.



If you are just developing your first web site, you'll find that you have access to a number of advance features that may intimidate you. But relax. The best thing to do is to get to know how to use just the most basic functions that you will need.

Purchasing a web hosting account and looking at its features is a bit like buying a new car and looking under the hood. Unless you are a mechanic, many of the tubes, wires and belts will just look like a confusing mass of connections...but not understanding how the engine works, will not stop you from driving the car.

In keeping with that analogy, what you WILL need to know in order to drive the car are some basics of driving...like shifting gears, accelerating, braking and steering.

The same is true for using your web hosting account. All you really need to know are some basics and you can easily develop and manage your site with some simple and easy to use tools....once you know where there are, what they do and how to implement them.

Basically, no matter what level of experience you come in at, there are some basic web hosting functions everyone should know how to use.

But before you look at those basics, do this:

If you haven't already, decide how your site will be designed and edited on an ongoing basis. While this may seem obvious, it is an extremely important step to pay attention to.

There are many different web design programs (too many to list here) but there are basically three ways to MANAGE your web site files on the server. That is how you upload, or send your files to the server.

The three ways of uploading files are:

1. Through the design software package itself - Some design programs have built in programs that will upload files for you. FrontPage from Microsoft is such a program.
2. Through File Transfer Protocol (FTP) – This is the most common (and most efficient) way to manage a web site. Once you have a web site created, you can use FTP software to send your edited pages and images to the server.
3. Through your web hosting accounts control panel. Most web hosting control panels include a file management function that makes uploading your files directly to the server a breeze. For example, cPanel has a function called File Manager that provides this feature.

HOW you design and edit your web pages and organize your file structure will, to some degree, determine what features you need and use with your web hosting account.

For example, if you decide to use Microsoft's FrontPage program to edit your site, you will need to use the FrontPage extensions feature that your hosting provider will have for you. Usually, you can install (turn ON) these extensions with the click of a button through your hosting account control panel.

On the other hand, you may decide to manage your site with an HTML editor like Adobe/Macromedia's Dreamweaver. If that's the case, you will need to know how to use FTP for managing your site. Some web design packages like Dreamweaver have a built-in FTP application, which makes sending your edited files to the server pretty easy.

Other html editors do not have a built in FTP application, so you will need to get one if you plan on managing your site that way. There are many FTP programs available from a cost of \$0 up to \$50. You can find many of them at download.com or by doing a Google search for "FTP software".

FTP is basically a simple way of transferring files from your computer to the server your site is hosted on. It's not hard to use, once you have it set up, and most FTP programs work the same. To use FTP, you are going to need to know the following:

Your web hosting account's IP address (hostname)

Your web hosting account's username (login)

Your web hosting account's password

You can also use some browsers to FTP into your site. Basically all browsers are technically "transferring files", so it makes sense that you should be able to FTP with your browser.

For example, you can use Internet Explorer to FTP into your hosting account by using this syntax in the browser's URL bar:

<ftp://ipaddress:username@domain.com>

Notice that the ftp appears where you might normally put http.

The IP address would actually be a set of numbers separated by dots.

The colon (:) is then followed by your web hosting account username, the "at" symbol (@) and then your domain and extension.

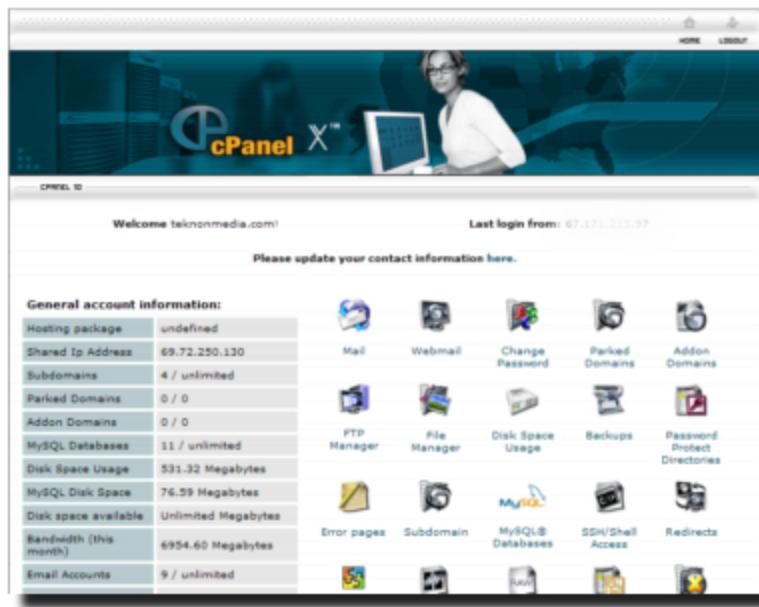
You will be asked for your password with a login prompt window, and then a window will appear in your desk top that looks like any other directory window you might see on your computer. But the contents of that window will be that of your web hosting account's file structure. You will be looking at a remote view of the server. With that on your desktop, you can literally drag and drop your web site files (pages, images, etc.) into the appropriate area of that folder and you will be uploading files to your server – FTP.

Of course, FTP is not the only way to manage your site. Black Wire Hosting provides the most popular control panel for web hosting. It is called cPanel and allows you many functions including the uploading of your site files as well as a myriad of other functions. Getting to know your cPanel, should be one of the first things you do once you purchase a web hosting account.

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Your First Look at cPanel

Accessing your cPanel is like looking “backstage” on your web site. cPanel is where dozens of background functions and features appear for the user to work with. Getting to know cPanel is a vital part of mastering your website.



cPanel is a global server application that can be accessed by the users of that server through an account name and password. Your hosting account's username and password (the same login used for FTP access), is also used by cPanel.

cPanel is accessed via a specific port: 2082 (or 2083 if you access through the secured layer with https://)

So every user on a server accesses the same cPanel at:

<http://XX.XX.XXX.XX:2082> (where XX.XX.XXX.XX is the primary IP number of the server and/or the assigned IP number for the hosting account.)

Most cPanel servers are set up so that the end user can also access cPanel through their own domain (assuming its DNS record has resolved to that server) at:

<http://www.yourdomain.com:2082>

In fact, cPanel is even more user friendly than that and can also be accessed at this easy to remember address:

<http://www.yourdomain.com/cpanel>

It's important to recognize that cPanel can always be accessed via the IP address and port in the event there is a problem with a domain's DNS record.

In other words, a hosting account user can access cPanel PRIOR to resolving their DNS record by using the IP. This can be handy for users that want to upload a copy of their website to the server BEFORE pointing it to it. This is often the scenario when you want to MOVE a hosting account/website from one host to another without experiencing downtime.

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Part 3 : Building Your Website

Have you got a hammer or mallet in your garage or storage shed? How about a chisel? I do. In fact, I have a really sharp one. Maybe I should carve a marble statue! That's probably ridiculous, huh? Having the tools is about 1% of the battle. Having the talent (or at least the know-how) is the other 99%.

Having a computer, and Internet connection, web design tools, FTP software and a good host are very important. (Try carving a statue without the chisel!!) But they are just the beginning. In fact, obtaining them probably didn't take very long - and shouldn't. But now it's time to embark on the longer (and more exciting journey) of how to use those tools to create something that is useful and profitable. And brace yourself for this fact: it is going to take time! But the more time you spend honing your skills, the better you will be at this art (and science) called "web mastering".

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 web site. That is, **what** components make up a website, **where** they should be and **how** they get there. We'll call it Understanding Website File Structure.

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Folders, Files and the public_html

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

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

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

3. **Directories** – These are folders that store web page files like web pages and images or any other web document. They are usually used to organize the structure of the web site.
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 web site less resource – like an image file would, these kinds of web site files have quickly become a standard in developing sites that are far more interactive than less elaborate websites.

All of the files that a website delivers require applications on the end user's computer in order to work.

For example, if a website is providing a .mov file, the end user need's Apple's QuickTime to view it. An UN"zipping" utility is needed to extract a .ZIP file, and downloading a .exe file won't do a Mac user any good, because that kind of file is only *executable* on a Windows PC.

Flasher Player is needed to view a .SWF file, while a web browser is needed to view an .html file (web page).

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

One of the most important parts of understanding of 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 Unix servers, this folder is almost always called the public_html.

In fact, when a visitor to a web site browses to a specific domain, they are actually "calling up" the public_html folder.

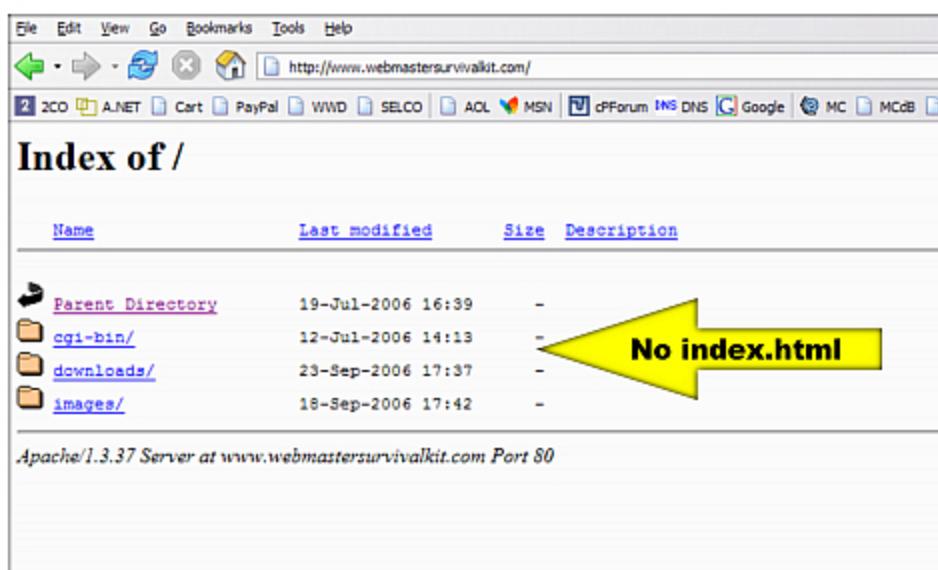
The public_html can also contain other folders. These directories might be used to store and organize certain types of files the webmaster want to arrange in such a way that the Site Structure is easier to manage.



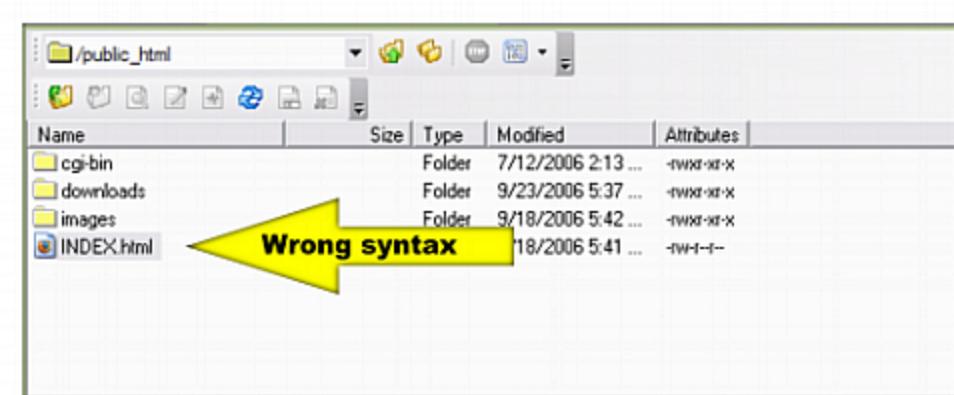
Additionally, the public_html folder needs to contain a default "home page" or "landing page" so that when the browser finds the public_html on a specific domain's website. It will have a page to land on.

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.

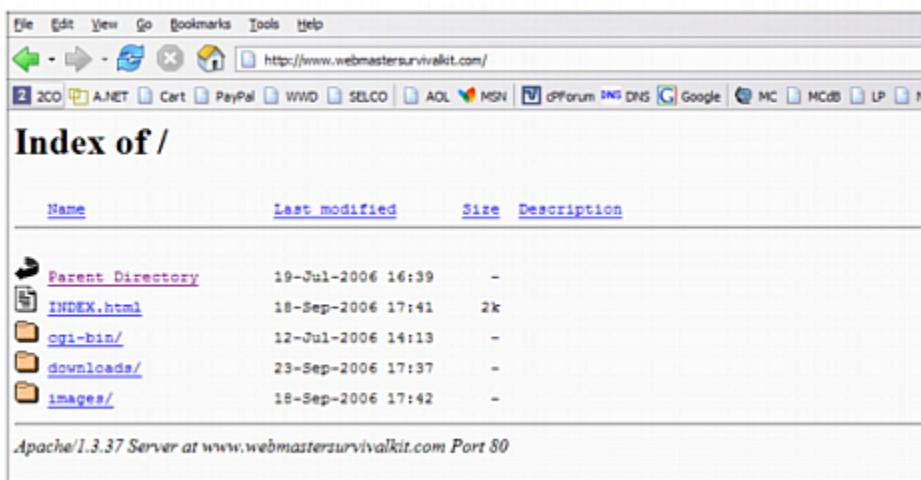
Here's what a browser might display like when there is no index page stored in the public_html:



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.



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



When we discuss where files are stored on a website, we are talking about **Site Structure**. This issue of Site Structure, and not understanding some of the basic principles, is the cause for a majority of problems the webmaster of any site can have.

As an example, let's look at some of the most commonly asked questions that come from site owners:

QUESTION: *"I've uploaded my website, but I can't see it. What's wrong?"*

ANSWER: There are only 4 possible things wrong. 3 of them have to do with the *Site Structure*.

Possible Solutions:

1. You did not upload your site into the public_html folder.

Your web site files MUST be stored in the public_html in order to be seen. You can look at where your site files were uploaded to by viewing them thru FTP or the cPanel's File Manager to make sure they are in the right spot.

This is an issue of *Site Structure*...that is, your website files MUST be stored in the proper location. In this case, the problem is they are not inside public_html folder.

2. You did not create a proper index page.

Your public_html folder needs a starting or home page that will act as your DEFAULT page. This provides a place for your visitors to land on when they type in your domain (URL) into their browsers. The system automatically knows to look for a default page called index.html or index.htm

This is an issue of *Site Structure*...that is, your home page file MUST be correctly named and be in the right place. In this case, the problem is there is either no home page in the public_html, or the one there is not called index.htm (or index.html). Note: *Index.htm* or *Index.html* will NOT do either. Index pages must be in all lower case in order to work as any browser's default "home" page.

3. Your files didn't upload. Sometimes Internet traffic, your ISP, network connections or other variables can cause your connection to fail while uploading. You can view your file structure in an FTP program or the cPanel's File Manager to see if your files uploaded. If not - try again.

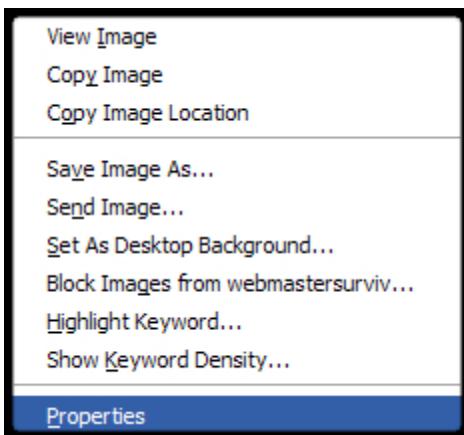
This is an issue of *Site Structure*...that is your files are not in the right location...or there at all!

The 4th possible reason that files won't show after being uploaded is not related to directly to *Site Structure* as much as how files are labeled before they are uploaded.

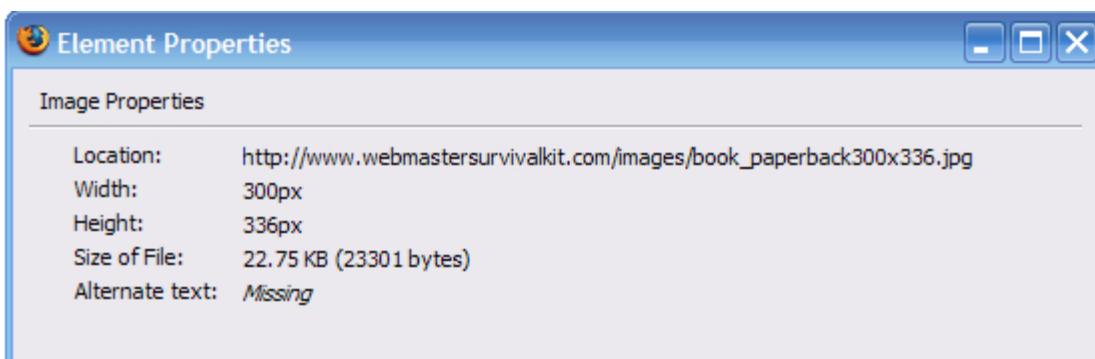
If you upload an image called "Book_Paperback300x336.jpg" and your HTML refers to it in the page code as "*book_paperback300x336.jpg*" - it will not show. The syntax must match - and is case sensitive.

Here's a fast "trick" to check on the path and name of an image to make sure it is correct:

1. View your website in the Internet in your browser
2. Move your mouse over the image you want to check (even if it's not showing) properly, there will be a small box with a red X)
3. RIGHT click on the image and select PROPERTIES

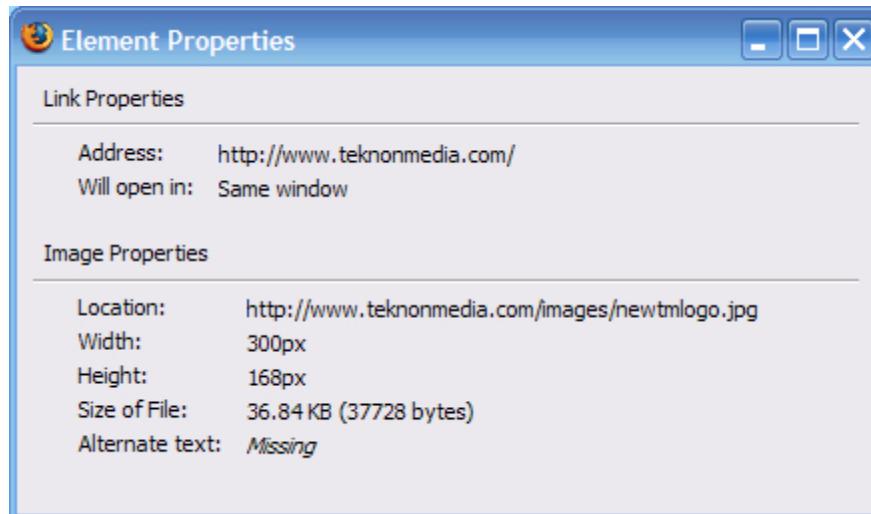


4. There you will see the path that appears in the HTML code of the web page that is trying to show your image.



Make sure the path in the HTML code is changed to the actual name of the file OR change the file name to match the path. Either way, they must be the same.

When you right click and select properties, you should see the image data displayed in a message box. But when an image is also a LINK, the message box will display both *IMAGE* and *LINK* data.



The point here is that many (if not *most*) web hosting troubles are related to understanding WHERE files must be stored and their relative path to the other files that are linking to and working with them.

Additionally, it is important to know that EACH file associated with a website must be uploaded as an independent file. Some beginners will design a web page with graphics, upload the page and wonder why the images don't show. It is because those IMAGES must also be uploaded as they are separate files on the site. Why? Because when the web page "calling" those images looks at the path to that image, it will assume it is there.

In other words, 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 in to 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.)

Let's look at this issue from another angle by creating a sample Site Structure. Let's create a web site for [webmastersurvivalkit.com](http://www.webmastersurvivalkit.com) – our sample web site.

This web site will be simple. We want to have a home page that has one image on it.

First, I create my web page in my favorite design program (html editor). During the designing process of that page, I have "dropped" an image at the top which I will use as a header.



This means that our website will now have 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.

Before we do that, let's study the HTML code of the page I have created for a clue:

There is a line of code in this page that looks like this:

```

```

Translation: This code says (in "English")...

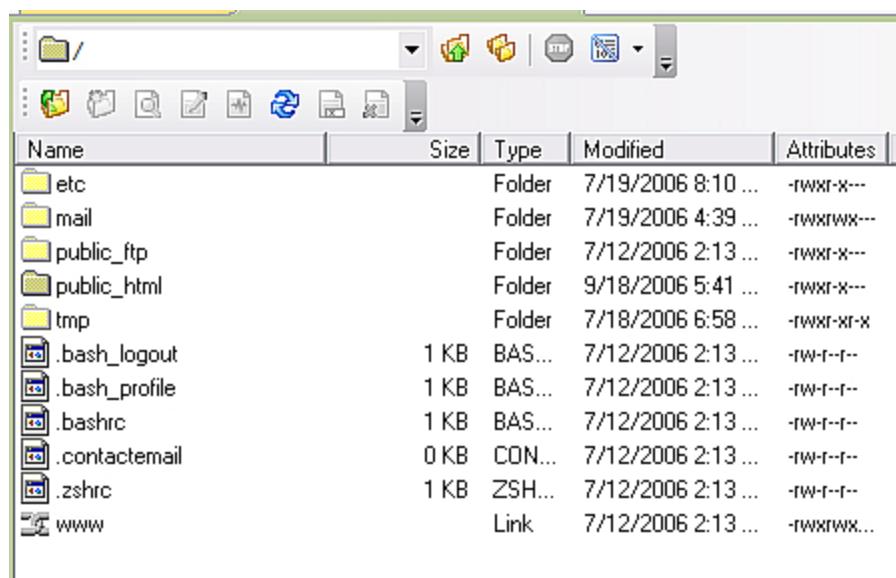
"There is an image called *box_cover250x308.jpg* stored in a folder called *images* and the image has a width of 250 pixels by 308 high."

So that code tells us *WHERE* the image is and exactly *WHAT* it is called. Therefore, the web page will display the image *AS LONG AS IT KNOWS WHERE TO FIND IT*. And that page is expecting to find an image (by that EXACT, CASE-SENSITIVE NAME) in a folder called *images*.

Now our Site Structure has grown from 2 files to 3:

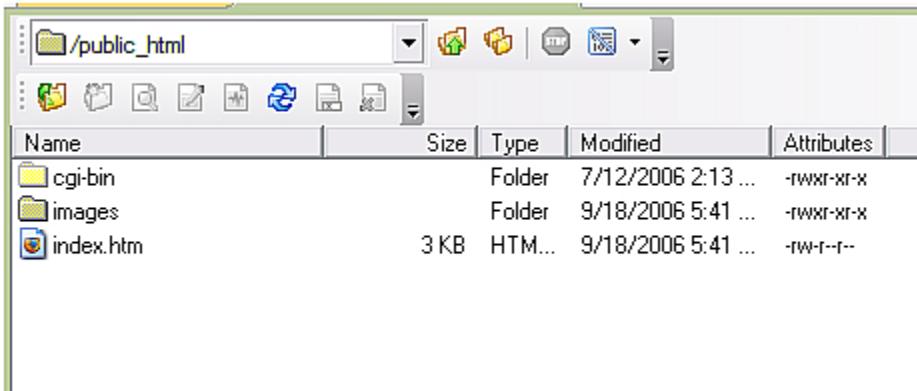
1. A web page called *index.html*
2. An image called *box_cover250x308.jpg*
3. A folder (directory) called *images*

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



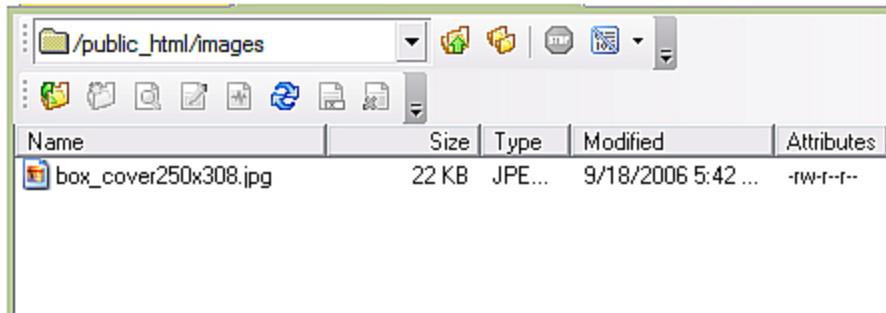
Name	Size	Type	Modified	Attributes
etc		Folder	7/19/2006 8:10 ...	-rwxr-x---
mail		Folder	7/19/2006 4:39 ...	-rwxrwx---
public_ftp		Folder	7/12/2006 2:13 ...	-rwxr-x---
public_html		Folder	9/18/2006 5:41 ...	-rwxr-x---
tmp		Folder	7/18/2006 6:58 ...	-rwxr-xr-x
.bash_logout	1 KB	BAS...	7/12/2006 2:13 ...	-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*.



Name	Size	Type	Modified	Attributes
cgi-bin		Folder	7/12/2006 2:13 ...	-rwxr-xr-x
images		Folder	9/18/2006 5:41 ...	-rwxr-xr-x
index.htm	3 KB	HTM...	9/18/2006 5:41 ...	-rw-r--r--

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 inside that folder.



NOTE: 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:

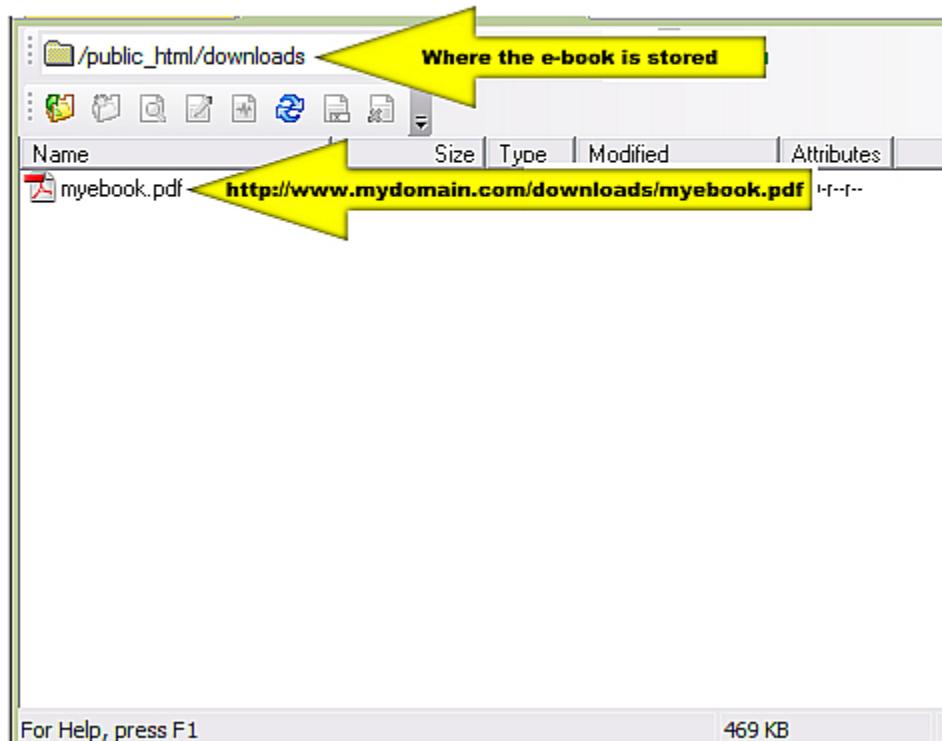
http://www.webmastersurvivalkit.com/images/box_cover250x308.jpg

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

Hopefully, with the examples, you have been able to grasp the basic theory of Site Structure. The html code in your web pages (links, references to images, downloads, etc.), *MUST* always be accurate and exact in their syntax.

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 as well to as many levels as needed. So an mp3 titled *myfavorietsong.mp3* that is stored inside a folder called *audio* which is stored inside a folder called *music*, could be accessed with a link of this syntax:

<http://www.mydomain.com/songs/audio/myfavoritesong.mp3>

Finally, note that we have used all lower case characters in our naming conventions. The purpose for this is that it is easier to stay consistent in our site structure model if we avoid using capitalization. Since web site files are case sensitive, and since spacing matters, an image called *MyPicture.gif*, that is stored in a folder called *images*, will **NOT** be found here:

<http://www.mydomain.com/images/mypicture.gif>

Nor will it be displayed using this URL:

<http://www.mydomain.com/images/mypicture.gif>

This would also **NOT** work...

http://www.mydomain.com/images/My_Picture.gif

Only this URL would work...

http://www.thedomain.com/images/MyPicture.gif

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 example).

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.

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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" ...voila!...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 DISadvantages 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 web site 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 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 very short.
5. Multiple users can mean traffic and accessibility problems. When working with and editing one's website their an online interface, the user is vulnerable to server downtime, high traffic loads due to multiple users and other general connectivity problems that come with "doing business" online. Knowing you can change edit add to and delete design components on your site without having to connect to an outside server (or to the Internet at all) can be comforting when your documents are stored locally.

Of course, there are also a few advantages to online site builders:

1. For the beginner, the learning curve is smaller and easier. Most online design applications are much easier to use than conventional html editors and offline WYSIWYG software applications. Although, there is always SOME kind of learning curve, it's usually simpler.
2. An online web design application can produce a live site often faster than using conventional design tools. Sometimes a finished site can be had by pointing, clicking and publishing a finished look in a few minutes. This is especially true for small 1 to 3 page sites that will not need a lot of content change, or interactivity.

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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 that 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, but the good news is 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** interfaces, you can usually drag and drop your way to a nicely finished design.

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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 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. At the risk of sounding like Paul Harvey, now you know the rest of the story. FrontPage is, of course, 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 "quirkiness". 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.

In order to use FrontPage on a Unix server, it is necessary to have a web hosting account that provides you with the capability of installing FrontPage extensions. While there was a day when you were required to contact the hosting company's support team and request an installation, that is no longer necessary. cPanel web hosting accounts include a "one-click" FrontPage Extensions installation feature that is incredibly easy to use. It's as easy to install FP Extensions as it is to Un-install them. The process takes only seconds.

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.

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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, 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 receive several software awards included becoming a finalist in the ZDNet Shareware Awards, receiving 5/5 cows 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 Golve and about one-third the cost of FrontPage. It's worth trying out at evrsoft.com

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

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 overwhelmed 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 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.

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MS Office Products and HTML

Since an HTML page can be generated by any text editor, it has always been possible to create a web site (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 web site 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.

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Website Templates

If you Google the phrase *website templates* and begin your clickable journey through the maze of results, you will probably soon discover that there are more templates on the Internet than there are websites on the Internet! Searching for templates is something you may want to set aside some time for, because there are literally millions of them. But while you are drowning in the sea of search engine results, it's good to know they are there and are easy to get...even free ones.

Pre-designed web templates are a great resource for any beginner or intermediate web designer. One of the greatest advantages of using a web template is the amount of learning that can occur simply by toying with a web design that has already been created by someone else. A beginner can use web templates and in no time develop enough information to quickly start designing from scratch, assuming he/she has the right tools.

Besides the speed at which one can end up with a finished design, templates allow the user to see and learn more about design options when it comes to their own use of HTML. A simple study of the code that comes with a template can be worth hours of html training.

There are different kinds of templates. Some are html based (the most common), but many are not. The newbie could be confused by downloading a template design

only to find that it is a PHP based template. But PHP based templates can also be edited with programs like Dreamweaver and GoLive.

Also, some web templates are created with Flash animation. Editing such files requires the template provider to supply the original .fla (Flash file) and the end user must have the Flash design software (which is *not* inexpensive) and, more importantly, be able to use it (which is *not* easy to do).

So unless, you want to learn Flash (which we won't touch in this book) - and unless you are up for learning a little dynamic content programming with PHP...it's best to look for web templates that are pure html pages.

Usually, a template will come with several pages, and all the images needed to make it work. If these images need editing, you will need an image editor. Photoshop is a professional favorite, but as you would expect, is also expensive.

There are many image editing programs available. A Google search on GIMP (GNU Image Manipulation Program) will produce results that will take you to the open source free alternative image editing program so many non-Photoshop users prefer. Or, go to gimp.org for downloads and documentation.

Macromedia (the makers of Flash and Dreamweaver) also provide Fireworks as a counterpart to Photoshop...but again, expense will often be the deterring factor for the newbie.

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HTML

HTML is the basic element of what makes up a webpage. It stands for HyperText Markup Language. A markup language is a combination of normal "English" code that people can read, and *special* code that tells computer programs what to do.

A Web Browser is a program that runs on the user's computer that acts as a translator of HTML. When a browser reads the language in HTML it translates how the web page should look and act. The HTML document it is translation (web page) can include text, hyperlinks to other web pages and /or web sites, images, and even media sources such as audio and video. It can also have information that is not displayed in the browser that keeps track of pertinent data about that web page.

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Writing HTML Code

You can create HTML with a program called an HTML editor. HTML editors are also known as web design programs, but web design programs usually have a number of additional features that make writing HTML code very easy.

Because HTML is simply text and symbols, you can write it in a text editor or word processor. There are many web pages currently on the Internet that were created in Notepad – the simple text editing application you'll find in your MS Windows Accessories folder.

Most word processors like MS Word or desktop publishing programs like MS Publisher can even easily create an HTML document simply by saving your work as an HTML file. This is because HTML code is just text with the right words, syntax and symbols that can be read by a web browser like Internet Explorer, Opera or Mozilla/FireFox.

Special web design computer programs that help you create HTML usually allow you to create a web page with "drag-and-drop" technology so you can get the page the way you want it to look, and these programs then write the actual HTML code for you.

Programs like Dreamweaver and FrontPage are this kind of application. While they allow you to directly type HTML code into your web page creation, they also provide tools that make it possible for you to not have to.

This means it is possible to create an HTML document (web page) without ever actually writing one line of code. The programs that allow you to do this are known as WYSIWYG editors. (WYSIWIG = *What You See Is What You Get*).

Example Code

HTML code tells the browser what to show by using symbols called tags. Tags start with < and end with >.

An example of a tag would be:

```
<br>
```

This is known as the Line Break tag, which creates a new line on the page.

Most tags have an opening tag to tell the browser where to start something, and an ending tag to tell the browser where to end.

An example is:

```
<p>
```

This tag STARTS a new paragraph, and this tag:

```
</p>
```

...signifies the end of a paragraph.

All HTML documents contain an opening tag like this:

<html>

This tag tells the browser that this is the start of the HTML code. This occurs because not all code on a web page has to be HTML code. There can be a mix of programming languages on a web page.

The Header tag looks like this:

<head>

...and tells the browser that this is the start of the head of page. The header section of a web page holds information which the person viewing a web browser cannot see.

Here is what it looks like when the TITLE tag is used to create a title for a web page:
This tag tells the browser that this is the start of the title:

<title>This is the Title of My Web Page!</title>

When viewing the web page, readers would see the phrase "This is the Title of My Web Page!" in the bar at the top of their screen. Notice the CLOSING Title tag is the end of the title text.

The Body tags separate the information on the web page into an area that **CAN** be seen by the user. While the data nested in between the Header tags is hidden, the data in the Body tags is available to be viewed in the browser.

So the HTML code of a simple web page might look like this:

<html>

<head>
<title>This is the Title of My Web Page!</title>
</head>

<body>
<p>Here is some text.</p>
<p> This is a two line paragraph.
 Here's the other line. </p>
</body>
</html>

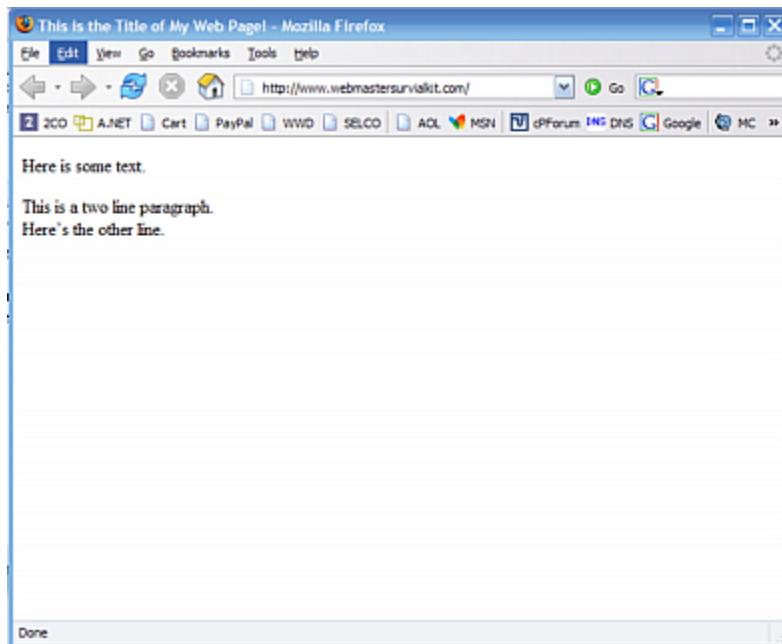
When a web browser translates the above code, it would show a web page with nothing on it but this:

Here is some text.

This is a two line paragraph.
Here's the other line.

In the Title Bar of the user's window would appear the phrase:

This is the Title of My Web Page!



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Scripts

Sometimes applications that are built for website interactivity, functionality and other enhancements other than html code are simply referred to as *scripts*.

In general, scripting languages that are used specifically for web development such as JavaScript, CGI (Perl) PHP and CSS are easier and faster to code than more structured and complicated programming languages such as Java and C++.

These web authoring protocols work well together, for the most part – and especially well with HTML. For example, PHP, JavaScript and CSS can be easily embedded into the middle of an HTML-coded page without conflict.

CGI scripts are usually created in Perl...which is more like an actual programming language and much harder to learn than these other web authoring tools. But CGI scripts can often be the most efficient way to handle certain website functionality.

Some of the more complex mail processing scripts (forms, auto-responders, etc.) are usually written as CGI scripts.

There are literally thousands of free (and not-so-free) web applications built in Perl, PHP and JavaScript that are available for use by any web site operator. So learning to actually *PROGRAM* in these languages is almost completely unnecessary for most webmasters.

However, understanding their basic differences and uses is vital, if one is planning on adding this kind of functionality to a website. And at some point, almost every website will have a need for at least some kind of script installation.

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JavaScript

JavaScript should not be confused with the Java programming language – although it is a distant relative. JavaScript (originally called LiveScript) is a script language - a system of programming codes, originally created by Netscape Communications for use with the Navigator browser.

There was a day when it was risky to use JavaScript on your website due to the fact that it was not friendly to certain browsers. But times have changed and most (if not all) browsers these days are able to deal with it. With JavaScript, you have many possibilities for enhancing your web pages with interesting interactivity.

JavaScript easily enables webmasters and designers to create interactive sites because it can be easily embedded into the HTML of a web page to add greater functionality.

For example, JavaScript can be used to respond to user actions such as button clicks, animated navigation menus; to run processes locally or even validate data

JavaScript is endorsed by a number of software companies and is an open language that anyone can use without purchasing a license. JavaScript programs are run in the web browser on the client side rather than on the server.

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Perl / CGI

Perl is an older programming languages when compared to other common languages used for Web development. Perl was developed by Larry Wall and introduced on October 18, 1987. He derived it from the C programming language and it was further influenced by other languages as well as the UNIX shell. Perl took the best of several languages and wrapped them into a single, functional language. From its start, Perl had a wonderful ability to manipulate text, files, and system processes. Then when Perl 5 was released, it pushed language beyond simple administrative tasks into a more powerful spotlight. The Perl interpreter was completely re-written to increase speed, efficiency, and functionality. Additional support for modules,

(which lets programmers develop their own “libraries”) could be included into scripts by others.

For the non-programmer, this history may seem insignificant. But actually this history is a testimony to the strength and power of the Perl language. While the average person – even the average webmaster – may never actually create a Perl program, chances are they WILL use and install them.

CGI or Perl scripts are plentiful. They can be purchased for hundreds of dollars or acquired free of charge and are available from hundreds of resources on the Internet.

What you need to know about CGI scripts (Perl) is that they require some careful attention in the process of uploading them to a web server. Since Perl is not compiled, but rather, the code is stored in a text file, these types of scripts must always be uploaded to a server in ASCII mode. Uploading a Perl script in Binary mode can render it useless.

Because of this, CGI scripts must be uploaded with an FTP program. Most FTP applications will allow you to choose a mode (ASCII vs. BINARY) and many FTP applications will default to a setting that automatically detects the appropriate mode for a file transfer.

CGI and Perl scripts can be installed to operate everything from form mail handlers to complex data processing for ad management sites, affiliate program scripts, communication tools, content management, counters, database tools, e-commerce functions, mailing list managers and dozens of other categories.

A search just at hotscripts.com alone will allow you to discover literally thousands of CGI/Perl scripts and applications. By simply browsing through what is available, you can learn much about the power and versatility of Perl.

Almost all CGI scripts you will use and install on your web hosting account will need to be stored inside the cgi-bin (a folder inside the public_html). While some hosts allow you to run CGI scripts OUTSIDE of the cgi-bin, there is rarely a practical reason to do so.

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PHP

The PHP Hypertext Preprocessor is a programming language that allows web designers to create dynamic content on their websites. PHP is an excellent protocol to use when interacting with databases – especially MySQL databases.

The PHP script language and interpreter is freely available and used primarily on Unix / Linux Web servers. PHP is an alternative to Microsoft's Active Server Page (ASP) technology. As with ASP, the PHP script is embedded within a web page into its HTML. This makes PHP extremely powerful, flexible and easy to implement. Before a page programmed with PHP is displayed, the server interprets the PHP and performs the operations called for in the PHP script.

PHP can be used for making a site visitor's interaction with a website more personalized. It also makes all kinds of dynamic (changing) website content possible.

For example, sites that display daily updated news feeds can do so because of PHP.

There are literally thousands of pre-written PHP scripts that are fairly easy to customize and use on one's website. As with Perl / CGI scripts, you can locate these on hundreds of locations on the Internet. But PHP scripts have a tendency to be more plentiful. This is probably because they are much easier to work with than Perl/CGI scripts – are far easier to customize than JavaScript functions.

PHP scripts can be used for dozens of various web applications. Since PHP works so seamlessly with MySQL, its flexibility allows for a multitude of practical applications including affiliate programs software, auction tools, blogs, calculators, calendars, click tracking, CMS (content management systems), counters, e-commerce programs, emailing scripts, form processing, mailing list management, multi-media, redirection, search operations, site maps and navigation, online web design applications, support ticket systems and help desks, knowledge base and FAQ databases...just to name a few categories. At the time of this writing, there are nearly 35,000 web development resources at hotscripts.com. More than 25% of those are PHP-related.

PHP is easier to learn than it appears at first glance. And as it is with most web development tools, you don't have to learn *everything* about PHP to get quite a lot of good use out of it. The best way to learn some of what PHP can do for you is to search for free PHP scripts and test them on your own website. The more you experiment with it, the more you will discover how to apply the power of PHP to your own situation.

Of course, this means that PHP must be running on the server your site is hosted on. Most Unix web hosting providers offer PHP as a standard feature.

Here are two simple ways to implement a PHP script that will personalize visits to your website:

The first method allows you to send an email link to your subscriber or customer and when they click that link, will be taken to a personalized page.

If the following code is pasted into a web page (with the extension .php instead of .htm or .html), it displays whatever word or name is sent to it in the URL below.

```
-----
<p>
<font size="2" face="Verdana, Arial, Helvetica, sans-serif">
<font color="#000000" > <font size="4">
Hi, <?php if ($name) {echo$name; }else{echo ".;" } ?>
</font>
</font>
</font>
</p>

<p>
<font color="#000000" size="4" face="Verdana, Arial, Helvetica, sans-serif">
```

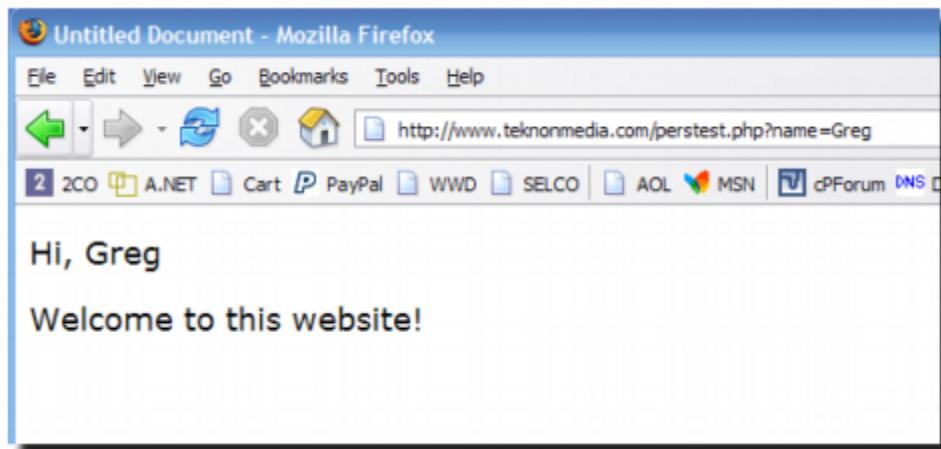
Welcome to this website!

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

Clicking on the following URL, *INSERTS* the name "Greg" into the variable "name" and is therefore displayed on the page...making it personalized.

<http://www.yourdomain.com/webpage.php?name=Greg>

The page would look like this:



As you can imagine, this can be a powerful marketing tool if exploited correctly. When the user clicks on the link, they are taken to the URL you have specified. They will see their own name in the actual content of the page.

To take this a step further, you could also use a global variable. In other words, if you are using an auto-responder system that allows you to personalize your messages with variables such as <>name<>, or %>%name%<% as many of them do, you could send MANY subscribers the same personalized URL by using a syntax similar to this:

<http://www.yourdomain.com/webpage.php?name=<>name<>>

You can also plant the contents of the variable (in this case) the customer's first name into a form field. By simply adding code like this:

```
<input name="name" type="hidden" id="name" value="<?php if ($name)
{echo$name;}else{echo ".;";} ?>">
```

So now the code looks like this:

```
<p>
<font size="2" face="Verdana, Arial, Helvetica, sans-serif">
<font color="#000000">
<font size="4">
Hi, <?php if ($name) {echo$name;}else{echo ".;"} ?>
</font>
</font>
</font>
</p>

<p>
<font color="#000000" size="4" face="Verdana, Arial, Helvetica, sans-serif">
Welcome to this website!
</font>
</p>
<p>&nbsp;</p>

<p>
<font color="#000000" size="4" face="Verdana, Arial, Helvetica, sans-serif">
Here's the Form Field:
</font>
</p>
<form name="form1" method="post" action="">
<input name="textfield" type="text" value="<?php if ($name)
{echo$name;}else{echo ".;"} ?>">
</form>
<p>&nbsp;</p>
-----
```

Notice that the *VALUE* in the field has an initial default value that is a simple line of PHP code:

value="<?php if (\$name) {echo\$name;}else{echo ".;"} ?>

Now the page looks like this:



By working with and modifying this code to suit your needs, you can see how you can easily make your customers' and subscribers' visits to specific pages on your site far more powerful by controlling and customizing the content with PHP.

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CSS

CSS, short for *Cascading Style Sheets*, a feature of the most recent versions of HTML. CSS provides web designers more control over how their web pages will be displayed on the Internet. With CSS, webmasters can create pre-defined *style sheets* that define how different parts of the page, such as headers, paragraphs, spacing, links, fonts and other layout components are displayed. *Cascading Style Sheets* can then be applied to any web page.

CSS allows the designer to separate CONTENT from the LAYOUT of the web page. By separating the presentation style from the content of the document, web authoring and site maintenance is greatly simplified with the use of CSS.

Most high end html editors should allow the implementation of CSS functions into its editing interface. Most designers that use programs like Dreamweaver or GoLive will never actually have to learn the syntax of CSS in order to use it. A good *WYSIWYG* editor will take care of CSS for you.

How to Create and Process a Form on Your Website

You can download many email form processing scripts from various locations on the Internet. Some are free – some not so free. Some are easy to upload and install – some not so easy.

But fortunately, cPanel has a built-in, easy-to-configure CGI script that is already installed for global use on a shared server. To use the now famous script known as the **FormMail Clone** application, all you need to do is configure a few simple HTML lines of code. In fact, this CGI script does not need to be uploaded or installed and will NOT be found in your cgi-bin.

»» **FormMail Clone**
FormMail-clone is a clone of Matt Wright's FormMail.

If your website is being hosted on a cPanel server, you can create a mail processing form by using the following SAMPLE *FormMail* HTML CODE below. (Edit the **BOLD ITALICIZED TEXT** to suit your needs):

```
<form name="SOMEFORM" method="post" action="http://YOURDOMAIN.com/cgi  
sys/FormMail.cgi">
```

Name:

```
<input type="text" name="realname" size="50">
```

E-mail Address

```
<input type="text" name="email" size="50">
```

I am ...

```
<select name="select">  
  <option selected>Make a Selection...</option>  
  <option value="SOMEOPTION">... SOME OPTION</option>  
  <option value="ANOTHEROPTION">... ANOTHER OPTION</option>  
  <option value="STILLANOTHER">... STILL ANOTHER OPTION</option>  
</select>
```

Your privacy is protected.


```
<input type="checkbox" name="termscheckbox" value="agreetoterms">
```

**By checking this box, you understand that we will not share, rent or
sell your name, email or other information with any other party.**

**Information submitted will be used by MY COMPANY only. You agree to
receive follow-up email from MY COMPANY in order to accommodate your
request for information**

```
<input type="submit" name="Submit" value="Submit">  
<input type="reset" name="Submit2" value="Reset">  
<input type="hidden" name="recipient" value="YOU@YOURDOMAIN.COM">  
<input type="hidden" name="subject" value="WHATEVER YOU WANT THE  
SUBJECT LINE TO READ">  
<input type="hidden" name="required" value="email, realname, termscheckbox">  
<input type="hidden" name="redirect" value="http://www.URL-TO-SOME-  
PAGE.COM/YOU-WANT-THEM-TO-LAND-ON.HTM">  
<input type="hidden" name="amount" value = "0">  
</form>  
-----
```

NOTES:

The above code always works on a cPanel hosted account, because it uses a CGI form handler called FormMail.cgi that is built-in to the server and is universal to millions of Unix servers. (This same script is already in use by many web sites for many years – so you don't have to adjust any code).

Notice it is NOT stored in the user's cgi-bin, but in the cgi-sys, which is at the root level of the server. You won't see it in your website structure.

The syntax in ***ITALIC BOLD LETTERS*** shows variables and are dependent on your needs (your domain name, email address, etc.)

For example...

You would change the ***RECIPIENT*** value to an email address you want to receive the form information at.

You would change the ***SUBJECT*** value to a line of text you want to appear in the email you are sent.

You would change the ***REDIRECT*** value to a URL you want the user to be sent to after form is processed.

You can also add form objects such as more text fields, list boxes, radio buttons and more hidden fields as you want.

The above syntax is also RAW form code. You could change the ***ITALIC BOLD LETTERS*** and paste it to a page and it will work, but it won't be pretty because there is no formatting in the above syntax so that it is easier to read.. You might want to build a table around it and make it match your site, of course.

Name: E-mail Address: I am ...
Make a Selection... Your privacy is protected.
 By checking this box, you understand that we will not share, rent or sell your name, email or other information with any other party. Information submitted will be used by MY COMPANY only. You agree to receive follow-up email from MY COMPANY in order to accommodate your request for information

Below is the same code with formatting. By adding a two-column, five-row table, centering it and cleaning up the font a little, we can get the same form mailing feature, but with a better look and layout.

```
<form name="SOMEFORM" method="post" action="http://YOURDOMAIN.com/cgi  
sys/FormMail.cgi">  
  
<table width="500" border="0" align="center" cellpadding="1" cellspacing="1">  
<tr>  
<td width="38%"><div align="right" class="style8"><span  
class="style9">Name:</span></div></td>  
<td width="62%"><input name="realname" type="text" size="30"></td>  
</tr>  
<tr>  
<td><div align="right" class="style8"><span class="style9">E-mail  
Address</span></div></td>  
<td><input name="email" type="text" size="30"></td>  
</tr>  
<tr>  
<td><div align="right" class="style8"><span class="style9">I am  
...</span></div></td>  
<td><span class="style10">  
<select name="select">  
<option selected>Make a Selection...</option>  
<option value="SOMEOPTION">... SOME OPTION</option>  
<option value="ANOTHEROPTION">... ANOTHER OPTION</option>  
<option value="STILLANOTHER">... STILL ANOTHER OPTION</option>  
</select>  
</span></td>  
</tr>  
<tr>  
<td valign="top"><div align="right" class="style8">  
<input name="termscheckbox" type="checkbox" value="agreetoterms">  
</div></td>  
<td><span class="style10">Your privacy is protected. <br>  
By checking this box, you understand that we will not share, rent or sell your name,  
email or other information with any other party. Information submitted will be used  
by MY COMPANY only. You agree to receive follow-up email from MY COMPANY in  
order to accommodate your request for information</span></td>  
</tr>  
<tr>  
<td><span class="style7">
```

```
<input type="hidden" name="recipient" value="YOU@YOURDOMAIN.COM">
<input type="hidden" name="subject" value="WHATEVER YOU WANT THE
SUBJECT LINE TO READ">
<input type="hidden" name="required" value="email, realname,
termscheckbox">
<input type="hidden" name="redirect" value="http://www.URL-TO-SOME-
PAGE.COM/YOU-WANT-THEM-TO-LAND-ON.HTM">
<input type="hidden" name="amount" value = "0">
</span></td>
<td><span class="style7">
<input type="submit" name="Submit" value="Submit">
<input type="reset" name="Submit2" value="Reset">
</span></td>
</tr>
</table>

</form>
```

Name:

E-mail Address:

I am ...

Your privacy is protected.
By checking this box, you understand that we will not share, rent or sell your name, email or other information with any other party. Information submitted will be used by MY COMPANY only. You agree to receive follow-up email from MY COMPANY in order to accommodate your request for information

Forms can have several kinds of objects that are useful for sending and processing data including , text fields, pull-down menu selections, radio button selections, check box selections and even hidden fields.

But *PROCESSING* the contents of the objects on that form requires a script like the one in cPanel (FormMail clone). You can find hundreds of other such scripts and places like hotscripts.com

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E-commerce, Shopping Carts and Payment Processing

I'm going to use this section to once again demystify, clarify and simplify an area of web mastering that has become far more complex than it needs to be.

The term E-commerce refers to the process of doing business on the Internet. That is, processing payment transactions and providing services or products – whether they are hard goods that are shipped via conventional methods or digital products that are distributed by download.

But there are several levels of conducting business on the Internet and how one goes about doing that will depend on *WHAT* they are selling, *HOW* what they are selling is distributed to the customer and *HOW* the customer should pay for this product or service.

An example of the confusion that is rampant comes from the common question asked by webmaster newbies: "Do I need a shopping cart to sell my product?"

The answer, as you may have guessed by now, depends on several factors.

First, let's discuss shopping carts.

A shopping cart is a software program which acts as the e-commerce solution for any website that wants to transact business as a "virtual store". Shopping Carts usually allow the webmaster the ability to create and manage an inventory or catalog to which items can be added or removed. Once a customer is ready to "check out", this same software typically includes a mechanism that allows the customer to pay for their purchase. Most "carts" are equipped with the ability to process a credit card or work through a third party payment processing gateway such as Authorize.net (a credit card processing company for merchants), PayPal, 2CheckOut or other such provider.

Shopping Carts are useful for web sites that sell multiple products and services where a "shopping and browsing" experience is desired. For websites that sell one or two item products such as e-books or digital downloads, a shopping cart is not usually needed.

There are two kinds of shopping carts:

1. Hosted shopping cart services – This is where the software that runs the cart as well as the database of products are stored and catalogued on a third party server. The webmaster pays a monthly fee and uses an interface to update and manage the inventory and cart configurations.
2. Shopping Cart Scripts- These are software applications that can be installed on the webmasters web hosting account and depending on the complexity of the script, can manage all of the product inventory, payment processing, etc. This option is usually best for larger corporations that have dedicated servers and in-house technical support.

These programs and scripts usually require the installation of secured certificates and the use of a secured socket layer on the web host's server.

Within the Internet marketing industry, most references to the phrase *e-commerce* almost always imply the use of a shopping cart. But the use of shopping cart software is just *one* form of e-commerce. It's possible to safely sell products and services on a website and process transactions securely without the implementation of shopping cart software on one's own website.

But shopping carts are best used by the web marketer that has more than one item to sell at a time. If the end customer needs a "continue shopping" experience after selecting items (and placing them into a virtual "cart"), then it can be convenient to use a shopping cart.

The use of third party shopping carts systems is best for most users (see option #1 above) because of the ease of use, lack of needing to install or use their own web server resources, and the cost is usually quite reasonable. (An example of a third party shopping cart service would include emartcart.com.)

However, there are millions of products being sold on the Internet every day without the use of a shopping cart program. With inexpensive payment processing services like PayPal, 2CheckOut and other organizations, selling on the Internet has become much easier for the webmaster without installing or configuring complex cart systems.

These payment processors are virtually shopping carts in and of themselves anyway. And it's easy to add the code they provide for payment processing into any existing website's html.

There are huge advantages to using third party processors which include:

1. It's less expensive
2. It's easier to set up than a shopping cart script
3. It's safe for customers
4. Shoppers are more familiar with seeing the PayPal, 2CheckOut and other organization logos and the branding that comes with that creates a positive sense of familiarity.
5. It uses less resources and bandwidth on the webmaster's hosting account.

So should YOU use a shopping cart service? Here are the questions you have to answer first:

1. Is your product a hard good that will be shipped or digitally delivered?
2. Do you have a line of products that should be cataloged and inventoried?
3. Will your shoppers need a "continue shopping" experience so they can purchase multiple items in multiple quantities?
4. Are you selling just one product or service in single quantities?

Here are some sample scenarios of e-commerce websites and their shopping cart solutions:

Jewelry Store

Since they sell multiple items, hard goods to be shipped and use an inventory, a third party shopping cart works well.

Software site

This website sells just one product – a software program which is delivered immediately to by download to the customer after successful payment transaction is completed. This site could use a PayPal *BUY NOW* button available from PayPal. No shopping cart software is needed.

E-book Site

This website sells several products – e-books which are delivered immediately to by download to the customer after successful payment transaction is completed. Customers can shop for and select from a line various titles, then checkout when their shopping is complete. This site could use 2CheckOut's transaction interface which allows "continued shopping" and a final check out.

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Blogs and RSS Feeds

Blogging

The word *Blog* comes from "Web Log" – as in a *journal* (log) on the web. A blog is an online journal where you can record and display your thoughts, ideas, opinions and practically anything that you want people to read.

Blogs come in different styles, formats, and settings, depending on the preference of the user. Many blogging sites, offer built-in features and some blogging sites, even allow you to put video and audio on your blogs. Instead of writing text, some bloggers choose to make their blogs more interactive, by using audio blogging.

Some bloggers use streaming video as their medium for blogging. This is usually referred to as a "*Vlog*" (Video Log).

A blog usually contains these: 1) A title- which allows you to label each post; 2) The body- this is the content of your post; 3) The track back - other sites can be linked back to your blog; 4) The permanent links - every article that you write has a URL; 5) Comments or Feedback- this allows your readers to post comments on your blog.

One of the advantages of blogging is that it is made of only a few templates. Unlike, conventional websites that are made up of numerous individual pages, blog sites are easier to use and create new pages. This is because the blog site already has a fixed setting that may include: slots for the title, body of the post, category, etc. This is especially useful for first time users, since they can start blogging right away. The user can chose from a number of templates that most blogging websites provide.

You can start a blog by either becoming a member of a blogging website or by installing a blog with blogging software on your existing web hosting account.

When you join a blogging site you become a member of that particular blogging community. You can browse through other bloggers pages, and link them back to their own blogs. You can also make comments on other members' blogs.

You install a blog on your own site by using a program called WordPress which comes with all Fantastico licensed cPanel servers. Black Wire Hosting provides cPanel, Fantastico and WordPress with all web hosting accounts. WordPress is extremely easy to install with simple point and click ease through the Fantastico interface in cPanel.

Blogging can be used for sites of just about any theme such as: sports, politics, philosophy, social commentary, etc. This way blogging becomes a medium in which people can share their knowledge and opinions about a variety of themes and topics. Some bloggers even use their blogs as a means to advertise. Some authors advertise their books on their blogs. While other bloggers, use their blogs to shed light to current issues, events, news and current events.

Blogs also play an important part in the academic world. College professors use blogging to document the lessons that they have discussed and taught. This way, students who have missed classes, can easily catch up with their assignments.

Online entrepreneurs benefit from blogging by promoting their businesses on their blogs, with millions and millions of people logging onto the web everyday, blogging has become a lucrative medium. Some bloggers who run online businesses promote their merchandise online and/or profit through using their blogs for advertisement.

Probably the most popular type of blog is the one that takes the form of a personal journal. This is the kind that is usually used by first time bloggers. Individuals who want to document the daily struggle of their everyday lives, poems, rants, opinions, find that blogging offers them a medium in which to express themselves.

Bloggers usually communicate within themselves. This is one of the appeals of blogging. It creates a community of people sharing their ideas, thoughts, and comments with each other.

Blogs varying in topics, themes, and set-ups, can be found in blog directories. First-time users who want to get an idea of what the blogging world is all about can browse through a number of blogs using these directories. This way they'd get an idea of what these blogging communities are like.

There are few rules when it comes to blogging. Bloggers have the freedom to express themselves however they want, and the best thing about blogging, is that most blogging sites are free.

RSS

RSS stands for Really Simple Syndication or Rich Site Summary; syndicating means republishing an article that comes from another source such as a website.

An RSS is a means of publicizing updates about websites. It may or may not include a summary and photos of the latest posting. But those that provide summaries (thus Rich Site Summary) allow users to skim through the article so that they can decide later if they want to access the website source. The RSS feed usually contains the title of the update originating from the website. It is also usually the link to the website source.

Use of RSS feeds provides benefits to both readers and publishers. It provides the latest updates. Whether it is about the weather, new music, software upgrade, local news, or a new posting from a rarely-updated site learn about the latest as soon as it comes out.

RSS saves on surfing time. Since an RSS feed provides a summary of the related article, it saves the user's time by helping s/he decide on which items to prioritize when reading or browsing the net.

Users (readers of RSS feeds) are given free reign on which websites they want to subscribe to in their RSS aggregators (reader software) which they can change at any time they decide.

RSS feeds are becoming popular because they are spam free. Unlike email subscriptions, RSS does not make use of your email address to send updates - thus your privacy is kept safe from spam mails. Unsubscribing from an RSS feed is simple. All the user needs to do is to delete the RSS feed from his/her aggregator.

Of course, RSS can also be used as an advertising or marketing tool. Users who subscribe or syndicate product websites receive the latest news on products and services without the website sending spam mail. This is advantageous to both the web user and the website owner since advertising becomes targeted; those who are actually interested in their products are kept posted.

The disadvantages of RSS use are brought about by its being a new technology and some user-preference concerns. Some users prefer receiving email updates over an RSS feed probably because it is still new.

Also, graphics and photos do not appear in all RSS feeds.

Another problem is that the identity of the source website sending the feed can be confusing. Since RSS feeds do not display the actual URL or name of the website, it can sometimes get confusing on what feed a user is actually reading.

For publishers, a huge problem with RSS feeds is that they cannot determine how many users are subscribed to their feed and the frequency of their visits. Moreover, they would not know the reasons why users unsubscribe which could be important in improving their advertising.

RSS feeds also create higher traffic and high demands on the server's resources.

Since it is a new technology, many sites still do not support RSS, so there is always a drawback in using a medium that is too new and still uncommon.

To start using RSS, there are two things needed: an RSS feed and an RSS aggregator or reader. The RSS feed comes from an RSS-supported website. There are also websites that provide a list of RSS feeds of different websites. An RSS aggregator is used to read the RSS feed from the source website. It scans and collects data on latest RSS feeds from the worldwide web.

An aggregator comes in two forms: a downloadable program also known as desktop aggregator and an online or web-based aggregator.

Downloadable aggregators may require payment before they can be acquired, while internet-based aggregators are usually free of charge. All you need to do is to register an account then you are ready to use their services.

Both versions allow you to customize or choose which RSS feeds to enter. Paid aggregators are usually chosen by more experienced users and they usually allow more freedom in customizing feeds.

To get started do this:

First, choose an RSS aggregator to use. For beginners, web-based aggregators are recommended since they are usually user-friendly

Next, scan the homepage of your target website for the RSS or XML button. It contains the RSS code you need to enter in the aggregator. Copy this code. Syndic8 provides a directory of websites that support RSS.

Thirdly, paste the code (which contains the URL of the website) in your aggregator. There is a space provided for pasting the code.

After you have done these three easy steps, you can start reading the RSS feeds coming from the website. New postings appear as they are published real time at the source website.

The original idea of RSS came from Netscape, where their intention was to provide a means for users to customize their personal homepage to contain links to websites that interest them, similar to book-marking websites.

The application of RSS to Internet marketing was an unforeseen development to RSS technology developers. Since users are given the freedom to add RSS feeds to their aggregators, those who are interested in particular products and services available on the Internet can now be notified in real time. Marketing becomes more specific to interested people and not a hit-and-miss operation.

Those who intend to use RSS for marketing their products and services should consider linking up with email account providers, (e.g. Yahoo, MSN, Google mail); networking websites (e.g. Friendster, Multiply, My Space, Hi5); websites of newspapers and television network websites (e.g. New York Times, CNN) for medium to big-scale companies. Small-time industries can also look into networking websites as well as personal blog websites (e.g. Blogspot) and websites of clubs and organizations that would probably make use of their products or services e.g. a

fishing supplies store can look for the website of their local fishing club for possible RSS marketing.

Clearly, RSS is an innovation in information management on the worldwide web as well as for online marketing. We can expect better RSS technology in the not-so-distant future as its popularity increases among users and website owners alike.

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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.

The Various Deliverability Levels of E-mail

There are basically about 5 kinds of email:

1. Private domain email sent from a shared server (you@yourdomain.com)
2. Private domain email on a dedicated server (you@yourdomain.com)
3. ISP based email (you@msn.com, you@comcast.net) etc.
4. Free web service email (you@hotmail.com, you@yahoo.com, you@gmail.com)
5. AOL email (you@aol.com) - they are in their own category.

Private domain email on a shared server:

This is one of the lowest deliverability levels of e-mail. Remember that's this kind of e-mail service is included with less inexpensive shared hosting plans. The only way to reduce the deliverability of this kind of message is to send it out through a script installed on the domain in broadcast form...much of script sent e-mail gets filtered these days. Shared server IP's get blacklisted constantly. Even if you have yours removed from a blacklist, the IP is still SHARED, so it can get listed again an hour later.

Private domain on a dedicated server:

This is similar to e-mail sent from a shared account but much higher deliverability (and costs quite a bit more.) This kind of domain based email gets through most networks because you have your own IP address. As long as you don't get blacklisted, you have high deliverability rates because you don't have to worry about anyone else misusing your IP.

ISP based email:

This mail usually gets through a little better than private domain messages sent through a shared server... but about the same as a dedicated server. The problem with this kind of e-mail service is that it isn't good for branding your company's image. When you send ISP e-mail to another person with the same ISP, you will

almost always get through, assuming your message isn't filtered for content purposes.

Free web service email

These emails get through networks pretty well, but have a tendency to be filtered by the end user's spam blockers. Also, as with ISP email, they look bad because your customer sees you are using a free email account. The problem with this kind of email is that most of what comes *IN TO YOU*, gets filtered unless you manage your spam filter well.

AOL

This is the most undelivered email address in the world. AOL filters approximately 1,000,000 e-mail messages per hour (by their own admission). They look at this as a *good* thing because they are claiming to be saving their customers from spam. – Which they are, of course. Unfortunately, they are also filtering thousands of e-mails that people *WANT* to get – and *CAN'T*. Most of these messages are from private domains. The best way to communicate with an AOL address is to send *FROM* another AOL address.

If you are going to rely on email for use with your business, you will have to learn how it works and know how to use it. Unless you want to use a dedicated mail server, you need to use several methods of emailing your customers including:

1. Constantly communicate with your customers - telling them to *WHITELIST* your address by adding you to their receiving list. This solves almost all undeliverability issues – even with AOL.
2. Use an ISP email account as an alternate way to communicate.
3. Use a specialized service for broadcast email messages like GetResponse.com, Aweber.com or VerticalResponse. These companies have agreements with AOL, Earthlink etc. that allows them to get their messages delivered.
4. Use an AOL account to email AOL customers. AOL recently made it possible to get a free AOL account – so anyone can do this without using AOL as an ISP.

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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.

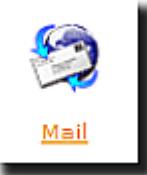
Also...when using your web server for mail, make sure your host provides SMTP (Simple Mail Transfer Protocol) service as well. This allows you to SEND e-mails not just RECEIVE them. (Yes, some hosts do not provide this feature, so make sure you ask before you host!)

At Black Wire Hosting 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 *FROM* you.

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Setting Up E-mail Accounts



Setting up an email account is one of those things that are very easy once you do it at least once. There are two steps to using your domain's email:

1. CREATING the email account – which has to happen at your web hosting account. Of course, cPanel makes this process very easy.
2. Setting up an email client to USE the email account you created. You can use any POP3/SMTP email program like Outlook or you can use the web based email your host has provided you with access to.

POP3 / SMTP

Since your host will have provided you with both POP3 and SMTP mail servers, you will need to know what they are. In most cases they look like this:

POP3 = mail.yourdomain.com

SMTP = mail.yourdomain.com

...where **yourdomain.com** is, of course, your actual domain.

POP3 usually runs on Port 110, while SMTP is on Port 25.

This is technical information you will receive from your host and you will need it to configure the software (email client) you use to utilize your domain email for sending and receiving.

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Outlook, Eudora and Entourage

There are a handful of choices for email clients you can use to manage your domain email. As you probably know Microsoft's Outlook is the most common. Although, Mac users enjoy the friendly interface of Entourage. There are other lesser known email clients that all probably work just as well as the next. The one you choose and use is matter of sheer personal preference as they are all basically the same in that they are configured in basically the same way.

No matter what email client you use, it will need the POP3/SMTP server and port information in order to be used.

Also, when you create an email account on the hosting side (via cPanel), you will also create a *PASSWORD* for that email account – not to be confused with the password for your *HOSTING* account. Your email client will need that information and can usually be configured to not have to ask you for it every time you send or receive.

Email clients can seem quirky. But part of the problem is that they rely on multiple services to work well. When you are using a program like Outlook, the application is only able to send and receive as long at least four major components are working well.

First, Outlook must be configured correctly to connect to your host's mail servers and to your specific email account(s). Misspelled passwords, improper port settings or syntax errors in the mail server configuration can stop everything from working.

Secondly, your local computer system and its Internet settings must be set correctly (in other words Internet security options set too high can cause email trouble in Outlook).

Thirdly, your ISP must be able to connect you to the Internet. ISPs go down sometimes or often have DNS server cache issues. Outlook users often forget that they are relying on an ISP in order for their domain email to be processed through their host's mail servers.

Finally, your hosts mail servers must be up and running.

So trouble-shooting problems in Outlook can be complicated and have to be approached in a way that narrows down the problem. As an example, let's look at a common email issue that comes up for many users from time to time.

Problem: "*I can RECEIVE email through Outlook, but I can't SEND out. What's wrong?*"

Assuming your SMTP (outgoing) mail server is configured correctly, and assuming your host's mail servers are running, this problem exists due to a block on the part of the ISP preventing users from going through port 25 (the port SMTP uses.)

POP3 and SMTP e-mail protocols are pretty straightforward to set up. Because of this, hackers and virus sending buffs can forge message headers so they seem to come from someone other than the actual sender. One way ISPs limit this abuse is by blocking their outgoing mail servers, by making them available only to IP addresses inside their own network.

The solution is simply to contact the ISP and find out how to get UN-blocked from using port 25. If the ISP does not offer this option, they may provide alternate SMTP server settings for your Outlook configuration. This is usually a good solution because the end receiver of your Outgoing email has no view of what server it came through.

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Web-Based E-Mail



While using a POP3/SMTP client is the preferred and most efficient method of managing one's domain e-mail. There are other solutions.

There can be problems with using a POP3/SMTP email client. Since the client resides on the user's local computer, managing e-mail from remote locations is difficult or impossible and at best, messy.

Web-based e-mail provides a solution to e-mail management via remote locations. Your web hosting provider should offer web access to your domain e-mail accounts through web-based e-mail programs that should be part of your hosting package. For instance, cPanel ships with at least two web-based e-mail applications.

To access web-based e-mail, you can access your cPanel (which is accessible from virtually any location with Internet access) and thereby access the web mail programs.

Additionally, web based email programs can even be accessed without going through the cPanel interface simply by accessing the port upon which those applications run, bypassing port **2082** (where cPanel is) and going directly thru port **2095** (the port web-based e-mail is accessed on a cPanel server.)

To access web-based e-mail directly through port **2095**, you need to know your web hosting account's IP address. In these examples, we assume your host is providing

the Horde and NeoMail web-based applications (SquirrelMail is another newer web-based application that is gaining popularity.)

For **HORDE** web-mail you can login WITHOUT going thru cPanel by going to:

<http://youripaddress:2095/horde/index.php>

For **NEOMAIL** web-mail you can login WITHOUT going thru cPanel by going to:

<http://youripaddress:2095/neomail/neomail.pl>

...Where **youripaddress** is your actual Primary IP address.

When the log-in prompt appears for the web mail program, you simply log in using:

1. the **username** is the FULL EMAIL ADDRESS (you@yourdomain.com)
2. the **password** is the EMAIL password for this email account (not the cPanel password) that was created for the email account in cPanel.

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Auto-Responders

Most Internet marketers will probably agree that the invention of the auto-responder is probably one of the most important events in online marketing's short history.

Auto-responders are exceptionally useful because they are *AUTO*-mated. Anytime you can automate a task in business – especially an Internet-based business, you are usually on the right track.

It's crucial to know that there are two kinds of auto-responders and each has an important, but different role.

Single Trigger Auto-Responders

Black Wire Hosting actually coined the phrase *Single-Trigger Auto-Responder* based on enormous amount of confusion that came from hosting customers looking for automated follow-up systems and confusing those with the simple auto-responder mechanism that comes with their hosting package.

First, an auto-responders is simply an email message robot. It responds to any incoming email that is sent to that particular address and thereby by sends a pre-written message to the requester.

For Example, if you have set up an auto-responder with the address info@yourdomain.com the system will automatically send a prepared message anytime and every time it receives an addressed to info@yourdomain.com. The incoming email TRIGGERS the auto-responder to send a SINGLE reply to the address of that incoming mail. (Hence the term: "*single-trigger*").

So there are 3 components to a single-trigger auto-responder:

1. The incoming e-mail that comes from whoever is REQUESTING a response
2. The OUTGOING message stored in the auto-responder
3. The email address on your domain that that you have designated to server as an auto-responder

Note: Email addresses that you designated as auto-responders can also be used as regular emails.

Auto-responders are like the "voice-mail" of the Internet. The auto-responders pre-written message could be compared to the OUTGOING MESSAGE on a voice mail that you hear when you call in.

The advantages of using auto-responders should be obvious. For example, your customer can send an email to you and get an immediate answer. The response they get will have been a prepared one that EVERYONE gets...but at least they get one. In the meantime, their email an also have been delivered to your inbox for you to read.

The most common use of a single-trigger auto-responder would be to combine that technology with the use of an online *FORM*. When the user fills out a web form and submits it for processing, the script handling the form data needs an email address to send the contents of that form to. If that address is also an auto-responder, the end result is a seamless, efficient and quick way for people to communicate and collect information.

By using an auto-responder with a web form, the customer can fill in the blanks in the form (name, address, phone or whatever...), click SUBMIT and suddenly two very important things have happened:

1. The customer gets an automated response
2. The webmaster gets an email with the form contents (name, address, phone or whatever...)

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Sequential Auto-Responders

If single-trigger auto-responders are powerful (and they are), then sequential auto-responders are MEGA-powerful. A sequential auto-responder system takes the use of single-trigger auto-responder to new heights.

A sequential auto-responder is actually an entire program or system that utilizes standard auto-responders. But a sequential system can store a series of responses

as opposed to just a single one, thereby creating a SEQUENCE of responses that can be sent to the original requester.

When someone triggers an auto-responder that is part of a sequential system, they are actually triggering a SERIES of responses rather than just one messages. The interval at which those messages are sent can be configured by the sequential auto-responder program. It sets these intervals by way of a CRON Task. (An event that is programmed into a server to run at a certain time in the future an on an on-going basis.)

Sequential Auto-responder systems also require a database to store important information...not the least of which is: the series of pre-written messages that will be sent to requesters, and a record of the email address to send those messages to.

But as you might imagine, most sequential auto-responder scripts and programs are usually configured to offer the webmaster several convenient controls and configurations. Besides being able to set up a sequence of messages, these systems usually allow for the creation of several separate series of responses. Customers requesting information by triggering one particular auto-responding email will be receiving a different series of messages than another person who has triggered the same system, but sent to another address.

In other words, webmasters with sequential auto-responders could have a separate follow-up series for different categories of people. *Customers* might receive a different set of messages than *prospects*. And this differentiation would be determined simply by the address that is triggered.

There are basically two kinds of sequential auto-responder systems:

1. Scripts you can acquire and install on your hosting account. These will use the mail system and mail servers built into the server your domain is hosted on.
2. Third party programs that house your sequential follow-up system on their own servers.

I'll cut to the chase on this one. The second option has *HUGE* advantages over the first. Many people believe that the use of an auto-responder script on their hosting account will be a good idea because they will not have to pay any monthly fees to a third party server. This is true...the problem is this:

AR scripts that are installed on one's hosting account use very large amounts of server resources and bandwidth. As the user's list grows, so does their need for more hosting. A busy AR system can slow down a website and it's server while it's processing email.

The second problem with installed AR scripts has to do with deliverability. This is probably a more significant issue than the use of server resources...although they are related. Over the years, the deliverability of email has changed (thanks to the epidemic of spamming). The least delivered emails are those which are generated from scripts (like AR programs) on a shared server.

This is especially true on a *shared* hosting account (which most people use.) In fact, the best way to use an installable AR script on a hosting account is on a dedicated server...but that gets to be an expensive investment when your mailing list is new

and small. Dedicated servers have more resources to spend (they aren't being shared) and because they have a unique IP address, they are more apt to be able to get their emails through more networks and spam filters.

But dedicated servers aren't perfect either; (unfortunately there is no perfect email system or one that can claim 100% deliverability). But there are some methods that are better than others.

The best way to use a sequential auto-responder system is through a third party company that *SPECIALIZES* in getting their emails through to the ISP they have negotiated with, on server that are configured *SOLELY* for the purpose of delivering large amounts of e-mail.

The two most popular and effective services that have been around the Internet marketing industry are getresponse.com and aweber.com. There is very little difference between these two services. And paying anywhere from \$15 to \$20 per month for the use of their easy-to-configure interfaces, access to their server resources and general reliability of their delivery rates, is far worth the price to the webmaster that want to be assured that his/her messages are actually being delivered to as many people as possible.

In addition, your emails can still be filtered or blocked completely due to their content.

After spending a great deal of time laboring over your series of auto-responder messages, it would be a shame to find out that the majority of the messages that are sent out end up in the recipient's spam or junk mail folder, or worse...are automatically deleted as spam.

You can minimize this in two ways.

First, when anyone signs up to receive information from your auto-responder, have them automatically redirected to a page that gives them instructions for 'white listing' you. Email clients have an actual white list where the owner of the email client can add specific addresses that should never be considered spam.

The other way to make sure that your auto-responder messages get through the spam filters is to check them against one of the various spam checkers that are available online. These programs are often web based, and free to use. They check your message for words or phrases that commonly trigger spam filters in email clients. Don't send out any auto-responder messages without doing a spam check first, and you will increase your deliverability level all the more.

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Part 5 : Uploading and Maintaining Your Site

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: **DOWM**loading and **UP**loading. If you have ever DOWNLOADED an e-book from a website, you have used File Transfer. Technically, your browser *is* an FTP application.

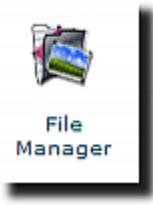
UPloading files means sending them the other direction *FROM* your computer *UP* to the server.

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 **DOWM**load files with most stand-alone FTP applications or your web browser.

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cPanel's File Manager



File Manager is a feature in 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.

To access the File Manager, click on the icon above the words File Manager on the main screen of your cPanel interface.

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FTP

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) 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 its “own” FTP). But the use of many other HTML editors require the use of a stand-alone FTP program. There are many free FTP programs you can download at [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 **DOWMload** as well as **UPload**, 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.

Professional webmasters prefer at least having access to an FTP client at all times.

Among the settings in most FTP programs is the ability to configure the **TRANSFER MODE**. The FTP application will usually allow 3 Transfer Mode options:

1. Binary
2. Ascii
3. Automatic or Auto-Detect

There are two ways files can be transferred and in most cases they can be moved in *Binary* mode. But there are certain files that MUST transfer in *ASCII* (text) mode, or they will become corrupt.

Basically most files like html pages, php pages, images, media, exe, zip files etc. can be transferred in Binary. But *TEXT* files that have sensitive syntax (like cgi and Perl scripts) must use ASCII. The reason for this is that if a text file like a cgi or Perl script is transferred in Binary mode, it can add characters to the text that can cause the script to have syntax errors.

However, most FTP applications are able to determine the best transfer mode, hence the Auto-Detect option. But it's good to know why there is a difference in modes. There might be a case when using the Auto-Detect feature in your FTP application that it fails to detect the proper mode. To be safe, you could then transfer your text files again, by simply switching the setting to ASCII mode.

Probably the best mode of operation is to leave your FTP Transfer Mode set to Auto-Detect as the default setting since most files will be fine. Then, when transferring a sensitive text file, you should switch over to ASCII for the transfer. This way you are assured of the proper transfer taking place.

When doing this, you should transfer all ASCII files with a separate session than your other files.

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Internet Explorer and FTP

It's also possible to use your Internet Explorer as an FTP application (actually *all* browsers are File Transfer programs, in that they are transferring files every time you view a webpage).

But most of us use our browsers with the http protocol. However, it is also possible to use IE as a quick and easy way to upload or download files using the FTP protocol (as long as you have authority to access the server). You will need to know your hosting account's IP address and will likely need your hosting account username and password to do so.

Type this syntax into the browser's URL bar...

http://xx.xxx.xx.xxx:username@domainname.com

...where **xx.xxx.xx.xxx** is your actual hosting account IP number and **username** is your web hosting account username login; followed by the @ sign and your full domain name.

This will bring up a log-in prompt in Windows that may ask you (again) for the username and will ask you for the hosting account password.

(At the time of this writing, Firefox/Mozilla is unable to do this.)

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WS_FTP

While there are countless FTP Programs ranging in price from \$0.00 to \$89.00, most of them do the same basic things. But one stands out as an industry favorite. It could be because of its features (which are plentiful and practical) or because of it's seniority on the market (it's been around long enough to now boast of 40 million users.)

WS_FTP is distributed by Ipswitch and is available in a few different versions ranging from around \$40 to \$90 depending on the version and service agreement selected. There are also high-end, high-security server versions for several hundred dollars that most webmaster/end users would never need. The \$40 *HOME* version of WS_FTP is sufficient for almost all FTP needs.

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Cute_FTP

Like WS_FTP, Cute_FTP is a favorite among pros and novice alike. It costs about the same as WS_FTP and is about as easy to use (maybe easier). Their interfaces are almost identical depending on the build or versions you compare. With a 30 day free trial, one has ample time to test the application to determine if it's the program of choice.

Cute_FTP's customer base is probably made up of more beginner users than WS_FTP's. This is sometimes better for the newcomer because their support, documentation and even their website demonstrations and screenshots are geared toward the less "geeky" of us. In other words, while WS_FTP and Cute_FTP might be almost identical in their technical capabilities, Cute_FTP's support and instructions might easier to decipher for the average webmaster.

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cPanel's Main Features

To write an exhaustive volume on *all* of cPanel's functions would be not only be a massive task to write, but would be ultimately be impractical. cPanel is constantly changing, being updated, fixed, upgraded and changed. Many of the features that appear in cPanel today may be different – or even gone six months from now.

However, there are some basic and fundamental functions that cPanel provides that every user should know at least something about.

I have divided these feature into three main groups: A beginner's section describing what every cPanel user should know at the very least; an Intermediate section that will help most users get more out of their cPanels; an advanced section that will apply and appeal to only those users who are developing websites that require more advanced features.

This is far from comprehensive, even within each section. But the descriptions listed here contain enough instructions for the vast majority of cPanel users.

What is cPanel and WHM?

cPanel is a brand name for a product that is developed and distributed by the cPanel.net organization. cPanel is a web hosting Control Panel that provides an interface for web hosting users to be able to utilize the functions and features of a web server. Without the cPanel interface, most people would find it impossible to accomplish even the most basic tasks with their web hosting accounts. In fact, unless every user was willing to learn how to access and use the server through the shell (SSH) and learn several Unix commands, their web hosting accounts would be useless.

cPanel is by far the most popular Unix server control panel and because of that, it gets a great amount of attention from the global hosting community. There are more third party plug-ins, add-ons and open source support for cPanel than there is for any other web hosting control panel.

The full cPanel interface actually has two main parts: the WHM (Web Host Manager) and the cPanel itself.

The WHM is sort of a Master Control Center on a web server that allows the user to act as an administrator over the server – or at least a pre-determined area of that server. Users with Reseller Hosting Accounts have access to WHM with limited features. Users of dedicated servers have access to WHM with full (root access) features.

WHM allows the admin user to create hosting accounts and thereby provide each hosted domain with its own unique cPanel interface.

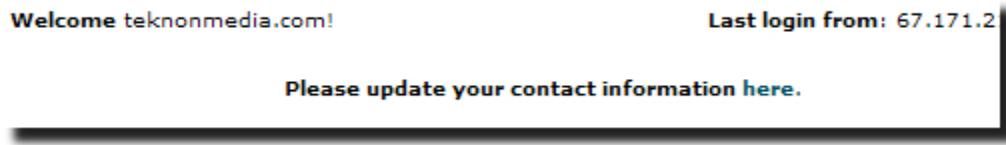
WHM also provides access to hundreds of services running on the web server that are far more advanced than the average user will ever need or want to know. These include adding, suspending, terminating and editing web hosting accounts, their DNS zones on the server, the software that runs on the server, which applications and what versions of those applications should run on the server; as well as several maintenance functions that help deal with e-mail and the mail servers, FrontPage extensions, MySQL Apache Web Server, Perl modules and literally hundreds of possible configurations. The features of WHM could be an entire volume all its own and would appeal to resellers and dedicated server users only.

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The Basics – What Everyone Should Know

Getting Started: Setting Your Contact Information

Your contact information being added to the cPanel contact information area allows the server to automatically contact you with important technical information about your web hosting account. For example, the server will send you a notification when/if you have reached 80% of your disk space or bandwidth allotment so you can respond accordingly. If your contact information is not current or not present, you will not receive these notifications.



To access the Contact Email Address Setup:

1. At the top of the main menu of your cPanel interface, click on the word "**here**" in the sentence: "**Please update your contact information here**". ("Here" is a link.)
2. Enter the email address you wish to be contacted through in the blank field next to **Contact Email**.
- 3 Click on **Save Email** to save this address.

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Installing FrontPage Extensions

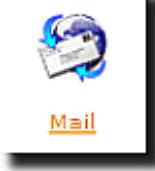
For MS FrontPage users (only), one of the first tasks that should occur in cPanel is the installation of the FrontPage extensions. This allows the user to use FrontPage to publish the website files that are designed in FrontPage to their hosting accounts. For FrontPage users, the term *PUBLISH* is synonymous with the term *UPLOAD*.

Since it is necessary to have these special files called "extensions" on a Unix server for FrontPage to operate fully, it is necessary to have a web hosting account that provides you with the capability of installing FrontPage extensions in the first place.

Interestingly enough, there once was a day when it wasn't so easy to have FP extensions installed. The website owner was required to contact the hosting company's support team and request a FrontPage Extension installation, then possibly wait several days for it to be accomplished. That seems ridiculous now, and is fortunately that is no longer necessary. cPanel web hosting accounts include a "one-click" FrontPage Extensions installation feature that is incredibly easy to use. It's as easy to install FP Extensions as it is to Un-install them. The process takes only seconds.

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Setting Up E-mail Accounts



Setting up an E-mail account in cPanel is a matter of knowing where to go, as is the case with most cPanel features. The steps are simple:

1. Log in to your cPanel
2. Under the Mail heading find and click on the link that allows you to ADD/REMOVE ACCOUNTS
3. Think of a name for your e-mail account (the part that goes before the @ symbol.)
4. Create and REMEMBER a password for this account. Don't confuse this password with your cPanel login. The password you create here is ONLY for this one e-mail account.
5. Save what you have done.

Creating an e-mail account in cPanel is not all you need to do if you want to actually *USE* that e-mail address for sending and receiving (and, of course, you probably do).

So, the next step is to set up your e-mail *CLIENT* (email software like Outlook) to be able to utilize your e-mail account. If you want to use Web-Based e-mail, you would not need to take this next step. (See Web Based E-mail for that option.)

Here's how you would set up your e-mail client:

Close the cPanel and open up your e-mail client.

Depending on which e-mail software you are using, you will need to provide the following information in order to send and receive e-mail through the domain e-mail account you just set up:

- Your e-mail account name - for example "info@yourdomain.com" (You should provide the WHOLE account name - not just the prefix.)
- The password you just created for this e-mail account - so your software can log into the server and get your e-mails and/or send them out.
- Your POP3 mail server. This is the port that your e-mail client will need to know where your INCOMING mail is at. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

- Your SMTP mail server. This is the port that your e-mail client will need to know to send your OUTGOING mail through. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

So, if your domain is "acmewebsites.net", your POP3 and SMTP mail servers would both be:

mail.acmewebsites.net

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Setting Up A Blackhole

When you have your own domain, you will find that there are attempts to send you e-mail (usually spam or bounced spam from a forged header) to email accounts on your domain that do not exist.

In other words, let's say you have only 3 email accounts:

john@yourdomain.com , paul@yourdomain.com and george@yourdomain.com

What happens if someone sends an email to ringo@yourdomain.com or anything@yourdomain.com when there is no email account setup for that domain? Answer: it goes to your catch-all.

Eventually, that catch-all address will fill up with junk, bounces, spam misspelled emails, etc. This can cause problems for disk storage at some point and even prevent your email from working correctly.

This can be prevented by keeping your catch-all inbox clean by creating a *blackhole*.

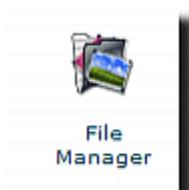
To create a *Blackhole* for your catch-all.

1. Click on the MAIL icon in cPanel and open the mail features to select **DEFAULT ADDRESS**
2. Click **SELECT DEFAULT ADDRESS** on the next screen.
3. In the pull down box make sure your domain shows (not an email address) and in the field marked **to:** type **:blackhole:** - Notice the **COLONS** at the beginning at end.

This will prevent your domain from receiving any messages that are not intended for a specific email account you have created.

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Basic Use of File Manager



File Manager allows you to modify the files and contents of files that are part of your website. The File Manager allows point and click uploading, editing, copying, and more. The File Manager in cPanel 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.

To access the File Manager, click on the icon above the words File Manager on the main screen of your cPanel interface.

You can use the File Manager to view the text inside a text or script file, or to view the image from an image file by using the Show File Contents option.

To use the Show File Contents option:

1. Click on the icon next to the file which you wish to view the contents of.
2. Then, click on the words **Show File** or **Show File Contents** on the right side of the Screen.
3. A new window will appear containing the contents of that file.

The file's contents are viewed in a separate window. You will need to close the window or go back to your other browser window to return to the File Manager. To return to the File Manager, simply close the window containing the file's contents.

Using the File Manager: Changing Your Current Directory View

Since your website's files will likely be in multiple directories, it is important to know how to navigate to the directory that you wish to be in. You can only access the files in the directory that you are currently in; so, changing directories is necessary to complete many tasks.

To move to a specific directory (folder),

1. Click on the icon next to the directory's name
2. To go back up to the previous directory you were in, click on Up one level.
3. To go back to your home directory click on the / before the name of the current folder.

If you cannot figure out where you are, check the top of the File Manager to see your location. It will be next to (Current Folder).

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Using the File Manager: Uploading Files to Your Site

For your site to show up on the Internet, it needs to be present in your site's public_html directory. You can use the FILE MANAGER to upload files to this directory, and to other directories by using the Upload file(s) option.

To Upload Files:

1. Navigate to the directory you want to upload *TO* (usually the public_html)
2. Click on the words Upload File(s).
3. Click on a button marked BROWSE:
4. Select a file to upload from the local window by clicking on it.
5. Click on the open button and the window will disappear.
6. Repeat steps 3 through 5 to prepare more files to be uploaded.
7. When the list is full (up to 12 files) or you have no more files to upload, click on Upload.

You will be brought back to the FILE MANAGER in the directory you have uploaded the

files to. NOTE: If the upload was successful, the following will appear (except filename.extension will be the actual name of the file(s) you have uploaded):

Upload Status filename.extension (filename.extension): upload succeeded.

If files are not getting uploaded, check the overwrite existing files box. Note: this will replace files even if they are newer than the files you are uploading.

Using the File Manager: Renaming Files

Often, changing the name of a file is a necessary adjustment to certain parts of a website. A file's name can be changed by using the Rename File function in the File Manager.

To change a file name in the File Manager:

1. Click on the icon (NOT the text) next to the file you wish to rename.
2. Click on the text link ***Rename File*** on the right hand side of the screen.



3. Type the new name for the file in the blank field next to the button marked ***Rename***.
4. When finished typing the new name of the file, click on the button marked ***Rename***.

NOTE: If the rename was successful, the following will appear (filename1 will be the old name of the file, filename2 will be the new name, and /home/folder will be the name of the directory you are in):

Renamed filename1 -> filename2 in /home/folder/

When renaming files, make sure to keep the same file extensions or they may not be able to be executed or viewed.

Using the File Manager: Deleting Files

You can use the FILE MANAGER to delete any files from your site that you no longer wish to keep. You may need to delete files if the amount of disk space your site takes up is close to the amount of disk space that you are allowed to have in total.

To DELETE a file name in the File Manager:

1. Click on the icon next to the file you wish to delete.
2. Click on the words Delete File on the right side of the screen



NOTE: If the delete was successful, there will be an indicator showing you this that appears on the upper right hand side of the screen.

Deleting the files does not fully remove them from the system, until you empty the TRASH in the File Manager (much like your own desktop).

To empty the trash and remove files from the system completely, click on the picture (icon) of the trash can.



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Using the File Manager: Editing Files

You can use the File Manager to edit the contents of a script or a text file by using the Edit File option. (Image files cannot be edited with the Edit File option.)

To Edit files in File Manager:

1. Click on the icon (not the text link) next to the file you wish to edit.
2. Click on edit file on the right side of the screen
3. Another window will open with the contents of that file.

4. To edit the file simply add, remove, or change text by typing in the window.
5. When you have finished editing the file, click on the Save button.
6. If you wish to change the name of the file type a new name in the **Save File As** field.

NOTE: After saving the changes to the file, the following message will appear (except *file* will be the name of the file and */home/directory//file* will be the directory you are currently in and the filename):

/home/directory//file File Saved

To continue editing the file, click on the word *file*. (Use the actual file name.) To return to the File Manager, close the browser window.

Be careful to make sure spelling and punctuation are correct when editing files, especially script files. Small errors can cause a script to not run properly - or at all.

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Using the File Manager: Creating Files

You can create files in any directory on your site by using the Create New File option in the File Manager. This option allows you to create a text, HTML or script file in the directory you are currently in.

To create files in File Manager:

1. Click on the words Create New File that show in the structure of the website files (left side of the screen).
2. Type the name of the new file in the blank field above the drop-box that appears on the right side of the screen.
3. Click on the drop-box containing the words *Text Document* and select the correct type of file you wish to create. (HTML, Text, etc.)
4. Click on the box marked *Create*.

If the file was created successfully, the following will appear (except *filename* will be the actual name of the file you have created and */home/directory* will be the directory you have created the file in. *File Type* will be replaced with the actual type of file you created).

Creation of filename (File Type) succeeded in/home/directory

Make sure to create the proper type of file for its contents. A file created with an improper file type will most likely not work in the manner that you wish it to. For example, an HTML Document that is created as a Perl Script will not work. It needs to be created as an HTML Document.

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Using the File Manager: Moving Files

You can move files into any directory on your site by using the Move File option in the File Manager. This option allows you to move a file into a new location without leaving a copy of it in its original location.

To move files in File Manager:

1. Click on the icon next to the file you wish to move.
2. Click on the words **Move File** in the menu on the right hand side of the screen: A list of folders will appear on the left hand side of the screen.



3. Click on the name of the folder you wish to move the file into.

If the move was successful, an image will appear on the right hand side of the screen.



Make sure to place files only in directories where they are supposed to be. Placing a file in the wrong folder can have adverse consequences.

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Intermediate – Stuff that's *Good* to Know

Viewing Your Disk Usage

The cPanel Disk Usage Viewer allows you to see where the files are in your site that are taking up disk space. You can use the viewer to view all of the files in your site and find out how much space each file takes up. This is an important part of your file structure management so you can better monitor your disk space usage.

To access the Disk Usage Viewer, click on the icon above the words Disk Usage on the main screen of your cPanel interface.

You can also use the options in the Disk Usage Viewer to control what is displayed in the viewer. Through the options, you can navigate through your site and change the information that is displayed in the viewer.

These options will appear:

Show Parent Directories (Hide Parent Directories)

This option will show (or hide) all top level directories in your site. When turned on, directories above public_html will be shown. When turned off, only sub-directories will be shown.

Show More Directory Depth

This option will show all the subdirectories of the currently listed directories.

Show Less Directory Depth

This option will show all parent directories of the currently listed subdirectories.

Show Top Level

This option will show all files and directories that exist in your home directory.

Clear File Usage Cache

This deletes all file usage information from the cache and recalculates all disk usage information.

Hide Small Files (Show Small Files)

This option will hide all files that do not take up a significant amount of disk space. (This can be very useful when trying to find only the files that are using a lot of space on your site). Enabling Show Small Files will go back to showing all files in the current directory, regardless of size.

Show File Sizes as Bytes

This option will show all files sizes in bytes instead of megabytes.

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Changing Your Password

It's important to note that your cPanel password is actually your HOSTING account password. They are the same. This is important because it affects your use of FTP. If you change your cPanel password, you are also changing your FTP login as well.

However, your cPanel password should NOT be confused with other passwords you may have created in cPanel. For example, your email account passwords are not associated with your cPanel/FTP/Hosting Account password, and changing it does not affect your email accounts.

The same is true for your MySQL databases. Each one has their own unique password (created by you when you set up each MySQL database.)

The point of confusion is this: Your access to the global MySQL *APPLICATION* on the server is authenticated by your cPanel/FTP/Hosting account password, so changing your cPanel password actually affects how you access the MySQL engine. But this change occurs in the background and you rarely need to know about it. It can be confusing though, because when you make a cPanel password change, the interface tells you that your MySQL password was also updated. But, this does ***NOT*** mean that the individual passwords on each of your self-created MySQL databases were affected. It would actually be better if cPanel never reported this to you because it is information you really don't need, yet could confuse you.

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Using Auto-Responders

Auto-responders are e-mail messages that are sent automatically when an e-mail arrives for a specific e-mail account. You can have more than one auto-responder on one e-mail account. You can use plain text or include HTML code in the auto-responder, and choose from a wide variety of character sets.

When someone sends an e-mail to an address you have created as an auto-responder, you can still receive the contents of their message, while at the same time triggering an automated response back to them.

Here's how it works: When an email is sent TO the auto-responder address, the system acknowledges receipt of an e-mail message, and then sends back a prepared email to the sender. This not only provides the requester with immediate response, but confirms that their request was received. When you configure an auto-responder through your hosting account's cPanel, you are using a **SINGLE-TRIGGER AUTO-RESPONDER**. This type of auto-responder, sends its message just one time (*each* time it is triggered.)

An example of using an auto-responder would be if a customer sends an email to an address with an auto-responder set up on it to get information about a product. The customer would get a pre-written automated response that may say *"Thank You for your inquiry. We have received your question and will get back to you as soon as possible"*, while at the same time, the recipient of the e-mail that is set up as an auto-responder would receive the customers inquiry, feedback or question.

This kind of e-mail communication works best with FORMS on a web site. The customer fills out a form, clicks a submit button and receives an automated response to their own email address while the company receives the information captured by the form.

A single-trigger auto-responder is the e-mail equivalent of *voice-mail*. The caller can call and hear information by way of the outgoing message left by the owner of the voice-mail. While at the same time, the caller can leave information for the receiving party to "capture" by recording the message from the caller.

Create an Auto-responder in cPanel

cPanel makes the creation of single-trigger auto-responders easy. Before you add an auto-responder to your account, it's best to have created at least one e-mail account in the mail area. Then, when you create your auto-responder, you will have an e-mail address to assign it to.

To create an Auto-responder :

1. Click on the **Auto-responders** link in the Mail Area.
2. Click on the **Add Auto-responder** link.
3. Enter the address of the account that the auto-responder responds to in the **Email** field.
4. Enter your name or address in the **From** field. This is optional. You do not have to put anything in this field.
5. Enter the subject line of the auto-responder in the **Subject** field.
6. Click on the required character set for this auto-responder from the Character Set drop-down list, if required.
7. Enter the auto-responder message in the **Body** field.
8. Click on the **Create** button.

Edit or Modify an Auto-responder

You can modify an auto-responder if you need to alter the details of the message or if you need to repair an auto-responder that may have been set to the wrong e-mail account.

To edit or modify an auto-responder:

1. Click on the **Auto-responders** link in the Mail Area.
2. Click on the **Edit** button next to the auto-responder that you want to edit.
3. Edit the auto-responder's fields as required.
4. Click on the **Create** button to edit the auto-responder.

Delete an Auto-responder

You might delete an auto-responder when you no longer need it. If you do not use your auto-responder all the time and just want it active at frequent intervals, (such as an "*I'm away from my office*" type of message), you can modify it to point to a non-existent e-mail account, such as *anything@yourdomain.com*, and then simply change the account name back when you need it again. Refer to **Editing an Auto-responder** above for more information on how to do that.

To delete an auto-responder:

1. Click on the **Autoresponder** link in the Mail area.

2. Click on the **Delete** button next to the auto-responder that you want to delete.

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Back Ups

Having a backup of your website is crucial, yet many people do it incorrectly. This is probably because they don't understand or remember that when you build a website, you do so on your own computer. What is stored on the server is a COPY of that creation.

So website back ups are all about HOW you manage the overall storage of your website in several ways. Here's how it works...

1. When you create a website, you do so on YOUR local computer (not the server)
2. When you upload that website to your hosting account, you are sending a COPY of your current version of the site to the server. Now it is in two places. The server and your PC (or Mac – I don't want to leave anyone out ☺).
3. At Black Wire Hosting, we back up our servers every night 365 days a year and can restore any website by rolling back ONE day, ONE week or ONE month. So if someone messes up their site, and they want what they had yesterday...the HOST can restore it. If they want what they had **2** days ago, we go back a week.

HOWEVER... If the user has managed their site properly, they should *ALWAYS* have a copy on their own computer anyway. So the fix is to simply re-upload to the server anytime they want to update, or replace what **is** or **was** on the server.

The nightly backups the host has should only be used as a last resort. A good webmaster *ALWAYS* has a copy of their website locally (home or office computer) and one remotely (the web server).

Now here's another safety. Black Wire Hosting provides cPanel with all our hosting accounts which has an ADDITIONAL backup feature. This allows you to go in and click a button and the server then creates a backup of your entire site and ZIPS (compresses) it into a nice folder. This allows you to store it where you want. (On your own computer is best because it takes up disk space.) The idea is, that if anything happened to what was on the SERVER, you would have an easy archive that could be restored by the same cPanel feature that created the archive in the first place.

Some people create backup archives and make the mistake of storing them on their web hosting account. That is not ideal. That is like storing a spare key for your car in the trunk of the car! If anything happened, you would need a key to the trunk to get the key to the car...and they are often the same key! So storing the archive OFFsite (your computer or some other hard drive) is best.

That same cPanel feature even allows the user to store the packaged archive on *ANOTHER* server if they want to. This requires a web hosting account on another server, but it is easy to do and is just another option for backup.

So, when you use that cPanel feature you now have copies of your website in *FOUR* places at any one time:

1. The server
2. Your computer
3. Black Wire Hosting's nightly back up system
4. Your downloaded ZIP file (archive)

Even when people don't use the cPanel backup feature...there is still no good reason to ever lose your site files.

Amateurs sometimes upload their websites to the server and have no backup archive and no local copy...so they are stuck with whatever the host has: A copy that is 1 day, 1 week or 1 month old.

You can create back up archives of your entire website that should be **DOWNLOADED** to your own local computer.

If you want to download a home directory back up via your browser just click "Download a home directory Backup". The home directory is the folder that is the user's root level. This is the directory that your public_html folder is in.

If you want to back up your site but don't have the connection speed to download it, choose the "Generate/Download a Full Backup" option.

If you choose to "Generate/Download a Full Backup" you will be given some more options :

- Backup and store the file in your web space
- Backup and store the file on another server - to use this option just enter all the ftp details for the other server and you will be emailed once it is completed.

To backup a database:

1. Click the name of the database you wish to backup
2. Choose to **save** the file
3. Select a location on your hard disk and click **save**
4. The backup file will start downloading. Of course, may take some time to download the backup - depending on the size of your site and the speed of your Internet connection.

You can backup files in a sub-domain by using the Alias/Filter option :

1. Click the name of the **alias/filter** you wish to backup
2. Choose to **save** the file
3. Select a location on your hard disk and click **save**

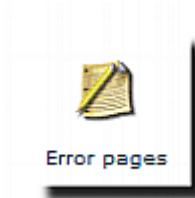
4. The backup file will start downloading. Note that it may take some time to download the backup depending on the size of your site and the speed of your internet connection.

To restore a backup:

1. Click the browse button under the correct section (**Home**, **SQL DB** or **Alias/Filter**) depending on the type of backup you are going to restore
2. Locate the backup file on your hard disk and click **OK**
3. Click the upload button and wait for the file to upload. Note that it may take some time to upload the backup depending on the size of the file and the speed of your internet connection.
4. A confirmation message will be displayed when the backup has been restored successfully.

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Custom Error Pages



Ever get those annoying *Page Not Found Errors* when you are looking for a specific web page? Your site visitors get them too and it's not necessarily because there is anything wrong with your website or its structure.

People, misspell and mistype all the time and then they do, they get that familiar, generic bad news that the page cannot be found. Unfortunately, these pages sometimes make it look like something is wrong with your website, when there is not. The answer to this dilemma is to create your own friendly, branded-with-your-logo custom error page. So the next time a visitor mistypes (as long as they get the domain right) they will at least see that they are still on your site. That custom page can offer instructions on how to get back to your site...or whatever page you want to link them to.

It's easy to do. First, you need to create a custom page. Do that in your favorite html editor so that you can COPY the html code it produces.

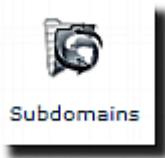
To create a custom error page, follow these steps:

1. In cPanel, click the **ERROR PAGE** icon
2. Select the type of error you want to customize (**404** is the most common)
3. Then, you can choose to insert certain information automatically by selecting from the given options. (**REQUESTED URL** is the most common)

4. You can also PASTE your HTML code (from the custom error page you design in your html editor) into the field below the data you inserted in Step 3.
5. Scroll down to click **SAVE**

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Sub-domains



A sub-domain is a file structure that can be held within the file structure of your main domain. Sub-domains are actually "sub-web sites" within your web site...but don't require a uniquely registered domain name.

The URL of a sub-domain looks like this:

http://yoursubdomain.yourmaindomain.com (notice no WWW)

Some web sites use sub-domains as departments for their business. For example, the Acme Company might have these sub-domains:

http://support.acmecompany.com
http://sales.acmecompany.com
http://catalog.acmecompany.com
etc.

While a sub-domain looks like another folder or directory within your web site file structure, there is actually a little more to it.

Unlike sub-directories, sub-domains MUST be created in the cPanel under the SUBDOMAINS link (not the File Manager). When the server creates the sub-domain based on the name you provide thru the cPanel interface, it also creates a cgi-bin folder just for that sub-domain, then creates a folder for the sub-domain and places it within your public_html folder.

The sub-domain can run its own cgi scripts just as if it were a web site on its own.

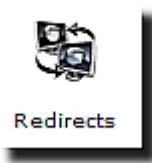
To create a sub-domain, follow these steps:

1. Log in to the cPanel
2. Click on the **SUBDOMAINS** link
3. Provide a name for your sub-domain (no 'dots' or 'slashes')
4. Click the **ADD** button.

You can now upload to your sub-domain just like you do your main domain (thru FTP, cPanel's File Manager, etc.)

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URL Redirection



It's easy to redirect a URL in cPanel. You can redirect any URL address on your hosting account to any other URL address on the Internet. The important thing to remember is that redirects are based on web *PAGES*. In other words, if you wanted to redirect an address like this:

<http://www.yourdomain.com/folder>

...to some Internet URL, you would need to actually forward the index page in your folder to the external web address. So your redirect might be:

<http://www.yourdomain.com/folder/index.html>

The URL your redirect is going *TO* can be any valid Internet web address.

To create a URL Redirect in cPanel, click on the **REDIRECTS** icon in the main menu. The screen that appears will be pretty self-explanatory. The first part of the redirect is set for you since it must be part of your domain. After you fill in the rest of the path (index.html, folder/index.html, etc.), you can type in the address of the destination URL. Then, simply click the ADD button. (It's best to make all redirects *TEMPORARY*).

Any and all redirects you create will appear in a list below the redirect function.

A screenshot of the 'Add Redirect' window in cPanel. It has fields for 'From' (http://webmastersurvivalkit.com/) and 'To' (http://), a dropdown for 'Temporary' (set to 'Temporary'), and an 'Add' button. Below this is a 'Remove Redirect' section with a dropdown and 'Remove' button. At the bottom is a 'Current Redirects' list and a 'Go Back' button.

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Password Protecting Directories

You can protect the contents of a specific area of your website by creating a login for any directory (folder) you have within your site structure. By creating a username and password for the particular sub-directory, browsing to that URL presents the user with a prompt to login. If the user logs in successfully, they are taken to the default landing page, or home page (index.html) of that folder.

This is a practical way to allow only certain people or groups access to files on your website.

Additionally, you can create a virtually unlimited number of username/password combinations for the same directory. This allows you to provide unique login access to the same location to more than one person.

To password-protect a directory,

1. Simply click on the **PASSWORD PROTECT DIRECTORIES** icon on cPanel's Main Menu.
2. Select the folder you want to protect by clicking on its name
3. Check the box that selects the option reading "**Directory Requires a Password to Access via the Web...**"
4. You can enter a short message that appears when users log in and SAVE your setting.
5. After protecting a specific folder, you then go back and create a username and password and clicking the Add/Modify button.

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Intermediate Use of the File Manager

File Manager has several levels of functions. Some are more commonly used than others. Some are more complex. This section will explain some of the more intermediate features that you may or may not need to use unless you are doing more than the simply basic functions of site management.

File Manager allows you to modify the files and contents of files that are part of your website. It allows point and click uploading, editing, copying, and more and 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 apposed 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.

To access the File Manager, click on the icon above the words File Manager on the main screen of your cPanel interface.

You can use the File Manager to view the text inside a text or script file, or to view the image from an image file by using the Show File Contents option.

To use the Show File Contents option:

1. Click on the icon next to the file which you wish to view the contents of.
2. Then, click on the words **Show File** or **Show File Contents** on the right side of the Screen.
3. A new window will appear containing the contents of that file.

The file's contents are viewed in a separate window. You will need to close the window or go back to your other browser window to return to the File Manager. To return to the File Manager, simply close the window containing the file's contents.

Using the File Manager: Setting/Changing Permissions

It is important to make sure that certain files can be accessed only by certain people. Therefore, proper file permissions should be set so those who are permitted to use a file can, and those who are not permitted to use the file cannot. File permissions can be set using the Change Permissions function in the File Manager.

In most cases your permission setting should NOT be changed as this can cause a security breach on your web hosting account and even the server globally.

The Unix Command for changing permissions on a file or directory is **CHMOD** – which is an abbreviation of **Change MODE**. If you are using an FTP application to manage your site structure, you may see the **CHMOD** command as an option. This is the same as changing or setting permissions.

Permissions are set according to a numeric pattern ranging from 000 to 777 – The highest level of permissions is 777 and this setting should be used sparingly as it can cause an in road for hackers to breach your web hosting account and server.

Sometime, when installing a particular script or web application program, the provider of the program will instruct you to change the permissions on a folder, file or set of files inside a folder. CHMOD accomplishes this for you and the File Manager function for changing permissions invokes that command.

It is imperative that your permissions be set correctly, or you run the risk of preventing certain scripts and programs from running and/or web pages from being viewed on your website.

The default permission settings should be left as they are when you first get your web hosting account set up. Only use CHMOD or the permissions function if you are certain you are setting them correctly.

To change permissions on a file or folder in File Manager:

1. Click on the icon next to the file you wish to change the permissions of.
2. Click on the words **Change Permissions** on the right hand side of the screen.
3. Click on a box to add or remove a check from it. You will see the numeric setting adjust as you check/uncheck these boxes. (Alternately, you can simply type in the numeric value you wish to set the file to.)
4. Either way, make sure the permissions you wish to give the file have checks in their boxes.
5. Click on the button marked *Change* to change the file's permissions.

If the change was successful, the following will appear (except *filename* will be the name of the file, the numbers will correspond with the permissions given and */home/folder* will be the name of the directory you are currently in):

Set permissions on filename -> 0644 /home/folder/

If a file cannot be viewed, make sure that it is world readable. Making any files world writable could allow them to be changed by unauthorized users.

The permission settings of 777 are the highest you can set a file or folder to. There is great risk when setting a folder to full write permissions of 777. This allows the public to upload, or write to a folder on your website. Hackers who like to cause problems for webmasters sometimes seek out folders with 777 permissions, and then use that accessibility to upload malicious files to an account. The files might be automated running scripts that plant derogatory, malware, spyware or other nuisances on the server that could affect not only your account, but the web hosting accounts of anyone else on the same shared server.

Sometimes there is no other option, but to set a folder at 777 in order for a particular script to operate. But, whenever possible, full write permissions should be avoided.

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Editing HTML through the File Manager

File Manager has an excellent and simple-to-use HTML editing program built into it. Once logged into cPanel, and then opening File Manager, you can select any file inside your public_html folder and the HTML Editor option will appear.

Using the interface is fairly self-explanatory with all the basic html editing features you'd expect; including the ability to make and edit tables, hyperlinks, font style changes, and so on.

The problem with using File Manager's HTML Editor (or ANY online HTML design software for that matter) is that the changes you make to the server-side files will not match those that should also be stored locally on your home or office computer.

When editing your website or making changes to site files with an online editor like the one found in File Manager, it is important to also make sure you eventually *DOWNLOAD* a copy of the changes you have made with your FTP program.

So why would you ever use an online editor like the one in File Manager if it *ONLY* changes the server side files?

This feature can be a quick and convenient way to make a change to your website in the event you are at a remote computer and away from your local PC and/or its editing software application.

For example, if you were traveling and at least had access to the Internet, you could log into your cPanel, make immediate changes and edits to your site without having to be at home where your web design application resides. Later, once you are back at the local computer you store and design your site with, you could download those changes you made on the road, so that your local copy stays "in sync" with what you are displaying live on the Internet.

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Advanced – For Serious cPanel Users

Using MySQL



MySQL – (Pronounced "My Sequel") is a relational database, popular because of its relative ease of use and the fact that it's open source software. It is considered to be much easier to set up and use than more traditional database software applications.

MySQL databases can be managed using a wide range of programs. But cPanel has made configuring a MySQL database very easy to do. With that, cPanel includes phpMyAdmin – an advanced interface for working with MySQL databases.

When creating a database in cPanel, there are a few important steps to remember. Missing just *one* of them can cause extreme frustration later on when you use a script that attempts to connect to the database you are expecting to work.

There are three steps to creating a MySQL database. Once you log into cPanel and click the MySQL icon, do this:

1. Type a name for your database in the **db:** field and click **Add Db**

MySQL Account Maintenance

Databases:

User: Db:

Privileges: ALL ALTER CREATE TEMPORARY TABLES
 CREATE DELETE DROP SELECT INSERT UPDATE
 REFERENCES INDEX LOCK TABLES

Add User to Db

 Db: Add Db

2. Next create a username and password for this database by typing a username in the **Username:** field and a password in the **Password:** field under the **USERS** section.

Users:

UserName:

Password:

Add User

3. Next, you will need to ADD the user to the database (a step that is easy to miss – yet crucial to the functioning of the database.) At the top of the MySQL page, there are two pull down menus : One that displays **USERS** and one that displays **DATABASES**. Notice that the server added prefixes to your names that will look like this:

cpusername_dbusername
cpusername_dbname

...where...

cpusername = your cPanel or hosting account username login
dbusername = the username you just created for this MySQL database
dbname = the name of the database you just created

Databases:

example_images Delete Check Repair

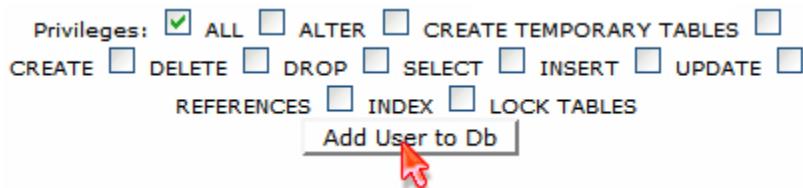
User: example_sally31 Db: example_images

Privileges: ALL ALTER CREATE TEMPORARY TABLES
 CREATE DELETE DROP SELECT INSERT UPDATE
 REFERENCES INDEX LOCK TABLES

Add User to Db

After selecting the proper user and database from the pull down menus, you must

click the ADD USER TO Db button. (Normally you will want to grant privileges of **ALL** which is the default setting.)



When utilizing a PHP or Perl script to connect to the MySQL database you just created, the script will need the connection data. This consists of three important elements:

*cpusername_dbusername
cpusername_dbname
dbusernamepassword*

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MySQL and Remote Access

Here's a side note (for the advanced user) about using MySQL via a remote connection:

It's possible to utilize the data in a MySQL database on the server with a remote desktop or home computer. But you can't use *localhost* as the setting when connecting from a remote computer.

localhost means the MySQL engine is on the same server that the script is on that is referring to it. Most people run their MySQL scripts on their websites, so the connection is "local".

When connecting remotely, it is far more complex.

Instead of *localhost*, you would need to connect through the IP address of the server. (Usually thru port 22)

Then, you would also need to authenticate the connection with your HOSTING ACCOUNT username and password (same as your FTP and/or cPanel). *THEN ...you can connect to the MySQL database with the database username and database user password.*

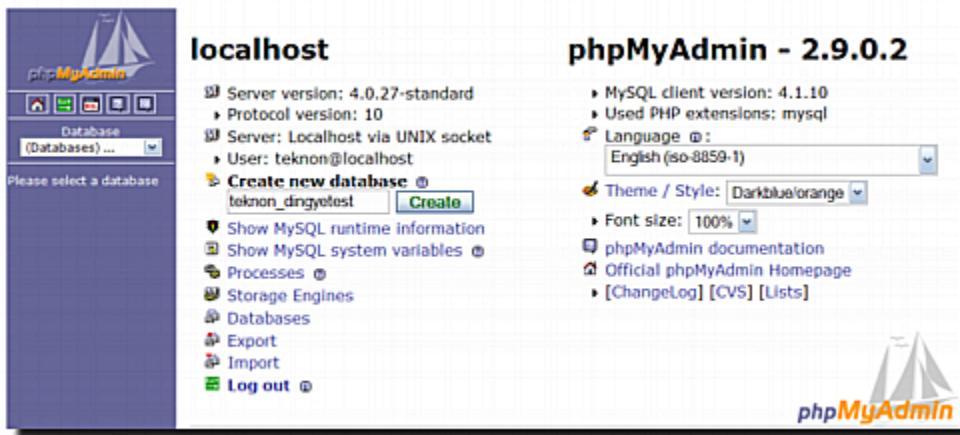
HOW you do the above is dependent on the software application you are using to connect. You may also need to use what is called an *SSH Tunnel* to do this, but again, the software you are using would have to accommodate this and you would need your host to enable Shell Access for you.

Connecting to a MySQL database from your home computer is unorthodox and uncommon. The easiest way to use MySQL is directly with your hosting account.

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phpMyAdmin

phpMyAdmin is a tool that is part of the cPanel build. It is a third party addition to cPanel, written in PHP. With phpMyAdmin, the user can handle the administration of his or her MySQL databases in a much friendlier way than having to write pure code. phpMyAdmin can easily create and drop databases, create/drop/alter tables, delete/edit/add fields, and execute any SQL (structured Query Language) statement. With it you can also manage keys on fields, manage privileges and export data into various formats. It is also a convenient and easy way to browse the data that is being stored in a database. There is more information about using this tool at: phpmyadmin.net



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Protect Yourself from Bandwidth Theft

To display an image on your website, of course, the html document calling for that image must have the correct path. In other words, if you have an image stored in a folder called *images*, it will not show if the path to that does not reflect the folder it is stored in.

An image called ***mypix.jpg***, stored in a directory called ***images***, will only show when the page refers to:

/images/mypix.jpg

However, since all it takes to access and display that image is the correct PATH, this means you can display an image on your website that is not actually being STORED on your hosting account.

In other words, an image stored here:

<http://www.someotherwebsite.com/images.somepix.jpg>

..can be displayed on ANOTHER website as long as the html code contains the above path to the image. So, an HTML document on **yourdomain.com** could display an image from **someotherwebsite.com**

This may sound convenient, but is a huge problem for both parties involved; for the webmaster of the *SOURCE* image as well as a problem for the webmaster on the "receiving end".

For the webmaster accessing the image from an external site, it can be a problem when the source website is down or has had a file structure change (a moved or renamed image file). This would cause the image to NOT display on the receiving end, and repairing this problem would be out of the receiving webmaster's jurisdiction.

For the *SOURCE* website (the one "supplying" the image), this reference to the image costs the providing site bandwidth – and bandwidth is not free. This means that any image file (or .exe, .pdf, .swf, .avi, .zip....etc.) on *YOUR* site can be referred to by any other webmaster who knows the path to your files.

When someone references a file on your site in this manner (without your permission), it is known as bandwidth theft. Why? Because *YOU* are paying for the bandwidth *THEY* are spending with their traffic.

Here's the good news. You can easily prevent bandwidth theft with a feature that appears in cPanel called Hot Link Protection.

Hot Link is another term for any link or reference to an external file as described above. But the Hot Link Protection feature in cPanel allows you to control this.

Here's how:

1. In cPanel click the Hot Link Protection icon.
2. On the next screen you can ENABLE or DISABLE Hot Link Protection, but before you do, you can also choose to ALLOW certain URLs to be exempt from this protection by simply typing them into the box.
3. Additionally, you can provide a list of the extensions you want protected (.jpg, .gif, .png, etc.)
4. Finally, you can also create a redirect to a page (that you must create and add to your site) that appears when someone attempts to link to a protected file. Some users use this landing page as a notification or an opportunity for the visitor to request your permission to refer. (To do that, you would need to create a form on that landing page that could process such a request.)

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Blocking Someone from Accessing Your Website

Normally, you want as many visitors to your site as possible. But there is time, under certain circumstances, when it is handy to block certain IP numbers from visiting. (Perhaps a malicious user.)

To block someone, you need to know their IP address. Of course, each visitor to your website can be tracked through the web statistics applications in your cPanel, and one of the components of their visit that is recorded, is their IP address.

To deny an IP address, you simply click on the **IP DENY MANAGER** feature in the main menu of cPanel.

The next screen will be self-explanatory. There, you can add the IP address you want to deny (block). You can also REMOVE denials and see a list of all IP's you are currently blocking.

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CRON Jobs



CRON is a shortened version of the word *Chronology* – meaning *time*. (As in “*chronological order*”)

CRON is a server application called a *daemon*, which means that it is always running, but lays dormant until it is required.

The CRON daemon, (known in server application terms as *cron*), stays dormant until a time specified in one of the *config* files, (called *crontabs*).

CRON allows users who are hosted on Unix servers to run commands or scripts automatically at a specified day and time. A CRON Job or CRON Task can be used for running almost any kind of command that a web hosting account might need. A common use for a CRON Job is to trigger the file in a sequential auto-responder script that needs to send out its next broadcast.

For example, when using the popular sequential auto-responder script known as ARP3, it is necessary to create two CRON Jobs. One of those tasks is a file that handles the automation of sending out the e-mail messages.

So to create the CRON Job, you would need to know the path to the file that needs to be run. In the case of this example, that file is a Perl script.

Assuming that file is stored in the cgi-bin, the path for the CRON to work might look like this:

```
/usr/bin/perl /home/username/public_html/cgi-bin/arp3-auto.pl
```

In the above syntax, the CRON command calls for the Perl interpreter to be implemented (since we are running a Perl script.) The path to that interpreter is provided by your host. (cPanel actually displays this path in the main menu.)

```
/usr/bin/perl
```

The second half of the command (note the space between the first and second parts), is the absolute server path to the Perl file that needs to run.

```
/home/username/public_html/cgi-bin/arp3-auto.pl
```

Of course, **username** would be replaced with the actual web hosting account user name (cPanel login name).

The other part of creating a CRON Job is deciding the interval, day and time and which the command will run.

cPanel provides two methods for creating these tasks. cPanel users can choose to use the **STANDARD** or **ADVANCED** method of creating a CRON. It doesn't matter which method is used. It is a matter of which method the user finds easier.

The **STANDARD** method allows the user to point and click from a set of menus for choosing the date and time the command will run.

Using the **ADVANCED** method, the user needs to be familiar with CRON syntax.

CRON syntax is a line of five numbers and/or asterisks (*) that act as the settings. These five setting represent *minute*, *hour*, *day*, *month*, *weekday* (respectively).

Each setting can have its own series of numbers. These are the possible parameters for each setting:

minute (0-59),
hour (0-23),
date or day of the month (1-31),
month of the year (1-12),
day of the week (0-6 with 0=Sunday).

Each setting can utilize commas, backslash, asterisks and hyphens to represent multiple numbers and more specific settings:

* Is treated as a wild card which means *any possible value*.

*/9 Is treated as every 9 minutes, hours, days, or months (depending on which setting it is used for.). Replacing the 9 with another numerical value would change this accordingly.

Commas are treated as an *OR*, so if placed in the **hours**, this could mean that 1, 3, 5 would be treated as 1, 3, or 5 o'clock.

Hyphens allow for any value between the numbers given. So 8-20 placed in the **day** setting would translate as the dates of the 8th through the 20th. If this same value was used in the **hours** setting, it would mean between the hours of 8am and 8pm.

Here are some examples of CRON Job time interval syntax:

0,30 9-19 * * 1-5

Runs on the half-hour from 8:00 AM to 7:30 PM, Monday thru Friday

0 12 1,20 * 5

Runs at noon each Friday AND the first and twentieth of every month

27 4 * * 1

Runs at 4:27 AM Monday

0 15 * * 5

Runs at 3:00 PM Fridays

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Advanced FTP Account Management

When you initially open your web hosting account, you will notice that it also usually includes FTP access. This access is based on your MAIN web hosting username and password. In other words, you automatically have full FTP access to your account and it's "root" level (the directory above the public_html), by logging into the server via FTP using your hosting account login. (The same login credentials your cPanel uses.)

However, cPanel also allows you to create subsequent FTP accounts – much like you would create email accounts on your domain.

Adding FTP accounts is useful when you want to provide FTP access to specific folders or sub-domains on your account without allowing the user access to your main account.

These added FTP accounts operate similarly to your main account with these TWO differences:

1. The **ADDED** FTP Account must have a username that includes the domain's suffix. It looks like much like an email address:
addeduser@maindomain.com
2. When the **ADDED USER** logs in, they have access ONLY to a sub-domain by the same name as the FTP user name.

For example, here's what the syntax comparisons would be for a web hosting account that has an added FTP account:

MAIN ACCOUNT:

Domain = **maindomain.com**

Username = **myaccount**

Has access to: the directory above the **public_html**

ADDED FTP ACCOUNT

Added FTP username = **addedaccount@maindomain.com**

Sub-domain = **addedaccount**

Has access to: the sub-domain INSIDE the **public_html** called **addedaccount** and everything inside that sub-domain.

/public_html/addedaccount/

Notice that the ADDED FTP Account and the SUB-DOMAIN it has access to MUST have the same name.

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Fantastico



Fantastico is a third party add-on program that works with cPanel. Not all cPanel servers are licensed for Fantastico because each hosting provider must procure the privilege of adding Fantastico to its cPanel build.

Fantastico is clearly the leading add-on program for cPanel servers, as it provides more than one million end users the ability to quickly install dozens of web server applications and scripts as well as open source content management systems into their web hosting accounts.

The list of applications that "ship" with Fantastico changes from time to time, and the list seems to keep growing steadily. Some of the more popular Fantastico-installed scripts are WordPress (a very popular and easy to use blogging program) and several bulletin board or forum applications. At the time of this writing, Fantastico has about fifty available applications.

Its strongest feature is the ease with which a script can be installed. Black Wire Hosting servers are licensed for Fantastico DeLuxe and it is included as a standard feature with all hosting plans.

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Understanding Web Traffic Stats

Knowing who is visiting your site, when they visit, how often and where they come from can be of utmost importance to the webmaster. Both marketing and design choices can be affected by the information you glean from understanding these statistics.

cPanel provides programs you can use to analyze your site traffic: AWStats, Webalizer and Analog – all are capable of providing basic statistical information about website traffic.

Webalizer - Webalizer is a log file analysis program. It produces detailed, easily configurable usage reports in HTML format, for viewing with a standard web browser. So when you view Webalizer's output via cPanel, you are viewing the web page it produces.

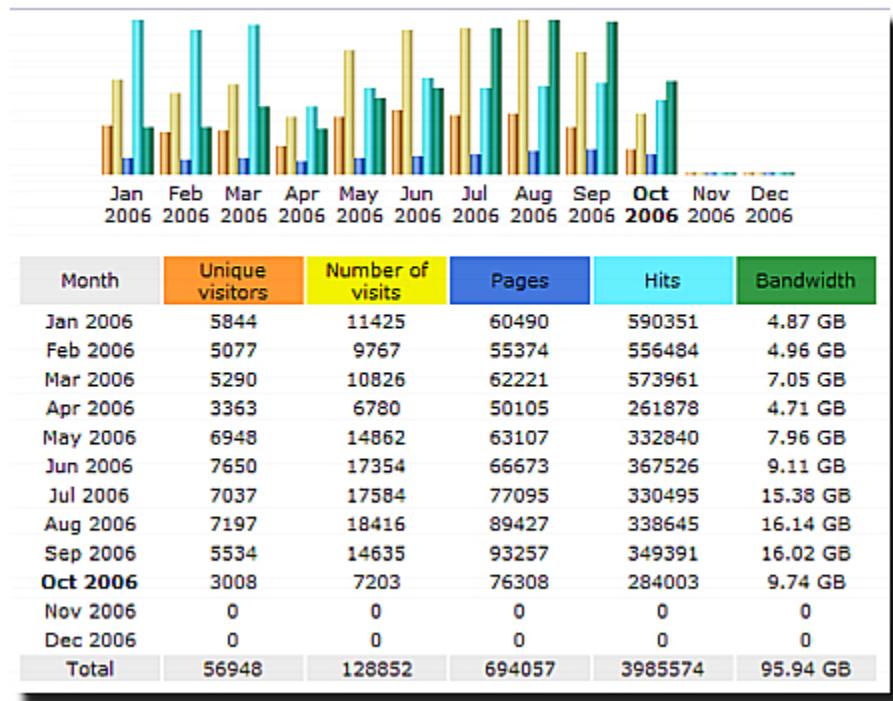
Month	Summary by Month						Monthly Totals					
	Daily Avg						Visits		Pages		Files	Hits
	Hits	Files	Pages	Visits	Sites	kBytes						
Oct 2006	11086	7171	1020	308	5310	10654466	8957	29603	207987	321500		
Sep 2006	12878	9113	1443	568	7978	18198972	17063	43304	273414	386346		
Aus 2006	11688	8872	1364	660	9222	17609402	20466	42297	275060	362355		
Jul 2006	11420	8715	1267	650	8597	16577043	20173	39277	270193	354034		
Jun 2006	12864	10404	1192	676	9516	9889452	20290	35771	312132	385929		
May 2006	11211	9051	1049	565	8697	8573815	17528	32535	280586	347571		
Apr 2006	9118	6379	807	307	4745	5133769	9233	24225	191387	273543		
Mar 2006	19001	9503	1084	457	6754	7697517	14195	33632	294614	589040		
Feb 2006	20419	10573	1075	451	7192	5376397	12655	30114	296057	571743		
Jan 2006	19524	10379	1045	455	7399	5279274	14116	32416	321779	605247		
Dec 2005	20125	11545	1121	474	7635	5673821	14701	34767	357914	623900		
Nov 2005	17303	11081	1102	490	7543	5524305	14714	33078	332436	519116		
Totals						116188243	184091	411019	3413559	5340324		

Webalizer was written to solve several problems that previous analysis packages had because they were written in Perl. Webalizer is programmed in C making it much faster and more accurate than many of its predecessors.

Analog - Analog is a program that measures the usage on your web server. It tells you which pages are most popular, which countries people are visiting from, which

sites they tried to follow broken links from, and other useful information. It runs very fast in that it can process about 1GB of data every five minutes.

While cPanel provides several ways to view and analyze the traffic stats of a website, the most comprehensive and accurate application for this is called *AWStats* (*Advanced Website Statistics*).



The chart below shows you a comparison between the three major stats programs available through cPanel. It will be clear to you that AWStats is the best program to use when you want the most accurate and thorough information.

Features	AWStats	Analog	Webalizer
Analyze Web/Ftp/Mail log files	Yes/Yes/Yes	Yes/No/No	Yes/No/No
Report number of "human" visits	Yes	No	Yes
Report unique "human" visitors	Yes	No	No

Report session duration	Yes	No	No
Statistics for visits are based on	Pages	Not supported	Pages
Statistics for unique visitors are based on	Pages	Not supported	Not supported
Report countries	IP Location or Domain name	Domain name	Domain name
Report regions (US and Canada states)	Yes	No	No
Report cities and major countries regions	Yes	No	No
Report ISP	Yes	No	No
Report Organizations name	Yes	No	No
Report hosts	Yes	Yes	Yes
Report WhoIs information on hosts	Yes	No	No
Report authenticated users	Yes	Yes	No
Report rush hours	Yes	Yes	Yes
Report days of week	Yes	Yes	Yes
Report most often viewed pages	Yes	Yes	Yes
Report entry pages	Yes	No	Yes
Report exit pages	Yes	No	Yes
Report pages by directory	No	Yes	No
Report pages with last access time/average size	Yes/Yes	Yes/No	No/No
Report file types	Yes	Yes	No
Report by file size	No	Yes	No
Number of Operating Systems that can be Reported	46	29	0
Number of Browsers that are able to be detected	121	9	4
Report screen sizes	Yes	No	No
Report audio format supported by browser for Real/QuickTime/Windows Media Player	Yes	No	No
Numbers of Search Engines	122	24	0

Reported			
Number of keywords / keyphrases used on search engines that can be detected	118	29 KeyWORDS only	14 KeyPHRASES only
Report external referring web page with/without query	Yes/Yes	No/No	No/Yes
Report HTTP Errors	Yes	Yes	Yes
Report Number of 404 Errors	Number, Last Date& Referrer	Number Only	Number Only
Report 'Add to favorites' statistics	Yes	No	No
Other personalized reports for miscellaneous/marketing purpose	Yes	No	No
Daily statistics	Yes	Yes	Yes
Monthly statistics	Yes	Yes	Yes
Yearly statistics	Yes	Yes	Yes
Export statistics to PDF	Experimental	No	No

The basic information that a stats program tells you is how many **HITS** and how many **VISITORS** your site is getting. Many people confuse **HITS** with **VISITS** and yet, they are *NOT* the same. Additionally, numbers of visitors can also be broken down into two basic groups: *visitors* and *UNIQUE visitors*.

Remember, a browser is really a File Transfer Program. When you are browsing a website, you are TRANSFERRING (downloading) files – web pages and images, etc. to your computer to be displayed through your browsing software.

When someone is browsing your website, they create **HITS**.

A **HIT** occurs every time a file (page, image, etc.) are downloaded (displayed in a browser.) So if your home page has 4 images on it and someone **VISITS** that page, you will receive 5 **HITS** because of that ONE visitor: 1 webpage PLUS 4 images equals 5 HITS - assuming their connection is fast enough and their stay is long enough to have displayed all 4 images.

A **VISIT** occurs when an IP address is recorded having downloaded (viewed) your website. No matter how many times the person from that IP views the site, a VISIT is recorded. The number of UNIQUE VISITORS is a measurement that takes into consideration RETURNING visits from the same IP and calculates (subtracts) them OUT of the equation so that you can analyze a more accurate number of different people viewing your site.

Let's use this simple example to see how the stats are produced:

Let's say we have a website with 1 PAGE and 4 IMAGES.

On one day, people with these IP numbers browse to our site:

111.11.11.111 – This person looks at the site three times.
222.22.22.222 – This person looks at the site once, but has a slow connection and can't view any images.
33.33.333.3 – This person looks at the site once.
44.444.44.4 – This person looks at the site twice.

Using our simplified example, the stats would show something like this:

HITS = 31
VISITS = 7
UNIQUE VISITORS = 4

Why?

111.11.11.111 – This person created 15 hits, 2 visits and 1 unique visit
222.22.22.222 – This person created 1 hit, 1 visit and 1 unique visit
33.33.333.3 – This person created 5 hits, 1 visit and 1 unique visit
44.444.44.4 – This person created 10 hits, 2 visits and 1 unique visit

Also, it is important to note that some visitors use a lot of proxy servers to surf the Internet (such as AOL users do). This means that it is possible that several proxy servers (with several different IP addresses) are "traveled" through before reaching your website by only ONE HUMAN visitor.

In other words, one proxy server downloads (displays) the page while, perhaps, two other servers show all images. Because of this, if stats of **unique visitors** are reported as **HITS**, it would show **3 VISITORS** ... when there was only **1**.

So AWStats has somewhat of a fix for this problem: It considers only HTML pages to count the **unique visitors**. This diminishes the error significantly, but does not eliminate it 100%. It's always possible that a proxy server downloads one HTML frame and another one downloads another frame.

Additionally, AWStats can detect robot visits. Robots are those visits you get from search engines that are "spidering" your website to examine its content, and therefore update the search engine's database. All of the most common robots are detected by AWStats, which is important information to separate out from your "normal" visits.

Stats programs that are not able to do this, give you false information. For example, if your site was submitted to all of the famous search engines, those robots might make 500 visits a month to find updates or to see if your site is still online. So, if you have only 2,000 visits per month, stats programs with no robot detection capabilities will report 2,500 visits instead of 2,000. AWStats, on the other hand, will report 500 visits from robots and 2,000 visits from human visitors.

AWStats can detect the most popular search engines. That data is updated with AWStats updates. But AWStats also uses an algorithm to detect keywords of

unknown search engines with unknown URL syntaxes, making it a more useful statistical analytics tool than the rest.

Without a doubt, AWStats is the better of the statistical programs available in the open source arena. Some of its unique features are so powerful, that it is hardly worth comparing what AWStats does. For example, AWStats is the only application of its kind that reports how many of your visitors are adding your website to their FAVORITES list in their browser settings. That could be good marketing information for you. By studying the MISC section of the AWStats chart, you can know this instantly.

Of course, its unique ability to separate human visits from non-human (robots and spiders) makes it the most accurate web stats program.

Other important unique features are its capabilities of reporting the duration of your visitors stay (session) on your site, what kind of audio/video software your visitors are using, whether or not they are able to read PDF files, what their screen sizes are and even what ISP they are using. All of this information might be useful to the savvy online marketer and webmaster.

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Top 20 FAQ's

Use the following section to quickly find answers to the top 20 most Frequently Asked Questions asked by web hosting customers. This represents the most common questions and (more *importantly*) the **answers** to those questions.

Question:

How Do I Update My Name Servers (DNS)?

Answer :

To make sure your domain is pointed to the proper server you need to know these **TWO** things:

1. WHO your registrar is and your log-in information at your registrar's site.
2. What your NAME SERVERS are. (This information is provided by your host.)

Then, simply go to your registrar's site and log in to your domain registration account.

Find the area in your registrar's site that allows you to manage your domain(s). Each registrar has a different "look", but they all have a way for you to UPDATE YOUR DNS RECORD or CHANGE YOUR NAME SERVERS. (They may call it something similar.)

You will need to provide the name servers that were given to you in your Welcome Letter. You will always have TWO name servers and they may look something like this:

ns1.blackwirehosting.com

ns2.blackwirehosting.com

(NOTE: This is just an EXAMPLE. Your name servers may be different than these.)

After you update the DNS Record with the new name servers, your domain has to propagate (resolve) globally over the Internet. This can take 24 to 48 hours depending on your registrar and host.

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Question:

Do I Need to Transfer My Domain to my new Host so I can Host My Website With Them?

Answer:

This is clearly the most misunderstood concept when it comes to web hosting. The short answer is "NO" - You should never have to "transfer" your domain to any specific registration site in order to host with a certain hosting provider.

In fact, you can host with Black Wire Hosting no matter *WHERE* your domain is registered. Your DOMAIN REGISTRATION and your WEB HOSTING are two very separate issues. Some people think they have to "transfer" their domain to...but there is actually nothing to "transfer" when you host - even if you are changing from another host. You *WILL* need to **POINT** your existing domain to the new host...but not **TRANSFER** it.

In order for your DOMAIN to be associated with your WEB HOSTING, you have to tell your REGISTRAR (no matter who they) where you will be hosting your website, so that when someone types your URL (domain address) into their browser, they will find your site.

Pointing your domain to your web site is simply a matter of updating your Domain Name (DNS) with the correct NAME SERVERS that is provided to you with your hosting account.

Domain TRANSFERS usually refer to the change from one registrar to another. But there is rarely a need to change registrars, unless you are unhappy with the service or cost of your current registrar.

Black Wire Hosting recommends [Teknon Domains](#) for customers who do not have a domain registered.

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Question:

I've Uploaded My Website, but I Can't See It. What's Wrong?

Answer:

There are a couple of reasons why this can happen. Here are the 4 most common ones:

1. You did not upload your site into the public_html folder.

Your web site files MUST be stored in the public_html in order to be seen. You can look at where your site files were uploaded to by viewing them thru FTP or the cPanel's File Manager to make sure they are in the right spot.

2. You did not create an index page.

Your public_html folder needs a starting or home page that will act as your DEFAULT page. This provides a place for your visitors to land on when they type in your domain (URL) into their browsers. The system automatically knows to look for a default page called index.html or index.htm

In other words, this URL: <http://www.yourdomain.com> will take you to this page: <http://www.yourdomain.com/index.htm>

You don't have to include the /index.htm in your URL since the browser already knows to look for it.

Note: Your index page MUST be all lower case.

3. Your files didn't upload. Sometime Internet traffic, your ISP, network connection or other variables can cause your connection to fail while uploading. You can view your file structure in an FTP program or the cPanel's File Manager to see if your files uploaded. If not - try again.

4. Your DNS record has not resolved. Until your domain registration is updated with the proper name servers, you will not be able to view your web site. Your host should provide you with a temporary URL that you can use while you are waiting for your DNS to resolve (which normally takes your registrar 48 to 72 hours.)

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Question:

I've Uploaded My Website and Can See the Pages but Not the Images. What's Wrong?

Answer:

There are a few reasons this can happen. Here are the 4 most common ones:

1. You did not upload your images to the server.

Sometimes people forget that their images are separate files just like their web pages. So creating a web page that has 3 images on it, will require the uploading of FOUR files: the web page (htm, html, php, etc.) and the three image files (.jpg, gif, etc.)

2. You did not upload your images to the proper location.

If the HTML on your web page references an image file that is like this:

`http://www.yourdomain.com/images/myimage.jpg`

or

`/images/myimage.jpg`

...then the image MUST be stored in a folder (directory) that matches the path. In other words, you will need to create a folder called "images" (no quotes) and make sure the file called "myimage.jpg" (no quotes) gets uploaded there. The HTML code on your web page must know the PATH of your images so it can show them on the web.

NOTE: You don't have to use an images folder on your site, but it is a good idea and helps you keep your files organized. Just make sure your web pages (HTML) know the path you are using.

3. Your image files didn't upload.

Sometimes Internet traffic, your ISP, network connection or other variables can cause your connection to fail while uploading. You can view your file structure in an FTP program or the cPanel's File Manager to see if your files uploaded. If not - try again.

4. Your images have incorrect names .

If you upload an image called "MyPix.jpg" and your web page HTML calls it mypix.jpg - it will not show. The syntax must match and is case sensitive.

Here's a fast "trick" to check on the path and name of an image to make sure it is correct:

- View your web site in the Internet in your browser
- Move your mouse over the image you want to check (even if it's not showing) properly, there will be a small box with a red X)

- RIGHT click on the image and select PROPERTIES.
- There you will see the path that appears in the HTML code of the web page that is trying to show your image.

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Question:

Where Do I Store My Website?

Answer:

Your website files MUST be stored inside the directory on your web hosting account called the **public_html**.

Depending on what method you are using to upload or publish your files to the web, you will see the public_html folder (directory) and will need to be able to send your files to be *INSIDE* of it.

If you are using FrontPage to publish your web site, FrontPage automatically knows to look for the public_html folder on your web server.

Most web hosting customers that have difficulty seeing their websites after uploading have this problem because they have failed to send their files to the public_html.

You can see your public_html folder thru the File manger in cPanel or through an FTP program.

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Question:

How Do I Upload My Website to the Server?

Answer:

There are basically THREE ways to upload files to your web hosting account:

1. Through your web design software (Dreamweaver, FrontPage, etc) if your software has an uploading, publishing or built-in FTP feature.

To upload through your design software or HTML editor, see the application's settings and help files to learn how your program sends files to the server. Most programs will require you to provide:

- Your HOST NAME (also known as your IP address)
- Your USERNAME (the username you log in to your web hosting account with)
- Your PASSWORD (the password you log in to your web hosting account with)
- Your URL (<http://www.yourdomain.com>)

2. Through an FTP program such as WS_FTP, CuteFTP or any of many others that are available on the Internet.

Most FTP applications will only require you to provide:

- Your HOST NAME (you can use your IP address for this)
- Your USER NAME (the username you log in to your web hosting account with)
- Your PASSWORD (the password you log in to your web hosting account with)

3. Through the cPanel's File Manager

The cPanel provides a way for you to UPLOAD files to the server as well. To use it, follow these steps:

1. Log-in to cPanel
2. Click on the FILE MANAGER link
3. Click on the public_html folder (the IMAGE not the text) - this takes you to the level you need to be at in your file structure. Your web site files MUST be stored inside the public_html.
4. Once you are INSIDE the public_html folder, click on the link that says UPLOAD FILES.
5. Use the BROWSE fields to locate any of the files on your local computer that you want to upload to the public_html. Once you locate them, click the UPLOAD button.
6. If you want to upload files to a folder that is within (INSIDE) the public_html, you must first locate yourself to that directory BEFORE you begin uploading.

NOTE:

Using an FTP application is the recommended method for managing your web site files. FTP has several advantages over the other two methods:

1. Speed - By using the FTP port (PORT 21), your files will transfer faster. The cPanel is HTML (web) based and sometimes requires you to refresh your browser before you see any changes.
2. Most FTP programs have two window panes that allow you to easily view the file structure of your computer next to the file structure of the web host. Normally you can just drag and drop whatever files you want to onto the server - visually and easily.
3. FTP allows you to DOWNLOAD files from the server ONTO your computer (cPanel and web design publishing applications do not.) This is handy if you need to grab a copy of something off of your web site - or copy your entire web site on to a local computer for back up.
4. The File Manager is limited to being able to upload a maximum of 12 files at any one time. FTP applications allow you to upload entire web sites or just one file in one click.

There are great FTP programs that are FREE and low cost at download.com

If you are using FrontPage to publish your web site you should NOT use the File Manager or FTP, as you can corrupt the FrontPage Extensions.

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Question:

How Do I Create a Sub-Domain?

Answer:

To create a sub-domain, follow these steps:

1. Log in to the cPanel
2. Click on the SUBDOMAINS link
3. Provide a name for your sub-domain (no 'dots' or 'slashes')
4. Click the ADD button.

You can now upload to your sub-domain just like you do your main domain (through FTP, cPanel's File Manager, etc.) The URL of a sub-domain looks like this:

`http://yoursubdomain.yourmaindomain.com (no WWW)`

Some websites use sub-domains as departments for their business. For example, the Acme Company might have these sub-domains:

`http://support.acmecompany.com`
`http://sales.acmecompany.com`
`http://catalog.acmecompany.com`
etc.

While a sub-domain looks like another folder or directory within your web site file structure, there is actually a little more to it.

First, sub-domains *MUST* be created in the cPanel. This is because when the server creates the sub-domain (based on the name you provide thru the cPanel interface); it also creates a cgi-bin folder just for that sub-domain, then creates a folder (directory) and places it within your public_html folder.

The sub-domain can run its own cgi scripts just as if it were a website on its own.

Additionally, sub-domains can have their own FTP accounts. So the sub-domain user does not need to be the same as the user of the main domain. A sub-domain user can be assigned a password (via cPanel) and log into the sub-domain directory with any FTP program - but without accessing the rest of the site structure.

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Question:

How Do I Access My Control Panel?

Answer:

There are TWO (2) ways to get into your cPanel:

1. If your DNS has propagated (your domain name servers have resolved) then you are able to use your full URL. The best way to access your cPanel is like this:

http://www.yourdomain.com/cpanel

You will be prompted for your web hosting account user name and password.

2. If you are still waiting for your DNS to update, you can still access your cPanel by using this syntax:

http://youripaddress:2082

Of course, you will need to use your actual primary IP address (it was sent to you with your account details in the Welcome Letter you received when you ordered hosting.) You will be prompted for your web hosting account user name and password.

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Question:

How Do I Turn on (or off) FrontPage Extensions?

Answer:

1. Log into your cPanel by going to:

<http://www.yourdomain.com/cpanel>

You will be prompted for your web hosting account user name and password.

2. In the Main Menu, look for the link that says FRONT PAGE EXTENSIONS

3. cPanel will tell you if the FP extension are INSTALLED or NOT INSTALLED. If they are NOT INSTALLED, click the INSTALL button.

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Question:

How Do I Publish My Site with FrontPage?

Answer:

Before publishing your site with FrontPage, you must make sure the following 2 items are true:

- 1. Your DNS (name servers) MUST be resolved with your registrar before you can use the publish feature in FrontPage.**
- 2. Make sure your FrontPage extensions are ON (installed) on your account first. You can do this through your cPanel.**

To use the publishing feature in FrontPage follow these steps:

1. While in the FrontPage interface, open the web site you want to publish.
2. Select the PUBLISH WEB option from the File menu in FrontPage and provide the prompt with your URL (<http://www.yourdomain.com>).
3. The next prompt will ask you for your USERNAME and PASSWORD. These are the same log-in details you use to access your cPanel.
4. FrontPage will then give you the ability to view the files on your local PC in one window pane while viewing the files on the remote (web host) server, depending on the version of FrontPage you are using.

You may want to set your options to publish all of your web pages, only changed web pages and/or include sub-webs. These options will be available in different locations depending on the version of FrontPage you are using. (version 2002 or higher is recommended)

Either way, you can click the PUBLISH button when you are ready to send your web site to the server.

Note:

If you are using the FrontPage publish feature (as described above) to upload your files to the server, do NOT use FTP as well. Using FTP can corrupt your FrontPage extensions.

If you choose to use FTP with FrontPage, you should turn OFF (uninstall) the Frontpage extensions via your cPanel - but you will not be able to use all of FrontPage's features.

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Question:

What Are Name Servers?

Answer:

Every time you use a domain name, you use the Internet's domain name system (DNS) to translate your human-readable domain name into a computer-readable IP address.

For example, the machine that humans refer to as "yourdomain.com" has an IP address **XX.XXX.XX.XX** – where the "**X**"s are a series of numerals.

The Domain Name System translates domain names to IP addresses. In order for your domain name to be able to be associated with your website, it must be assigned the IP address that corresponds with the computer (web server) your website files are being stored on. This IP address also has a name that is easier to read for "humans". While the computer has no problem working with the IP address string of numbers, the DNS system makes these numbers easier to work with by attaching a NAME SERVER to it like: ns1.Black Wire Hosting.com

Also, your domain must always have TWO name servers: a PRIMARY and a SECONDARY name server. These simply tell the DNS database that your particular domain is on a specific web server, so that when people type, <http://www.yourdomain.com>, the DNS system knows which web server to send them to.

The DNS system is a database, and you can only imagine how many requests it gets everyday!

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Question:

Who is My Registrar or What If I Don't Remember Who My Registrar is?

Answer:

Your REGISTRAR is the company that secured your domain name for you (for a fee, of course). Many people forget about their registrar; who they were, or even that they had a domain registration account in the first place!

But it is important to remember where you registered your domain name because it is there that the RECORD for your domain is stored. Every time you change to another hosting company or move your website to another server, your REGISTRAR has to be notified by way of updating your domain RECORD. Sometimes, we call this updating the DNS (Domain Name System).

If you own a domain name, you have an account with a registrar somewhere, and you also have a username and/or customer id along with a password for that account. It is important that your log-in information stays protected. Anyone that can access your domain registration account has the power to POINT your domain anywhere they want to.

Many people forget about their registrar, but here's an easy way to find out who your registrar is:

<http://www.internic.com/whois.html>

After typing in your registered domain name, a public record will be displayed. You will find the registrar's name and the URL to their site. You may have to contact the registrar to retrieve your log-in information so that you can update your name servers (DNS record). They will need to verify that it is really you, so expect to offer them information.

Sometimes the registrar listed is actually the WHOLESALER for the company you purchased your domain from. This can make the process even more confusing than it already is!

For example, teknondomains.com is a RETAILER of domain registrations, but if you look up a domain that was registered at Black Wire Domains in a global registry, you will see that the registrar listed is Wild West Domains – a division of GoDaddy. Black Wire Domains uses GoDaddy/Wild West Domains as its support provider because GoDaddy is the world's largest registrar.

Usually, the domain wholesaler can help you track down your retailer so you can get to your domain registration account.

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Question:

How do I Create E-mail Accounts?

Answer:

To use your domain e-mail, there are basically TWO STEPS to take:

- 1. Set up the e-mail account in cPanel**
- 2. Set up your e-mail client (software such as Outlook, Eudora, Pegasus, etc.) to send and receive through your e-mail account.**

Your web hosting account comes with the ability to create many e-mail accounts (depending on your hosting plan.) You can call your e-mail accounts just about anything you want. For example:

you@yourdomain.com
info@yourdomain.com
sales@yourdomain.com
greg@yourdomain.com

...of course, replacing "*yourdomain.com*" with your actual domain.

Step 1: Set Up The Account in cPanel

1. Log in to your cPanel
2. Under the Mail heading find and click on the link that allows you to ADD/REMOVE ACCOUNTS
3. Think of a name for your e-mail account (the part that goes before the @ symbol.)
4. Create and REMEMBER a password for this account. Don't confuse this password with your cPanel login. The password you create here is ONLY for this one e-mail account.
5. Save what you have done.

Step 2: Set Up your E-mail Client

Close the cPanel and open up your e-mail client.

Depending on which e-mail software you are using, you will need to provide the following information in order to send and receive e-mail through the domain e-mail account you just set up:

- Your e-mail account name - for example "*info@yourdomain.com*" (You should provide the WHOLE account name - not just the prefix.)
- The password you just created for this e-mail account - so your software can log into the server and get your e-mails and/or send them out .

- Your POP3 mail server. This is the server that your e-mail client will need to know where your INCOMING mail is at. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

- Your SMTP mail server. This is the port that your e-mail client will need to know to send your OUTGOING mail through. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

So, if your domain is "acmewebsites.net", your POP3 and SMTP mail servers would **both** be:

mail.acmewebsites.net

- Make sure your POP3 port is set to 110. This is the port that your e-mail client will need to listen on.
- Make sure your SMTP port is set to 25. This is the port that your e-mail client will need to listen on.

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Question:

What Are POP3/SMTP Mail Servers?

Answer:

Your POP3 (Post Office Protocol) and SMTP (Simple Mail Transfer Protocol) are the servers your account will use to receive (POP3) and send (SMTP) your e-mail.

- Your POP3 mail server is the port that your e-mail client will need to know where your INCOMING mail is at. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

- Your SMTP mail server is the port that your e-mail client will need to know to send your OUTGOING mail through. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

So, if your domain is "*acmewebsites.net*", your POP3 and SMTP mail servers would **both** be:

mail.acmewebsites.net

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Question:

How Do I Set Up Outlook to Send/Receive?

Answer:

You will need to provide the following information to Outlook in order to send and receive e-mail through any domain e-mail account you have set up in cPanel:

- Your e-mail account name - for example "*info@yourdomain.com*" (You should provide the WHOLE account name - not just the prefix.)
- The password you just created for this e-mail account - so your software can log into the server and get your e-mails and/or send them out .
- Your POP3 mail server. This is the port that your e-mail client will need to know where your INCOMING mail is at. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

- Your SMTP mail server. This is the port that your e-mail client will need to know to send your OUTGOING mail through. Yours will always be:

mail.yourdomain.com (replace the "yourdomain.com" with your actual domain)

So, if your domain is "*acmewebsites.net*", your POP3 and SMTP mail servers would **both** be:

mail.acmewebsites.net

Depending on the version of Outlook you are using, there will be a menu feature that allows you to CREATE MAIL ACCOUNTS. Be sure to select the POP3 account option, then follow the prompts with the information provided above.

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Question:

How Do I Read my WebMail without logging into cPanel?

Answer:

For **HORDE** webmail you can login *WITHOUT* going thru cPanel by going to:

`http://youripaddress:2095/horde/index.php`

For **NEOMAIL** webmail you can login *WITHOUT* going thru cPanel by going to:

`http://youripaddress:2095/neomail/neomail.pl`

...Where **youripaddress** is your actual Primary IP address.

When the log-in prompt appears for the web mail program use these...
You can view your Primary IP address is on the main page of your cPanel.

- the **username** is the FULL EMAIL ADDRESS (you@yourdomain.com)
- the **password** is the EMAIL password for this email account (not the cPanel). Email passwords are created when you originally create the email account in cPanel.

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Question:

How Do I Upload My Files With FTP?

Answer:

There are several different FTP applications that you can use to upload your files to the web server. Most FTP programs will only require you to provide the following information:

- Your HOST NAME (also known as your IP address)
- Your USERNAME (the username you log in to your web hosting account with)
- Your PASSWORD (the password you log in to your web hosting account with)

Once you are connected to the web server, your FTP program will show you TWO window panes: one will be a view of the files on your computer and the other will be a view of the files on the web server.

Uploading files is just a matter of selecting the file(s) you want to upload (copy) from your computer and clicking on a button or link that starts the transfer of files.

Most FTP programs will even let you drag and drop the files from one window pane into the other (either direction). By dragging a file *FROM* your computer *TO* the web server, you are UPLOADING. When you drag a file *FROM* the web server *TO* your computer, you are DOWNLOADING.

NOTE:

Using an FTP application is the recommended method for managing your website files. FTP has several advantages over other methods:

1. Speed - By using the FTP port, your files will transfer faster. The cPanel is HTML (web) based and sometimes requires you to refresh your browser before you see any changes.
2. Most FTP programs make it very easy to view the file structure of your computer next to the file structure of the web host. Normally you can just drag and drop whatever files you want to onto the server - visually and easily.
3. FTP allows you to DOWNLOAD files from the server ONTO your computer (cPanel and web design publishing applications do not.) This is handy if you need to grab a copy of something off of your web site - or copy your entire website on to a local computer for back up.
4. The File Manager is limited to being able to upload about 12 files any one time. FTP applications allow you to upload entire web sites or just one file in one click.

There are great FTP programs that are FREE and low cost at:

Error! Hyperlink reference not valid.

NOTE: If you are using FrontPage to publish your web site you should NOT use the File Manager or FTP, as you can corrupt the FrontPage Extensions.

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Question:

Where Can I Get An FTP Program?

Answer:

There are great FTP programs that are FREE and low cost at:

Error! Hyperlink reference not valid.

LeechFTP is a favorite free FTP application that is easy to configure and should be found at the above site.

If you want to *PURCHASE* a good FTP application, a professional favorite is WS_FTP from [ipswitch.com](http://www.ipswitch.com)

If you are using FrontPage to publish your web site you should NOT use the File Manager or FTP, as you can corrupt the FrontPage Extensions.

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Question:

What's the Difference Between a Sub-domain and a Sub-directory?

Answer:

SUB-DIRECTORIES

A sub-directory is simply any folder (directory) that you create for your web site. You might have a folder for your image files called "images" and its path would be:

`http://www.yourdomain.com/images/`

You can create sub-directories with your web design software, in the cPanel's File Manager or even with most FTP programs ("Make Directory").

SUB-DOMAINS

A sub-domain is a file structure that can be held within the file structure of your main domain. Sub-domains are actually "sub-web sites" within your web site...but don't require a uniquely registered domain name.

The URL of a sub-domain looks like this:

`http://yoursubdomain.yourmaindomain.com` (notice no WWW)

Some web sites use sub-domains as departments for their business. For example, the Acme Company might have these sub-domains:

`http://support.acmecompany.com`
`http://sales.acmecompany.com`
`http://catalog.acmecompany.com`
etc.

While a sub-domain looks like another folder or directory within your web site file structure, there is actually a little more to it.

Unlike sub-directories, sub-domains MUST be created in the cPanel under the **SUB-DOMAINS** link (not the File Manager). When the server creates the sub-domain based on the name you provide thru the cPanel interface, it also creates a cgi-bin folder just for that sub-domain, then creates a folder for the sub-domain and places it within your public_html folder.

The sub-domain can run its own cgi scripts just as if it were a website on its own.

To create a sub-domain, follow these steps:

1. Log in to the cPanel

2. Click on the SUBDOMAINS link
3. Provide a name for your sub-domain (no 'dots' or 'slashes')
4. Click the ADD button.

You can now upload to your sub-domain just like you do your main domain (thru FTP, cPanel's File Manager, etc.)

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Question:

What's My FTP Access Info?

Answer:

You can access your account using FTP with basically 3 things:

- Your HOST NAME (also known as your IP address)
- Your USER NAME (the username you log in to your web hosting account with)
- Your PASSWORD (the password you log in to your web hosting account with)

This information is shown in your Welcome Letter which was e-mailed to you, and which you can always view (24/7) by logging into the Customer Support Center.

Your HOSTNAME or IP address shows on the MAIN MENU in cPanel as well. Your USERNAME and PASSWORD for FTP are always the same as your cPanel USERNAME and PASSWORD.

FTP for sub-domains is slightly different.

When you create a sub-domain or an add-on domain (which also creates a sub-domain), the FTP login for that sub-account is based on whatever you called the sub-domain AND whatever password you created for that sub-domain in the FTP Manager in cPanel.

A sub-domain's FTP Login looks like this:

HOSTNAME = IP ADDRESS
USERNAME = subdomain@yourmaindomain.com
PASSWORD = [whatever you created in the FTP manager for this sub-domain]

As you can see, a sub-domain's FTP user name resembles an email address.

NOTE:

Using an FTP application is the recommended method for managing your website files. FTP has several advantages over other methods:

1. Speed - By using the FTP port, your files will transfer faster. You should always use PORT 21 with your FTP application. Most FTP programs will automatically default to PORT 21 and you shouldn't have to make any changes to that setting.
2. Most FTP programs have two window panes that allow you to easily view the file structure of your computer next to the file structure of the web host. Normally you can just drag and drop whatever files you want to onto the server - visually and easily.
3. FTP allows you to DOWNLOAD files from the server ONTO your computer (cPanel and web design publishing applications do not.) This is handy if you need to grab a copy of something off of your web site - or copy your entire web site on to a local computer for back up.
4. The File Manager is limited to being able to upload a maximum of 12 files at any one time. FTP applications allow you to upload entire web sites or just one file in one click.

There are great FTP programs that are FREE and low cost at download.com

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Glossary

Add-On Domains

Add-On domains are FULLY REGISTERED [domains](#) (somedomain.com) that can be added to the account of a MAIN domain. Add-on domains can be added to a Multi-Domain Hosting account ONLY. In fact, an Add-On domain cannot be *added on* until that domain has been registered and pointed to the server the MAIN domain is hosted on.

When an Add-On domain is created in cPanel, the server creates a sub-domain (for storage purposes only) and the user creates a username and password for FTP access. But the end site visitor never sees the sub-domain's URL.

The URL for an Add-On domain looks like a regular domain:

<http://www.youraddondomain.com>

All Black Wire Hosting hosting plans allow for UNLIMITED sub-domains and unlimited sub-directories (limited only by disk space usage, of course). This is NOT the same for an Add-On domain. Add-ons are limited according to the multi-domain plan that is purchased.

For example...The Pro Multi Plan allows for the hosting of 20 domains - 1 MAIN domain and 19 Add-ons. But, as with all Black Wire Hosting plans, UNLIMITED sub-domains/directories are allowed.

The MEGA Plan allows for unlimited Add-ons...(or at least until you run out of disk space) But there is no metered quantity on that plan and the disk quota allotment is rather HUGE anyway.

While Add-on domains UTILIZE sub-domains for storage purposes only, it should be noted that they are very different. An add-on is a full-fledged registered domain that operates just like a main domain.

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Anonymous FTP

Anonymous File Transfer Protocol allows the public to log into your hosting account via [FTP](#) with a common (anonymous) login. There is no assigned password, so anyone who wants to download files from your website can do so if you enable anonymous FTP. This is not a good idea unless you plan on providing free downloadable files to the public.

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Auto-Responder

An auto-responder is an email address that is set up to automatically reply to the requester with a previously prepared response. When an email is sent TO the auto-responder address, the system acknowledges receipt of an e-mail message, and then sends back a prepared email to the sender. This not only provides the requester with immediate response, but confirms that their request was received. When you configure an auto-responder through your hosting account's cPanel, you are using a SINGLE-TRIGGER AUTO-RESPONDER. This type of responder sends its message just one time (each time it is triggered.) SEQUENTIAL AUTO-RESPONDERS systems are far more complex. They send a series of automated responses to the requester (in sequence) at pre-determined intervals. This is also known as an email follow-up system. To use a Sequential Auto-Responder program, you would need to either purchase and install a web application or script that provides this function, or utilize a third-party service that specializes in supplying this service.

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Backbone

A high-speed line or series of connections that forms a major pathway within a network. The term is relative as a backbone in a small network will likely be much smaller than many non-backbone lines in a large network. In general, the better the backbone of the [hosting](#) company, the better the availability of the websites that run on their computers.

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Backups

Web [hosts](#) back up data on their servers. Many host packages offer backups every 24 hours. This is supposed to prevent the loss of data should something happen to the server. . If you think you may need to restore old data in case of a disaster, it only makes good sense to choose a hosting company that performs regular backups.

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Bandwidth (*See also [Data Transfer](#)*)

This is the amount of data that is transferred from an account as visitors view the pages of the website. You are transferring data to and from your server whenever just about any activity occurs on your website. That means that when a page is viewed, an email is sent, a file is downloaded, a video is viewed, etc...all constitute the Transfer of Data – or the use of Bandwidth. A page with text only will use much less bandwidth than a page with several images on it. Additionally, websites that get a lot of visitors (and page views) need larger amounts of data transfer (or bandwidth). Also, graphics-heavy sites need more data transfer allowance than more basic sites. If you have a web site with lots of video, audio, and images that gets many visitors per day, you would have to make sure that you choose a host that will allow large amounts of data to be transferred. If you choose a host that only allows 200 MB of data transfer per month, and your site transferred 500 MB per month, then the host may stop half of your visitors from viewing your site and you could lose potential customers. Your best bet is to try to find a host that offers at least 10 Gigs of data transfer. As a general rule, 500 MB of data transfer is equivalent to 20,000 page views depending on the contents of those pages.

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Blog (see also WordPress)

Blog is short for Web Log, which is a content management system for websites. A website with a blog on it has entries that are made in journal-style and displayed in a reverse chronological order. Blogs often provide commentary or news on a particular subject, or niche such as food, politics, or hobbies; some blogs function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. Most blogs are primarily textual although some focus on photographs (photoblog), videos (vlog), or audio (podcasting), and are part of a wider network of social media.

Blogging has become a powerful marketing tool and popular due to the relative ease of setting up a blog. WordPress, a free-to-use Blogging application is very easy to install for cPanel users that have Fantastico installed on their hosting accounts.

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Browser

This is the computer software that displays the web page code it receives from the server. In other words, browsers interpret the language web pages are written in (HTML, PHP, XML, etc.) and display them in a way that is readable. Without a

browser, you would not be able to *browse* the [World Wide Web](#). All browsers function a little differently and one may not display certain web pages correctly if the [html](#), [php](#) or [xml](#) code for those pages was developed for use by another browser. The main browsers used by most web surfers are Microsoft Internet Explorer and Firefox/Mozilla. Internet Explorer has always been the most commonly used browser and, as of this writing, IE still represents the majority of web browser users. However, for those Internet surfing buffs who are "in the know", Firefox/Mozilla seems to be looked at as the choice of the more experienced user. Some of this may be due to the "anti-Microsoft" sentiment that pervades this crowd, but there is no argument that Firefox/Mozilla also has many advantages over its more well-known competitor. It is perfectly acceptable to have both browsers running on your computer. Many web designers do, so as to have a way to preview their design work with both major browsers.

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Byte

A byte is a series of 8 bits. 8 bits make up one character (e.g. the letter "A"). Computer storage space, including computers used as web servers, is measured in bytes. A kilobyte (KB) is equal to 1,024 bytes. A megabyte (MB) equals 1,024 KB. A gigabyte (GB) equals 1,024 MB. A terabyte (TB) equals 1,024 GB.

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CGI (Common Gateway Interface)

A CGI program is a script written on a language (usually [Perl](#)) that can be translated by any [web server](#) running the proper interpreter, and then displays or uses that data for interaction with the website or even an email message. This process of transferring data between the server and a CGI script allows [HTML](#) pages to interact with other programming applications. CGI scripts make web pages interactive. For example, the dynamic information that is needed for hit counters, forms, guest books, random text/image rotators and other functions, can be provided by CGI scripts. Some servers have pre-installed/pre-defined CGI scripts, meaning that the scripts are already installed on the server for you to use on your site. Some servers permit user-defined or custom CGI scripts, which means the site owner creates their own CGI script and runs this custom made script on the web site. Not all servers allow user-defined (custom) scripts for security reasons. Almost all [hosting](#) companies offer CGI today. If you think you will need forms on your website, CGI could be a key requirement. [Black Wire Hosting](#) provides all the needed interpreters, Perl Modules and other applications that allow full use of the Common Gateway

Interface. Each hosting, [sub-domain](#) and [add-on domain](#) can have their own cgi-bins (the place where CGI scripts are stored for use by the website.)

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Click-Through

The term used to describe the ratio of clicks to impressions on an advertisement. For example, if a text or banner ad has been shown 1000 times and 50 people click on it, it has a 5% click-through rate.

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Co-Location

Co-location means housing a [web server](#) that you own in the facilities of a data center – or Network Operations Center (NOC). This option is perfect if you want to own your own server, but do not want the hassle or security risk of maintaining that server, but not such a good idea if you are not an expert in server maintenance, management and support. Most hosting companies use the co-location server services of a NOC to house their servers off-site. The [hosting](#) company's administration office is usually not in the same location as the data center where their servers are housed. For example, [Black Wire Hosting](#)'s administration office is on the West Coast, but its servers are stored in multiple high security data centers in various parts of the US.

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Control Panel / cPanel

An online web application built into the [web server](#) your web hosting account is on that allows for easy account and website management. Most [hosting](#) companies provide this software as it is impractical to try and use a web server without some kind of friendly interface. Your control panel, allows you to manage your web hosting account with tools that were once unavailable to the end user. (There was a day when you would need to contact your web host provider just to install FrontPage extensions, add e-mail boxes, etc.) In recent years, control panels for web hosting accounts have advanced in their scope of features and continue to do so constantly. The world's most popular web based control panel is called cPanel. It is easy to use and comes free with hosting accounts from most hosting providers. [Black Wire Hosting](#) always provides the latest most stable release of cPanel to all its customers. Accessing your cPanel is like looking "backstage" on your web site and is where

dozens of background functions and features appear for you to work with. Getting to know cPanel is a vital part of mastering the management and maintenance of your website and web hosting account.

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Cookies

Besides being a very tasty bakery treat that come in a variety of flavors, shapes and sizes....in the Internet world, a cookie is a bit of data given to a Web [browser](#) (the local computer surfing the web) by a [web server](#) (the remote computer hosting the web site). The server plants this data in a text file within the file structure of the browser's local directory that stores cookies. Every time the browser revisits the page that cookies was planted FROM, the browser uses that information stored within the text file as sort of a "memory". The purpose of cookies is to keep track of specific date that may be unique to that specific person and may even use that information to customize the visited web page specifically for that user. When you visit a site that uses cookies, you may be asked to fill out a form providing such information as your name and e-mail address. This information is stored into a cookie and sent to your web browser which stores it for later use. The next time you go to the same web site, your browser will send the cookie to the web server and you may find that the form is automatically filled in for you based on the information contained in the cookie that was stored on your computer. Another use of a cookie may be to simply create a custom greeting with your name appearing on the web site greeting you "personally" the next time you visit. If you do any amount of web surfing, you can most likely look into your browser's file structure on your computer and view the list of cookies being stored on your system right now. While it may seem like an intrusion, cookies can be quite helpful in making your web surfing experience much faster and smoother running. Although, sometimes malicious web sites can plant irritating cookies on your computer that cause you to view ads and pop ups you don't want or need.

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CRON Job

CRON is a shortened version of the word *Chronology* – meaning *time*. CRON allows users who are hosted on [Unix](#) servers to run commands or scripts automatically at a specified day and time. A CRON Job or CRON Task can be used for running almost any kind of command that a web hosting account might need. A common use for a CRON Job is to trigger the file in a sequential auto-responder script that needs to send out its next broadcast.

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CSS (Cascading Style Sheets)

CSS is used to add more functionality to simple [HTML](#) pages and a much easier method of web design when working with sites that have multiple pages.

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Database (Online Database)

If your web site will need a database to store information, database support by the hosting company will be required. After you have developed your web site, you will know which database will be required. The most commonly used database programs are [MySQL](#) and PostGRE. Databases can be difficult to configure properly. Before you sign up with a web host, first inquire if the host can support your database needs.

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Data Transfer (*See also [Bandwidth](#)*)

This is the amount of data that is transferred from an account as visitors view the pages of the website. You are transferring data to and from your [server](#) whenever just about any activity occurs on your website. That means that when a page is viewed, an email is sent, a file is downloaded, a video is viewed, etc...all constitute the Transfer of Data – or the use of Bandwidth. A page with text only will use much less bandwidth than a page with several images on it. Additionally, websites that get a lot of visitors (and page views) need larger amounts of data transfer (or bandwidth). Also, graphics-heavy sites need more data transfer allowance than more basic sites. If you have a web site with lots of video, audio, and images that gets many visitors per day, you would have to make sure that you choose a host that will allow large amounts of data to be transferred. If you choose a host that only allows 200 MB of data transfer per month, and your site transferred 500 MB per month, then the host may stop half of your visitors from viewing your site and you could lose potential customers. Your best bet is to try to find a host that offers at least 10 [Gigs](#) of data transfer. As a general rule, 500 MB of data transfer is equivalent to 20,000 page views depending on the contents of those pages.

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Daemon

A daemon is a program that runs on a [Unix](#) server that runs automatically once it is initially started. Daemons lie dormant in the background until they are needed, then implement at the correct time. The web [server](#) itself is considered a daemon in that it lays dormant until it gets a request for a web page. There are several daemons running (or lying dormant) on a web server at any one time. For example, [CRON](#) (a server application) is a daemon. The CRON daemon, or (called *crond*), stays dormant until a time specified in a *config* file or a CRON Job (*crontabs*) activates it.

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Dedicated Server

This is a more expensive type of account in which the web [hosting](#) company provides you with an entire hosting setup including your own server hardware that only you can use. This usually means a much faster loading time for your site because the entire computer is "dedicated" to running the server software. This is different from most other hosting accounts in which your website will share space on a server with many other web sites, called a virtual server. A dedicated server makes sense for web sites that require higher availability and higher [data transfer](#) rates.

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Dedicated IP Address (See [Unique/Shared IP Address](#))

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Disk Space

This indicates the amount of disk space that will be available to you on the [host's](#) server to hold your website files. Normally because [HTML](#) files are small, a website (unless it has extensive graphics or database functionality) will be small, as low as 1 or 2 MB in most cases. Use windows explorer to check the total MB of your site while

it is still on your development machine. Then perhaps double your sites current size so that you have room to grow. When you check the total size of your site don't forget to include the total size of your graphics files.

A good rule of thumb is to assume approx. 50 KB per page (1 MB = 1000 KB, 1 GB = 1000 MB). 50 KB per page is on the high side so it's a conservative estimate for the average size of a web page.

Often [hosting companies](#) will charge an extra fee if disk space exceeds the plan limits. If you think this could happen then either go with a higher MB limit from the start or check with the hosting provider to understand their policies on Disk Space. Remember, the addition of a [database](#) can significantly increase your requirements for disk space.

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Domain Parking

Many [hosting](#) companies give you the option to 'park' your [domain](#) name without actually having your website up and running. This is a nice option if you want to acquire a domain name for your website well ahead of having the website itself designed and constructed.

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Domain Name

A domain name is the unique name that identifies an Internet site. Domain Names always have 2 or more parts, separated by dots. Technically, the domain name is a name that identifies an [IP address](#). To most of us, it simply means www.yourname.com. Because the Internet is based on IP addresses, not domain names, web [servers](#) depend on a Domain Name System ([DNS](#)) to translate domain names into IP addresses. Simply stated, domain names allow people to find your web site by name rather than by its numerical (IP) address.

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Domain Name Registration

Often a [hosting](#) company will offer to [register](#) your domain name at the time you sign up for a hosting plan. This normally incurs an additional charge but may be cheaper and more convenient than using a separate domain name registration

service. It's best to register your domain name as soon as possible; especially if you think it will take some time to develop the site itself. You can register a domain name [here](#).

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Domain Name System (DNS)

A model for tracking other machines (that contain websites) and their numeric [IP](#) addresses. The DNS translates domain names (for example, www.somedomain.com into a numerical IP address such as 123.456.78.90). When a computer is referred to by name, a domain name server puts that name into the numeric IP address assigned to that computer. So when you buy a domain it does not become accessible until it gets assigned an IP address from a [hosting](#) company. Once the IP address is assigned, a cross-reference record (DNS record) is created that points your domain name to the numeric IP address.

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Dreamweaver

Dreamweaver is web design software. Macromedia developed Dreamweaver to be used to build and manage websites and Internet applications. It is the number one choice of design professionals as an [HTML editor](#). Dreamweaver is now distributed by Adobe.

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E-Commerce

E-commerce is a generic term that usually refers to the process of selling products and services via the Internet. But within, the industry, most references to the phrase *e-commerce* implies the use of a [shopping cart](#). The use of such an application is just one form of e-commerce. It's possible to safely sell products and services on a website and process transactions securely without the implementation of shopping cart software on one's own website. (See also [Shopping Cart](#))

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Email Forwarder

An email forwarder sends the message it receives to different [email addresses](#) automatically. For example, with an Email Forwarder, you can have email that is sent to you@yourdomain.com automatically forwarded to you@your[isp](#).com. [cPanel](#) allows for easy e-mail forwarder creation.

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Email POP Account

POP (Post Office Protocol) is an actual e-mail account on your [web host](#)'s e-mail server. Think of each POP account as a unique email address (john@yourdomain.com, contact@yourdomain.com, etc.) Before you choose a specific [hosting](#) plan, you should know exactly how many email accounts are required to meet your specific needs.

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Fantastico

Fantastico is a third party add-on program that works with [cPanel](#). It is the leading add-on program for cPanel servers, as it provides more than one million end users the ability to quickly install dozens of web server applications and scripts as well as open source content management systems into their web [hosting](#) accounts. Some of the more popular Fantastico-installed scripts are [WordPress](#) and several bulletin board or forum applications.

Its strongest feature is the ease with which a script can be installed. [Black Wire Hosting](#) servers are licensed for Fantastico DeLuxe and it is always included as a standard feature with all hosting plans.

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FrontPage (Microsoft)

Front Page is an [HTML editor](#) made by Microsoft. It is commonly used to create websites

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Frontpage Extensions

FrontPage extensions can be thought of as "mini programs" that allow features of a website created with MS [FrontPage](#) to operate smoothly. It is possible to use MS Front Page to create a website and host that site on a [server](#) that doesn't offer FP extensions, however some of the powerful features of the program cannot be used in these web sites. (See Microsoft's FrontPage site for more information). After you design your website and try test it live on the Internet, you will probably know whether FrontPage extensions will be a requirement for your design.

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File Transfer Protocol (FTP)

FTP is a way of transferring files (uploading and downloading) across the Internet. Most websites 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 its "own" FTP). But the use of many other [HTML editors](#) require the use of a stand-alone FTP program. There are many free FTP programs you can download at [download.com](#). There are many Internet sites that have established publicly accessible repositories of material that can be obtained using FTP, by logging in using the account name anonymous, thus these sites are called [anonymous FTP](#) servers.

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Firewall

A firewall can be software and/or a hardware/software combination that protects a computer or network from unauthorized access. MS Windows ships with a built-in firewall application. If your computer is on a network in an office building your computer may also be behind a firewall that is hardware peripheral provided by the IT department.

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Fireworks

Macromedia Fireworks is a bitmap graphics ([image](#)) editor developed by Macromedia and distributed now by Adobe built to allow web designers the ability to compose and manipulate web graphics.

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Flash

Flash is a graphics animation program developed by Macromedia and now distributed by Adobe. The Flash application produces .swf (shockwave) files that can be viewed on the Internet. The end user has to have a Flash-Player installed on their system in order to view the file, but these days almost all Internet surfers are running the Flash-Player. Flash documents (.fla) can only be edited by users of the Flash animation software.

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Gigabyte (GB) – (See [Byte](#))

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Graphics Editor – (See [Image Editor](#))

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Host (See also [Web Host](#))

A Web Host is a business providing hardware in the form of online remote computer equipment that provides services and software used to store, maintain, and present Websites and their files to the Internet. When you hear the term "host" in the Internet world, it is referring to an Internet company that has the required servers

and software to connect domain names to ([IP](#)) Internet Protocol numbers so that your site can be viewed by the public when they type your domain in their browser window. Basically this is where you house your site, and you usually have to pay a monthly or annual fee for this service. There are free hosting services, but they usually have extremely limited service and require you to advertise other businesses on your site.

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HTML Editor

An HTML editor is a program that assists the user in writing HTML code for creating web pages. Although, since HTML is simply text, any text editor (Note Pad, MS Word, etc.) could be considered an HTML editor. However, usually when webmasters refer to an HTML editor they are referencing software that is specifically designed to edit code and often through a friendly [WYSIWYG](#) interface. [Dreamweaver](#), [FrontPage](#), Nvu, GoLive, etc., are all HTML editors.

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Hyperlinks

Hyperlinks are text or graphics that appear on a web page that, when clicked upon, link you to other areas; either within that same page, to another page on that website or to another page on another website. Hyperlinks, when used with Bookmarks, can even carry you to a specific location on a specific page on a specific website. They can also link you to specific files such as audio, videos or software / e-book downloads.

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HyperText Markup Language (HTML)

Stands for Hyper Text Markup Language. This is the code that web pages are written in and the [browser](#) interprets to turn into the web page you view on the screen.

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Hypertext Transport Protocol (HTTP)

The protocol for transferring hypertext files across the Internet. Requires an HTTP client program on one end, and an HTTP server program on the other end. HTTP is the most important protocol used in the World Wide Web ([WWW](#)). You see it every time you type a web site in your browser http://... .

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Image Editor

An image editor is a computer program that allows users to create and edit pictures that can be used as part of their web design. Image editors can usually save its output in many popular *bitmap* or *raster* formats such as TIFF, JPEG, PNG and GIF.

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IMAP

IMAP stands for Internet Message Access Protocol. IMAP is an application that runs on most [Unix](#) servers with Apache Builds that allows an [email](#) program to access remote messages stored on a mail [server](#).

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Internet Service Provider (See also [ISP](#))

An ISP is company or institution that provides access to the Internet in some form, usually for money. They will usually allow users to dial up through a modem, DSL, or cable connection to view the information on the Internet Access is via SLIP, PPP, or TCP/IP. Picking your ISP is an important decision but has more to do with how you access the Internet rather than which [host](#) you choose.

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IonCube

IonCube is an encoder similar to [Zend](#) in that it protects the source code of a PHP developed script from theft. Just like Zend, it requires a server side installation to decode the PHP files and run them. Because Ioncube provides the ability for software developers to encode or encrypt their files so that their work cannot be easily copied

and redistributed without their knowledge, it is often used by more elaborate and complex web applications. In order for website files to run that have been encoded, the Ioncube loaders must be installed with the files so that they can be decoded and seen by a web [browser](#). If the correct loader files are not present, then the files cannot be read (or decrypted). [Black Wire Hosting](#) provides IonCube as a standard part of [server](#) configuration.

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IP Address

A unique number used to specify [hosts](#) and networks. Internet Protocol (IP) numbers are used for identifying machines that are connected to the Internet. They are sometimes called a dotted quad and are unique numbers consisting of 4 parts separated by dots. They would look something like this 216.119.81.205 Every machine that is on the Internet has a unique IP number - if a machine does not have an IP number, it is not really on the Internet. Most machines also have one or more [Domain Names](#) that are easier for people to remember.

Local computer workstations that connect to the Internet also have IP addresses. When you log on to the Internet, your computer is assigned an address by your [ISP](#) which identifies your computer from the other computers on the Internet.

An IP address is almost like a "phone" number for computers and servers. Each time a computer logs onto the Internet, it is "calling up" another computer or [server](#) somewhere. During any given session of web surfing, your computer might make dozens, if not hundreds of these connections as it "calls up" another computer each time you view a website.

Additionally, the server that your computer connects to has access to the IP address of your local computer as soon as you connect (view the site). This is how web statistics software that tracks site visitor traffic gets some of their information.

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ISP (See also [Internet Service Provider](#))

ISP stands for Internet Service Provider which in its truest form could refer to any business that offers some kind of Internet related services (like [web hosting](#), [domain registrations](#), search engine positioning site promotion, etc.) However, as "techno-lingo" often does, the term ISP has come to almost always refer to any business that

provides **ACCESS** to the Internet through dial-up, DSL or other broadband connections. Companies like MSN, Comcast, AOL or Net Zero would be called ISP's.

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Javascript

Javascript, (not to be confused with Java – which is very different), is a scripting language which enables web designers to add dynamic, interactive elements to a website.

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Java Servlets

A servlet is an application or a script that is written in Java and executed on a server, as opposed to on a client. It is analogous to [CGI](#), although servlets are more than simply CGI scripts written in Java.

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Kilobyte (KB) – (See [Byte](#))

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Linux

Linux is an operating system that runs on [UNIX](#) platforms, usually used by web servers. There is also a minority population of Linux users who utilize it on their desktop computers.

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Mailing List Software

A mailing list is a discussion group based on the e-mail system. You may want to set one up - they're very useful promotional tools. Even if you don't want to host a discussion group, you can use a mailing-list program to distribute a newsletter. Many companies have mailing-list software available for their clients to use -- if so, ask whether there's an additional cost, how many mailing lists you are allowed to have, and how many members per list. The most reliable and safest mailing list software to use is that of a third party mailing list company. Using mailing list software incorrectly on your [web hosting](#) account can cost you in more ways than dollars. With the epidemic of spam flooding the Internet, it's best to leave your bulk mailing to the professionals. Constant Contact, GetResponse, Vertical Response, and Aweber are just a few of the companies that can take care of managing your list without you risking the loss of your [domain](#) or hosting account due to illegal mailing activities.

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Megabyte (MB) – (See [Byte](#))

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MySQL

MySQL (Pronounced "My Sequel") is the most popular open-source relational [database](#). [UNIX](#) servers that run [PHP](#) usually provide [hosting](#) plans often include the MySQL application for creating online databases.

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Payment Gateway

A payment gateway is provided by a credit card merchant account supplier that enables the authorization, processing and managing of online transactions.

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Perl (Practical Extraction and Report Language)

Perl is an interpreted language optimized for scanning arbitrary text files, extracting information from those text files, and printing reports based on that information. It's also a good language for many system management tasks.

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Photoshop

Adobe Photoshop is a graphics or [image editor](#) published by Adobe Systems. It is the market leader for commercial image manipulation. While it is probably the best, most professional and even the most common image editor in use, it is expensive when compared to other necessary design tools. Its open source counterpart is known as GIMP – a free image editor popular with beginners.

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PHP

PHP is another scripting language. Its commands are embedded within the [HTML](#) of a web page. These commands are executed on the web server (Assuming the server is configured to run PHP), making it browser independent. The web browser only sees the resulting HTML output of the PHP code. PHP is quite useful for creating dynamically generated pages. That is basically the main purpose of using it. PHP scripting can add a number of interactive components (dynamic content) to a website that is hosted on a server running PHP. (Most [Unix](#) servers run PHP. Most [Windows](#) servers do not.)

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Ping

As is sometimes the case with computer jargon, ping comes from the phrase "Ping Pong" - as in the game of table tennis. Ping is a tool used by computer networks to test whether a particular connection is being made – usually to a host [server](#). Ping looks for a specific [IP address](#) by sending what are called echo request packets to the target, then listing back for the response (the "pong"). By using and interval timing rate, ping estimates the time of the round trip between the source and the target. That rate is provided in milliseconds. It also measures any packet loss. You can send a ping to your website's server and measure how fast you connect to that server. But YOUR ping will not necessarily be the same as someone else's. You can run a ping test at www.dnsstuff.com

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Port

With respect to the Internet, a port usually refers to a number that is part of a [server](#) address. Sometimes a port can be accessed via the URL to a domain appearing after a colon (:) right after the [domain name](#). Every service that runs on a web server *listens* on a particular port number on that server. Most services have standard port numbers. For example, web servers usually listen on port 80. Other common services running on a web server usually use these ports as a standard configuration:

[cPanel](#) – port 2082

Secured connection to cPanel (https) - port 2083

Web Host Manager (WHM) – port 2086

File Transfer Protocol ([FTP](#)) – port 21

Post Office Protocol ([POP3](#)) – port 110

Simple Mail Transfer Protocol ([SMTP](#)) – port 25

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Post Office Protocol (POP3)

This is a method of retrieving [e-mail](#) from an e-mail server. Most e-mail applications (sometimes called an e-mail client) use the POP protocol, although some can use the newer [IMAP](#) (Internet Message Access Protocol). There are two versions of POP. The first, called POP2, became a standard in the mid-80's and requires [SMTP](#) to send messages. The newer version, POP3, can be used with or without SMTP. The newest and most widely used version of POP email is POP3 email. You will see the term POP3 in most of the web hosting plans available today.

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Red Hat

Red Hat is the company that develops what is probably the most widely used [Linux](#) solution. Linux is a platform that most web [servers](#) runs on ([Unix](#)) and Red Hat is

just one brand of Linux. There are several versions, builds, levels or solutions of Red Hat's products. For example, Red Hat Enterprise, Fedora (open source) and even Red Hat Desktop for home and small office computers to use as an alternate operating system to Windows or Mac. It is extremely stable, but not found on a large percentage of desktops - due more to *marketing* reasons than quality issues.

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Reseller Plans

Many hosting providers allow you to be a reseller of [hosting](#) space earning a commission off of each sale. If you intend to be a provider of hosting services, you should investigate this option as you decide where to host your web site. Many hosting companies offer discounts (in addition to revenue opportunities) to companies that wish to remarket their web hosting services.

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Root Access

The definition of root access is relative to the limitations each user of a web [server](#) has. For example, users with *shared* web hosting accounts have a "root" access to their account via [FTP](#) that is the directory above the public_html folder. For the end user this is the "root": (where *username* is the web [hosting](#) account username)

/username/public_html/index.html

For the user of a server with true root access, the root directory refers to levels *above* the home directory. For example, the user of a dedicated server would have access to the directory structure *ABOVE* home:

/root/home/username/public_html/index.html

Most webmasters never need to true root access. When they do, the use of a [dedicated server](#) is in order.

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RSS Feeds

RSS stands for Really Simple Syndication. It is an [XML](#)-based system that allows users to subscribe to certain content on favorite websites. When using RSS, a

webmaster can put his/her content into a standard format. It can then be viewed through software that reads RSS feeds automatically. That information can be presented as new content on another website.

The RSS reader program can check a list of feeds on behalf of a user and display any updated articles that it finds. It is common to find web feeds on major websites these days.

RSS programs are available for various operating systems and are typically either standalone applications or add-ons for a web [browser](#). Many browsers have now integrated support for RSS feeds.

The program that reads RSS feeds is sometimes called an aggregator. Some aggregators can combine existing web feeds into new feeds, e.g., taking all stock market related content from several financial information feeds and providing a new stock market information feed.

RSS web feeds on websites are often linked to a small image with the XML or RSS letters displayed like this:

Setup Fee

Some hosting companies charge a one time setup fee to set up your [hosting](#) account. It is worth to also take this into account when looking at the monthly fee.

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Server

A computer, or software package, that provides a specific kind of service to software running on other computers. The term can refer to a particular piece of software, such as a [WWW](#) or [HTTP](#) server, or to the machine on which the software is running. A single server machine could have several different server software packages running on it, thus providing many different servers to clients on the network. More specifically, a server is a computer that manages and shares network resources. A Web Server has the specific task of providing resources to its users that make [hosting](#) a website on the Internet possible.

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Shell Access

Shell Access (sometimes referred to as SSH) allows you to edit your web files and your site structure online through a [Unix](#) command-based port. The installation of some scripts and web applications sometimes require shell access, but unless you are an advanced user with some Unix experience, you will probably never need or use SSH...and probably shouldn't unless you know what you are doing as you risk causing possible damage to your web hosting account.

These days, there are plenty of friendlier interfaces that will accommodate just about any file structure event you need. If you ever do need to access your web server through the shell, you will require the use of a software interface that can connect to that port. The most popular is a free open source application most advanced users use to manage their shell access. It is a program called "Putty" and can be found quickly with any Google search in many places on the web.

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Simple Mail Transfer Protocol (See also [SMTP](#))

The main protocol used to send electronic mail on the Internet. Most Internet email is sent and received using SMTP. SMTP consists of a set of rules for how a program sending mail and a program receiving mail should interact.

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Single-Trigger Auto-Responder (See [Auto-Responder](#))

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Server Side Includes (SSI)

SSI is used by web designers in order to accommodate updating certain content on a website. An SSI is a variable value that a web [server](#) can add to an otherwise static

webpage making the content dynamic. Web pages that utilize SSI in their coding will usually use *.shtml* extensions instead of *.html*.

SSI's are commands can be embedded in the [HTML](#) of a webpage and are handled by the server when a user requests a specific file. An SSI command looks something like this:

```
<!--#include virtual="/path/to/file"-->
```

For example, an SSI command can be used to insert a global menu into several pages on a web site as it is only stored in one "central" location. This allows easier changes to the design of the menu without having to edit each web page. Using SSI, the object would only need to be changed once and that one common file could be called by SSI.

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Secured Socket Layer (SSL)

A protocol designed to enable encrypted, authenticated communications across the Internet. It is used mostly (but not exclusively) in communications between web [browsers](#) and web [servers](#). URL's that begin with "https" indicate that an SSL connection will be used. SSL provides 3 important things: Privacy, Authentication, and Message Integrity. In an SSL connection each side of the connection must have a Security Certificate, which each side's software sends to the other. Each side then encrypts what it sends using information from both its own and the other side's Certificate, ensuring that only the intended recipient can decrypt it, and that the other side can be sure the data came from the place it claims to have come from, and that the message has not been tampered with.

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Sequential Auto-Responders (See [Auto-Responder](#))

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Shared IP Address (See [Unique/Shared IP Address](#))

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Shared Hosting

Shared hosting is a type of web [hosting](#) account is *SHARED* on a server with multiple other web hosting accounts. The number of accounts that are on a shared server at any given time is dependent on the size of the web server, its hardware, drive space capacity, [bandwidth](#), connection, RAM, processing speed, and other server configurations that provide a balanced load. Most websites on the Internet are hosted on shared accounts.

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Shopping Cart

A software program which acts as the [e-commerce](#) solution for any website that wants to transact business as a "virtual store". Shopping Carts usually allow the webmaster the ability to create and manage an inventory or catalog to which items can be added or removed. Once a customer is ready to "check out", this same software typically includes a mechanism that allows the customer to pay for their purchase. Most "carts" are equipped with the ability to process a credit card or work through a third party payment processing gateway such as Authorize.net (a credit card processing company for merchants), PayPal, 2CheckOut or other such provider. Shopping Carts are useful for web sites that sell multiple products and services where a "shopping and browsing" experience is desired. For websites that sell one or two item products such as e-books or digital downloads, a shopping cart is not usually needed.

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SMTP (See also [Simple Mail Transfer Protocol](#))

Simple Mail Transfer Protocol is one of the main methods a web server's mail server processes *OUTGOING* mail through [port 25](#). For the web hosting customer to send mail thru the SMTP port, the user's email client (for example: *Outlook*) must be configured with their mail server's address - usually mail.yourdomain.com - as well as the [e-mail account](#)'s access information and password set by the user when the e-mail account was created on the server (via [cPanel](#)).

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SSH (see [Shell Access](#))

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SSI (see [Server Side Includes](#))

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SSL (see [Secured Socket Layer](#))

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Streaming Media

Anytime you view a video with your web [browser](#) that is stored on a website, that video data is being "streamed". Streaming media (whether it be audio or video) means that the media files is being provided by the web [server](#) and you are not required to store that file on your computer in order to use it. Downloading a video or audio file, then opening it up from your computer would be the opposite of streaming media.

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Sub-Directory

A sub-directory is simply a folder on your website that you can create with your web design software, [FTP](#) or the File Manager in [cPanel](#). The [URL](#) for a Sub-DIRECTORY looks like this:

http://www.maindomain.com/subdirectory

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Sub-Domain

A sub-domain is a file structure that can be held within the file structure of your main domain. Sub-domains are actually "sub-web sites" within your web site...but don't require a uniquely [registered domain](#) name.

The [URL](#) of a sub-domain looks like this:

http://yoursubdomain.yourmaindomain.com (no WWW)

Some web sites use sub-domains as departments for their business. For example, the Acme Company might have these sub-domains:

http://support.acmecompany.com
http://sales.acmecompany.com
http://catalog.acmecompany.com
etc.

While a sub-domain looks like another folder or directory within your web site file structure, there is actually a little more to it.

In order for a sub-domain to function fully as sub-domain, it MUST be created in the cPanel. A sub-domain cannot be created with an FTP program or the File Manager. Because when the server creates the sub-domain based on the name you provide through the cPanel interface, it also creates a cgi-bin folder just for that sub-domain, then creates a folder (directory) and places it within your public_html folder.

If you were to try and create a sub-domain by simply creating a new directory within your public_html folder, you would be creating a sub-directory – NOT a sub-domain... and they are NOT the same thing. The sub-domain can run its own CGI scripts just as if it were a website on its own. A sub-domain can also be used as a storage facility for an [ADD-ON](#), which is a fully registered domain that can be [parked](#) on top of the sub-domain.

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Terabyte (TB) – (See [Byte](#))

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Unix

Unix is the most stable and most common platform for web [servers](#). It is computer operating system designed that was designed with multi-user capabilities as its strength. It is the favored operating system for web hosting servers. Unix is a text-based, multitasking operating system that is considered an open source platform. This is why Unix servers are more affordable than their [Windows](#) counterpart.

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Uniform Resource Locator (URL)

The standard way to give the address of any web site on the Internet that is part of the World Wide Web ([WWW](#)). <http://www.Black Wire Hosting.com> is an example URL. The need for using WWW in a URL syntax is usually no longer needed, as most [browsers](#) only need a prefix in front of a domain if it is NOT going to be WWW. In other words, almost every browser can deal with the syntax: "somedomain.com" as a valid URL.

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Unique/Shared IP Address

With most shared hosting plans, you share an [IP address](#) by default with other web sites on the same server. When you are on a shared IP, you can only your site by using either its domain name OR the IP address followed by your user name as a suffix (thus differentiating your account from the other web sites on that same IP). In other words, a web site on a shared server could view their site using this syntax:

<http://XX.XXX.XX.XX/~username/>

Where XX.XXX.XX.XX is the shared IP number and username is the web hosting account username (same login that is used for cPanel and FTP access). The tilde (~) and the trailing forward slash (/) are also required in this syntax. This is sometimes called a Temporary URL because the web site owner could use this address temporarily to view a web site prior to its domain name fully propagating (resolving) through the DNS.

There are two kinds of Unique IP addresses:

1. A unique IP on a shared server. – This allows the user to still take advantage of the cost of shared hosting while using a unique IP number for their account. This is a requirement for any web site owner that wishes to utilize the SSL (secured socket layer) on the server for processing encrypted data – such as credit card information and other sensitive information that requires a secured certificate.

Technically, a shared unique IP address is not FULLY unique. The user of such an IP simply uses one of the IP numbers that is within the RANGE (or block) of the shared IP address. In other words, while the shared IP of a server might be: 123.45.67.89 , the user of a unique IP address might use 123.45.67.90

2. A unique IP on a [DEDICATED](#) server is truly unique. Unlike the unique IP on a shared server, a dedicated server user also has unique usage of the full block of IP on that server.

Either way, it is more expensive to use a unique IP address than a shared one. On a shared server, a unique IP address usually costs an extra monthly or annual fee, or a one-time set up cost.

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Uptime

A percentage that refers to the amount of time within a given period of time that a system is active or available for servicing requests. For example, if a [hosting company](#) says it is available 99.9% of the time, they are claiming that your website will be up all the time except for about 8 seconds each day. Over the course of a year, in this example, the hosting company is claiming that your site will only be unavailable (couldn't surf to it) for 48 hours. Usually, these percentages are used for marketing purposes and very few hosts can actually claim 99.9%. They do this because no one can claim 100%! [Black Wire Hosting](#) servers are monitored by an automated system that reports each server's uptime - updated every 10 minutes. Since these numbers fluctuate all day long, the most accurate reading would be to know what that monitoring system is showing at the present time. Black Wire Hosting servers are calculated based on their life span...so an older server may have a lower uptime percentage than a newer one due to the fact that it has had "more experience" and therefore more opportunity for downtime. A good actual uptime percentage can be anything in the 96.5 to 99.9 percent range depending on the age of the server. For example, at the time of this writing, Black Wire Hosting's monitoring service reports an overall network uptime average of 99.48%

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Virtual Server / Virtual Web Hosting / VPS (Virtual Private Server)

A VPS is a web [server](#) which shares its resources with multiple users. As with standard shared hosting, using a VPS is a way for multiple web sites to share the resources of one server, but with fewer other users. If you do not need your own [dedicated](#) server, you might use a virtual private server to host your website. But for marketing purposes, there has been made a distinction between "shared" [hosting](#) and the use of a virtual server – even though they are technically the same. But shared hosting usually refers to a server that has many more web hosting accounts on it than a VPS does. While a VPS shares its resources, it does so with much fewer

other accounts because each account on a VPS is allotted its own amount of dedicated resources. Virtual Private hosting is a little more expensive than standard shared hosting, but cheaper than a dedicated server.

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Vlog (Video Web Log or Video Blog)

Video blogging is another way of posting ideas and information to the Internet. One could consider it a step or two "up" from text [blogging](#). Obviously, videos make for a clearer and often more entertaining way of expressing ideas and information. This form of communication may entail a lot of resources, but it is often worth it. If pictures say a thousand words, video blogging say a million!

A video blog requires larger disk spaces on [web hosting](#) accounts, and generally more [server](#) resources. Vlogs can also be fed through [RSS](#).

The downside to video blogging is that it may slow down your server. Download time may also be time consuming - especially if the end user (viewer) is still on a dial-up connection.

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Web-Based Email

Web based email refers to an online interface that allows a user to access [email](#) from any computer that has an Internet connection and a Web browser. There are web based email access points in [cPanel](#) that allow this functionality for accessing the email of the user's hosted [domain](#).

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Web Host (*See also Host*)

A Web Host is a business providing hardware in the form of online remote computer equipment that provides services and software used to store, maintain, and present Websites and their files to the Internet. When you hear the term "host" in the Internet world, it is referring to an Internet company that has the required servers

and software to connect [domain names](#) to ([IP](#)) Internet Protocol numbers so that your site can be viewed by the public when they type your domain in their [browser](#) window. Basically this is where you house your site, and you usually have to pay a monthly or annual fee for this service. There are free hosting services, but they usually have extremely limited service and require you to advertise other businesses on your site. [Black Wire Hosting](#) is a Web Host.

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Web Statistics

Many hosting companies run software on their web [servers](#) that collect usage information about your web site and compile it in a user-friendly, easy-to-read format for you to analyze trends about your web site. Having access to statistics is critical if you need to know how many visitors are coming to your site, which web pages receive the most attention, and how much time people actually spend browsing your site. Statistics range from basic information, like how many visitors a site has, to advanced information, such as the referring URL the visitor came from, the *search phrase used to find the site, dates and times of visits, IP number of. (*Obviously, knowing the most common search phrases being used by visitors to locate a website can be very helpful information for the site owner that uses keyword technology and pay-per-click promotional tools.)

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Windows Hosting

Windows Hosting refers to hosting plans that are on a web server that uses Microsoft Windows server software as its operating platform. Windows [hosting](#) plans are more expensive, less common and have a reputation for vulnerability and instability. The majority of websites on the Internet are hosted [Unix](#) platform servers rather than Windows.

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Word Press (see also [Blog](#))

WordPress is an extremely popular content management system written in [PHP](#) and backed by a [MySQL](#) database. It is popular for good reason. It's easy to use, flexible to customize and best of all free to use under the GNU General Public License. WordPress is used to manage frequently-updated Web content, especially Weblogs (Blogs). Additionally, WordPress is now very easy to install on a website that is

hosted on a cPanel server with Fantastico as WordPress is part of the [Fantastico](#) family of easy-to-install web scripts.

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World Wide Web

The WWW is the name given to the interconnected system of computers that provide information using the [HTTP](#) protocol. Because Web [Servers](#) link to other Web Servers, the result can be visualized as a "web" of connections between all the servers around the world. Technically, the WWW is just a PART of the Internet – although it is the largest and most significant part.

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WYSIWYG

WYSIWYG is an acronym often pronounced as "wizzy-wig". It stands for the phrase **What You See Is What You Get**. It almost always refers to a type of web design software application that allows the user to "edit" [html](#) code by simply using a graphical user interface (gui) to drag and drop elements of a web page onto the document. Since **WYSIWYG** applications do not require any actual html coding, the user is allowed to virtually see what their design looks like as they design it. Prior to the development of **WYSIWYG** editors, web designers were left to hand code their pages in [html](#), then preview them by looking at their documents in a browser. Today, most web design applications are **WYSIWYG** editors.

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XML

XML stands for Extensible Markup Language. It is a web development language similar to [HTML](#), but is a more flexible way to create common information formats and share both the format and the data on the Web. XML is not a fixed set of elements like HTML, but rather, it is known as a *meta-language*, or a language for describing languages. XML enables authors to define their own tags. It is often associated with providing dynamic content for [RSS](#) feeds.

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Zend (ZendOptimizer)

Zend Optimizer is a free software tool for parsing and working with pre-compiled [PHP](#) files. These PHP files must first have been created and compiled with the Zend Encoder by the author of the code (Zend Encoder is not a freeware). The advantage of pre-compiled PHP files is that they do not need to be parsed repeatedly and so they execute faster. Therefore, you need ZendOptimizer on your server to run certain scripts. If you obtain a PHP script that requires ZendOptimizer to run, you will not be able to use it on a server unless that server is running Zend. [Black Wire Hosting](#) servers all run the latest ZendOptimizer.

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Zlib

Zlib is a program that runs on a web server that compresses picture files on a website so that they will download to user's computers faster. Zlib is an open-source, cross-platform, general-purpose program. Zlib runs on all [Black Wire Hosting](#) servers.

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